



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

Global FDI flows retreated in the first half of 2012. Global FDI inflows declined by 8% to US\$668 billion in the first half of 2012 down from US\$726 billion in the same period of 2011, according to UNCTAD's Global Investment Trends Monitor, released in October. The fall was mainly caused by a decline in inflows to the United States and to BRIC countries. For developing countries, FDI inflows to Asia declined, while flows to Africa and Latin America rose. UNCTAD expects global FDI to, at best, level-off in 2012, at slightly below US\$1.6 trillion, reflecting the continuing wait-and-see attitude of multinationals amid macroeconomic uncertainties.

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Strategy, Did You Know?

Capturing emerging opportunities to go green. Since identifying the clean energy industry as a strategic growth area in 2007, Singapore has transformed itself into a low-carbon industry hub anchoring many key players in the industry, including Bosch, Panasonic, Siemens and Vestas. Critical to its success was a comprehensive industry development strategy, which attached importance to creating the necessary skills base through research & development support and manpower development initiatives, while branding the location's strategic advantages for the industry internationally. [< more >](#)

Smart Promoter Practices

Making business entry management work for investors. The business registration process can be a make or break factor for foreign investment. A World Bank report, "Innovative Solutions for Business Entry Reforms", highlights best practices in business registration, including the application of information and communications technology (ICT) systems, eGovernment, and effective and accurate information sharing. The findings mirror the experience of one of the most widely adopted initiatives in this area -- UNCTAD's eRegulations programme -- which also shows the importance of a three step process: make business registration transparent, simplify it, communicate it clearly (www.eRegulations.org).

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What's On

Featuring your location on the international tourism market. The World Travel Market (WTM) 2012, a leading global event in the travel industry, will take place in London from 5 to 8 November 2012. With more than 5000 suppliers of travel and tourism products exhibiting, the event will present a diverse range of destinations and industry sectors to international travel professionals. With nearly 50,000 visitors in 2011, WTM 2012 is a good opportunity to promote locations to tour operators and international investors.

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Read of the Month

Increasing headwinds hit world trade. Slowing global output growth has led the World Trade Organization (WTO) to downgrade its 2012 forecast for world trade expansion from 3.7% to 2.5% and to scale back its 2013 estimate from 5.6% to 4.5%. According to WTO, global trade growth slowed to a crawl in the second quarter (0.3% over the first quarter and 1.2% year on year), troubled by economic woes in Europe and economic uncertainties in China and the United States. The organization says that the latest export and import figures point to either stagnation (e.g. China) or further decline (e.g. Brazil, Japan, Republic of Korea, Singapore), suggesting that the recent weakness will persist late into this year.

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