



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

Cautious about global FDI prospects. UNCTAD's World Investment Prospects Survey (WIPS) 2012-2014, which polled top TNC executives on their investment plans earlier this year, reveals that investor uncertainty about the course of the FDI recovery in 2012-2013 still runs high. Pessimistic respondents outnumber those who are optimistic by 10 percentage points. About 50% of TNC executives are either neutral or undecided. For the medium term prospects responses paint a gradually more optimistic picture, with over 50% of respondents foreseeing an increase in their FDI budget in the next two years. The full WIPS report will be out in October. [< more >](#)

Strategy, Did You Know?

Anchoring mobile FDI projects. IPAs are devoting more efforts to better integrate FDI into the local economy and avoid divestment. Linking foreign projects to local suppliers and partners seems to increase the resilience of the investment project. CzechInvest's approach is to shore up local capacity development and innovation, and then fill the information gap between local partners and international investors. Focusing on targeted industries, including the star automotive sector, but also electronics, plastics and engineering, CzechInvest has fostered supplier contracts worth US\$ 250 million through its linkage programme.

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Smart Promoter Practices

Ready for FDI in the tourism sector? Stunningly beautiful beaches may not be enough to kick off FDI in tourism when investors also need to deal with cumbersome bureaucracies, land issues, tenders, and fragmented policy frameworks in a post-conflict country. The Mozambique Tourism Anchor Investment Programme executed by the World Bank showcases how a step-by-step, sector-targeting plan, embracing public and private stakeholders and civil society, can lead the way to a landmark project. The US\$ 3 million eco-lodge in Maputo Special Reserve is forecast to generate approximately US\$ 550,000 net income each year for the local community, and the model looks set to be replicated elsewhere. [< more >](#)

What's On

Putting FDI high on the G20 Agenda. The first G20 Trade & Investment Promotion Summit on 5-6 November in Mexico City, aims to explore ways of increasing trade and FDI flows to spur growth and lift the global economy out of the current gloom. Organized and hosted by ProMexico in partnership with ITC, OECD and UNCTAD, the Summit will zero in on company internationalization, the analysis of new investor decision-making processes along global value chains, and how governments can maximize their business support by exploiting synergies in joint investment and trade promotion efforts.

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Read of the Month

Are we doing enough to keep the lights on? Over 60 economies have renewable energy targets for 2020. However, Ernst & Young Renewable Energy Country Attractiveness Index reveals huge gaps between policy commitments and implementation that may adversely impact investment in green technologies. On the bright side, the continued development of emerging markets offers most hope for the sector. South Africa's US\$ 8.8 billion tender program could open doors for the rest of sub-Saharan Africa, and Saudi Arabia's US\$ 109 billion solar plan could signal a new green dawn for the Middle East.

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