United Nations Conference on Trade and Development

World Investment Prospects Survey 2011-2013

United Nations

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Please return this survey by mail using the enclosed envelope.
Should you have any questions, please contact:
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Company name:		
Contact person:		
Title:		
Postal address:		
Country of headquarters:		
E-mail:		
Telephone:		
Main industry:		
I am willing to be contacted with regard to my answers	Yes	No

This is a survey on foreign direct investment (FDI).
FDI is defined as a capital expenditure made abroad to establish, acquire, add or improve property, plant and equipment.

A. Global outlook

1. **Please indicate your overall level of optimism/pessimism with regard to the short- to medium-term outlook for FDI, globally and for your company, on a scale from 1 to 5.**[a]

	Globally	For your company
In 2011		
In 2012		
In 2013		

[a] 1: Very pessimistic; 2: Pessimistic; 3: Average; 4: Optimistic; 5: Very optimistic.

2. **Please indicate your company's expected changes in FDI expenditures for 2011, 2012 and 2013, as compared to 2010, on a scale from 1 to 9.**[a]

Year	2011 (as compared to 2010)	2012 (as compared to 2010)	2013 (as compared to 2010)
FDI expenditures			

[a] 1: Decrease of more than 50%
2: Decrease of between 30% and 50%
3: Decrease of between 10% and 30%
4: Decrease of less than 10%
5: Unchanged
6: Increase of less than 10%
7: Increase of between 10% and 30%
8: Increase of between 30% and 50%
9: Increase of more than 50%

3. **Which potential global risks do you see as likely and how would they affect your company's FDI flows for 2011-2013?**

Nature of risk	Probability of a major crisis in 2011-2013, on a scale from 1 to 5[a]	Potential impact on your company's FDI, on a scale from 1 to 5[b]
Rise of protectionism and changes in investment regimes		
Increased financial instability		
Increase volatility of petroleum and raw material prices		
Sharp drop in the value of major currencies (currency wars)		
Other (please specify)		

[a] 1: Very unlikely; 2: Rather unlikely; 3: In-between or do not know; 4: Rather likely; 5: Very likely.
[b] 1: Very negative; 2: Negative; 3: No impact; 4: Positive; 5: Very positive.

B. Company's internationalization trends

4. What is the foreign share of these four statistics for your company currently and in 2013, on a scale from 1 to 5?[a]

Share of foreign to total for:	Present level (in 2010)	Future level (in 2013)
- Sales		
- Employment		
- Assets		
- Investment expenditures		

[a] 1: No international activity; 2: Less than 10% abroad; 3: 10% to 20% abroad; 4: 20 to 50% abroad; 5: More than 50% abroad.

5. Please indicate your company's most preferred mode of entry into foreign countries by importance, on a scale from from 1 to 5.[a]

Mode of internationalization	Present level (in 2010)	Future level (in 2013)
Equity modes		
Merger & acquisitions		
Greenfield/brownfield [b]		
Non-equity modes [c]		
Production sharing agreement in oil, gas and mining		
Contract manufacturing		
Contract farming		
Contract mining		
Services outsourcing		
Licensing		
Franchising		
Management contract		
Concessions (excluding production sharing agreements)		
Strategic alliance		
Other (please specify)		
Arm's length transactions		
Exports from home country		

[a] 1: Not at all important; 2: Slightly important; 3: Somewhat important; 4: Very important; 5: Extremely important.

[b] Greenfield: creation of a new facility; Brownfield: extension of an existing facility.

[c] See definitions on page 7.

