



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

A Look at African Competitiveness. According to the 2013 Africa Competitiveness Report, 14 out of the world's 20 least competitive economies are in the region. The gap with competitors in Southeast Asia and Latin America is particularly large in the basic building blocks for a competitive economy: governance and institutions, infrastructure, and education are all found to be lagging. Many countries suffer from small market sizes, thus policy efforts to foster regional integration will be critical to help African economies diversify their economies and increase competitiveness. As a whole, African countries rank from 52nd (South Africa) place in the global index to 144th (Burundi), suggesting a "tale of two Africas", with South Africa, Mauritius, Rwanda, Morocco, Seychelles and Botswana outperforming the Latin America average. [< more >](#)

Strategy, Did You Know?

Become the Local Guru on FDI Topics and Trends. UNCTAD's World Investment Report (WIR), "Global Value Chains: Investment and Trade for Development" is coming out on 26 June 2013. WIR2013 brings together the latest FDI trends and analysis of conducive government policies for sustainable investment and impact for poverty reduction. This year's theme is key from a policy perspective since it goes to the heart of countries' development strategies in respect of global value chains. The launching of WIR usually involves FDI focal points in each country, and many national IPAs have already agreed to participate in this year's launch. If your IPA would like to join this global network of WIR launchers and represent your country, get in touch with diae@unctad.org. [< more >](#)

Smart Promoter Practices

Attracting a Transformational FDI Project. In 2008, Vale invested US\$ 1.36bn in a plant in Oman which imports raw material from Brazil and exports the processed products to steel producers in the Middle East, North Africa and Asia. Oman's Public Authority for Investment Promotion & Export Development (OCIPED), targets industrials project that could take advantage of Oman's location. Vale's impact on the local economy has been transformational: over 1,200 direct jobs, US\$ 2.5m in local supplier contracts, US\$ 10m in training for industry engineers, technicians and operators. Further, Vale signed a contract of US\$ 500m with the Oman Shipping Company to build four large carriers, and also built a 1.4 km-long deepwater terminal. [< more >](#)

What's On

Updating Key Professional Skills. The International Economic Development Council (IEDC) is an American non-profit membership organization dedicated to helping economic development agencies do their job more effectively. IEDC's mission is to assist economic promotion professionals succeed in attracting investment, creating high-quality jobs, and improving the quality of life in their regions. To fulfill its mission, IEDC offers a full certification program and over fifty training courses and webinars per year on topics ranging from business retention and expansion to marketing and promotion and strategic planning, etc. [< more >](#)

Read of the Month

FDI in Agriculture; Answers Needed. Although most developing countries target FDI in agriculture, it still remains a challenge to quantify FDI flows in the sector. Africa is the most targeted region by foreign investors and land deals cover an area equivalent to 4.8 percent of Africa's total landmass. However, 70 percent of the deals are concentrated in only 11 African countries. Debate about the benefits and risks of FDI in agriculture still shows no evidence on the actual impact on the host country. The Food and Agriculture Organization of the United Nations (FAO) is looking for answers in a series of case studies from Brazil, Cambodia, Ghana, Mali, Senegal, Tanzania, Thailand, Uganda and Zambia examining national policies and various business models in order to assess FDI's economic, environmental and social impact. [< more >](#)



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