



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

Tap into the potential of Sovereign Wealth Funds (SWFs). SWFs have begun to play an important role in infrastructure development, gaining significant exposure through both direct investments and infrastructure funds, according to Preqin's recent Infrastructure Spotlight. In 2012, 56% of SWFs have been actively investing in infrastructure, with over half investing globally. The Abu Dhabi Investment Authority has one of the largest portfolios in the infrastructure asset class, with 5% of its assets allocated to infrastructure. The 2012 UNCTAD World Investment Report also reveals that cumulative foreign direct investment (FDI) by SWFs reached an estimated US\$125 billion in 2011. With assets of nearly US\$5 trillion under management, SWFs show significant potential for investing in infrastructure in the future. [<more >](#)

Strategy, Did You Know?

Seeking synergies between investment and trade promotion. Invest Sweden and the Swedish Trade Council will be merged into a new organization, the Swedish Export and Investment Council, at the beginning of 2013. According to UNCTAD, about 40% of national IPAs are joint investment and trade agencies, predominantly to be found in OECD countries, Latin America and the Caribbean, but also, for instance, in Botswana and Oman. Frequently cited advantages of combined structures include, better representation in overseas missions (impact, coverage and efficiencies), and synergies in event marketing with domestic firms to attract potential investors. Useful background, on the pros and cons of a separate or combined agency, can be found in UNCTAD's Promoting Investment and Trade: Practices and Issues. [<more >](#)

Smart Promoter Practices

Promote FDI through eRegulations. Since 2009, the Rwanda Development Board (RDB) has been implementing UNCTAD's eRegulations programme that aims to promote FDI through transparency and simplification of business regulations. This web-based eGovernment system has not only allowed RDB to provide online practical descriptions of business procedures for investors, but also helped it to benchmark these with other locations, leading to improvements. The eRegulations programme is part of a greater effort by the Rwandan Government to improve the business climate. As a result, in 2012, Rwanda climbed to 45th place in the World Bank's "Doing Business" ranking. [<more >](#)

What's On

Secure the future of green energy. The 2012 IHT Global Clean Energy Forum takes place in Barcelona on 2-3 October 2012. Featuring sessions on green energy trends and investment opportunities in Latin America and Africa, the event will gather 300 influential business figures, financiers and policy makers to debate new ideas and policy initiatives on the future of clean energy and growth of the clean energy industry. [< more >](#)

Read of the Month

Plotting FDI performance against potential. UNCTAD's FDI Attraction and Potential Indices aim to provide assessment tools for policy makers to measure FDI attraction performance against potential. By comparing the FDI Attraction Index with the Potential Index, economies are grouped into three categories: those with FDI attraction performance above, in line with or below expectations. The FDI Attraction Index shows that developing countries are moving up the ranks. The 2011 Index features 8 developing and transition economies in the top ten, including Hong Kong (China) (1), Singapore (3) and Chile (6). Meanwhile, a number of developing countries, such as Ghana (16), also saw significant improvements in their ranking. The indices have been published since 2002 as part of UNCTAD's World Investment Report (WIR 2012, pages 29-32). [< more >](#)



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