



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

Are you ready for FDI from BRICS? With outward FDI from BRICS countries rising from US\$7 billion in 2000 to US\$126 billion in 2012, the BRICS have become an important source of FDI for developed as well as for developing countries. While 42% of their investment stock is in developed markets, their respective neighbouring countries in Latin America and the Caribbean, East Asia, South Asia and transition economies accounted for some 43% of their outward FDI stock. BRICS countries have also joined the ranks of top investing countries in Africa. In 2010, BRICS accounted for 25% of Africa's total FDI inflows. Most FDI projects in Africa that originate from BRICS countries are in manufacturing and services with only 10% in the primary sector.

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Strategy, Did You Know?

Make partnerships work. Partnership is a tool widely used by IPAs in attracting and facilitating investment. However, a good understanding of the needs of the stakeholders and an innovative approach are required to forge a fruitful partnership and make it work for investment promotion, as showcased by the success of the Jamaica Promotions Corporation (JAMPRO) in attracting Sutherland Global Service (SGS) to the country. By engaging SGS, a leading business process outsourcing (BPO) company, with the University of the West Indies (UWI), JAMPRO helped securing the SGS investment project on the university campus. This partnership will provide SGS with a large pool of talent on their doorsteps and will offer many job opportunities for UWI graduates.

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Smart Promoter Practices

Getting the most from your advertising. In tourism, the lines between investment promotion and branding are blurring. As a prize winning branding campaign, Pure Michigan showcases how successful an advertising campaign can be in bringing in both tourists and investors. In 2012, with help of the programme, Michigan attracted 3.8 million visitors who spent US\$1.1 billion at Michigan businesses. Companies like Coca-Cola and Kroger have partnered with the Pure Michigan brand, selling Pure Michigan branded products at stores across the country.

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What's On

Winning out in promoting export-oriented investment. On 29 April, UNCTAD announced the winners of the 2013 UNCTAD Investment Promotion Awards for excellence in promoting export-oriented FDI. The winners were the Jamaica Promotions Corporation, the Investment and Development Agency of Latvia and the Public Authority for Investment Promotion and Export Development of Oman. The Awards were presented during the UNCTAD Investment, Enterprise and Development Commission which takes place in Geneva from 29 April to 3 May 2013.

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Read of the Month

Making registration easier for investors. According to Doing Business 2012, an entrepreneur in New Zealand or Canada can register a business in one day, while it may take an investor two months or longer in some 20 other countries. For many countries, making registration easier remains essential to promote foreign investment. Reforming Business Registration of the World Bank provides options and tools at governments' disposal to improve the registration process. It lists UNCTAD's e-Regulations programme, which helps countries document, simplify and publicize business registration procedures and has been implemented in over 20 countries, as a successful business registration reform initiative (www.eRegulations.org).

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