



Smart Promotion Network

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FDI Trends

Global Value Chains account for 80% of global trade. On 26 February 2013, UNCTAD launched the UNCTAD-Eora Global Value Chain (GVC) database to map the distribution of value added in global trade along GVCs. The database covers 187 countries and a broad range of industries (up to 500 depending on country). According to the launch report of the new database, GVCs account for some 80% of global trade. The majority of developing countries, including the poorest, are increasingly involved in GVCs: domestic value added from GVC trade contributed 28% to their GDP on average. [< more >](#)

Strategy, Did You Know?

Search for the right branding. By communicating the unique value of an investment location, a relevant, authentic and eye-catching brand can set high expectations and generate lasting impact in the minds of investors. However, defining such a brand remains a challenge for many locations. In *Establishing a Brand Promise*, Edward Burghard, a location branding expert, proposes a practical 4-step process to create a unique brand for your location. According to Burghard, such a branding exercise should start with the development of an insight into why existing investors prefer your offer over the competition. On the basis of that, you create a list of potential promises and a value proposition or promise statement for each of them. As a last step, these promise statements need to be tested on their effectiveness. [< more >](#)

Smart Promoter Practices

Make your investment guide come alive for investors. On 7 February 2013, the Government of Rwanda and UNCTAD launched the web-based investment guide to Rwanda. This pilot project of UNCTAD's iGuides platform provides investors with updated and hard-to-find information on opportunities and conditions in target countries and territories. In addition to laws, procedures and contacts, the iGuides include data on wages, costs and taxes, required by investors for their business plans. Replacing the previous practice of publishing paper investment guides, the iGuides allow significant cost and time savings, and enable governments to transmit the right information to the intended investors in a more timely and systematic way. [< more >](#)

What's On

Seizing Low-carbon Investment Opportunities. FDI in low-carbon industries presents many new opportunities. FDI in renewable energy and recycling grew from US\$ 8 billion in 2003 to over US\$ 60 billion in 2011. An UNCTAD workshop in Geneva, taking place on 2 May 2013 during the Commission on Investment, Enterprise and Development, will bring together industry experts and best practice IPAs to share trends, promotion techniques and strategies to attract low-carbon investment. During the Commission, UNCTAD will also present the 2013 Investment Promotion Awards for excellence in promoting export-oriented FDI. [< more >](#)

Read of the Month

Understanding the new players? Recent years have seen the rise of Chinese investors. But, where and how are they investing? The 2011 Survey on Chinese Enterprises' Outbound Investment and Operation, released by the China Council for the Promotion of International Trade (CCPIT), provides the most comprehensive overview on this issue. The survey shows that 70% of outbound projects are greenfield investment, 20% joint ventures and 10% mergers and acquisitions. Almost half (49%) of their investments are in Asia, while increased investment was witnessed across the world in recent years. [< more >](#)



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