C. Regional and country outlook

6. Please indicate the level of priority your company gives to each region in terms of its foreign investment plans, on a scale from 1 to 5,[a] as well as roughly your company's planned change in foreign assets by 2013, compared to 2010, on a scale from 1 to 4.[b]

Host region	Recent past and current priority[a] (in 2010)	Future priority [b] (in 2013)	Change in foreign assets by 2013, as compared to 2010, on a scale from 1 to 4[b]
Developing and transition regions, among which:			
- North Africa			
- Sub-Saharan Africa			
- West Asia and Middle East			
- East, South, and South-East Asia			
- Latin America and the Caribbean			
- CIS[c] and South-East Europe [d]			
Developed regions, among which:			
- United States/Canada			
- EU 15			
- New EU 12[e]			
- Other Europe (Iceland, Norway, Switzerland)			
- Other developed (Australia; Israel, Japan, New Zealand)			

[a] 1: Not at all important; 2: Slightly important; 3: Somewhat important; 4: Very important; 5: Extremely important.

[b] 1: Decrease; 2: Unchanged/can't say; 3: Increase; 4: Not present in this region.

[c] Commonwealth of Independent States.

[d] Albania, Bosnia Herzegovina, Croatia, Montenegro, Serbia and the former Yugoslav Republic of Macedonia.

[e] Bulgaria, Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia.

7. **Please list the 10 priority countries, or as many as possible, for your company's foreign investments between 2011 and 2013, and mark the most important location criteria for each.**

Country	Country name	Presence of suppliers and partners	Follow your competitors	Availability of skilled labour and talents	Cheep labour	Size of local market	Access to international/ regional market	Growth of market	Access to natural resources	Access to capital markets (finance)	Government effectiveness	Incentives	Quality of infrasructure	Stable and business-friendly environment
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														

D. Foreign non-equity arrangements

The objective of section D of the survey is to get a better understanding of your firm's use of non-equity forms of involvement as a way of entering foreign markets.

8. **Please give a rough estimate of these items in your firm's procurement budget for 2010 and 2013, on a scale from 1 to 5.**[a]

	Present level (in 2010)	Future level (in 2013)
Share of foreign procurement in total procurement [b]		
Share of foreign procurement through non-equity partnerships with unaffiliated firms [c]		
Production sharing agreement in oil, gas and mining		
Contract manufacturing		
Contract farming		
Contract mining		
Services outsourcing		
Other non-equity mode, please specify:		

(a) 1: no activity; 2: less than 10%; 3: 10 to 20%; 4: 20 to 50%; 5: more than 50%.
(b) (Foreign procurement)/(Total procurement)
(c) (Foreign procurement through non-equity partnership)/(Foreign procurement)

9. **Please give a rough estimate of these items in your firm's revenues/sales/turnover for 2010 and 2013, on a scale from 1 to 5.**[a]

	Present level (in 2010)	Future level (in 2013)
Share of foreign revenues in total revenues [b]		
Share of foreign revenues due to non-equity partnerships with unaffiliated firms [c]		
International licensing		
International franchising		
International management contracts		
Concessions (excluding production sharing agreements)		
Strategic alliances		
Other non-equity mode, please specify:		

[a] 1: no activity; 2: less than 10%; 3: 10 to 20%; 4: 20 to 50%; 5: more than 50%.
[b] (Foreign revenues)/(Total revenues)
[c] (Foreign revenues through non-equity partnership)/(Foreign revenues)

E. Definitions

Production sharing agreement in oil, gas and mining:
A relationship where a foreign company undertakes exploration in specified areas and, if the resource is found, will engage in production with a state-owned company in the host country in return for a pre-determined share of the output.

Contract farming/mining:
Contractual relationship between an international buyer and (associations of) host-country farmers/miners (including through intermediaries), which establishes conditions for the production and marketing of farm/mining products.

Contract manufacturing/Outsourcing:
Contractual relationship whereby an international firm contracts out to a host-country firm one or more aspects of product design, processing or manufacturing. It includes contract manufacturing, contract manufacturing and design, at various levels (consignment, turnkey,…) and outsourcing in the case of services or business processes.

Licensing:
Contractual relationship in which an international firm (licensor) grants to a host country firm (licensee) the right to use an intellectual property (e.g. copyrights, trademarks, patents, industrial design rights, trade secrets) in exchange for a payment (royalty). It includes brand licensing, product licensing and process licensing.

Franchising:

Contractual relationship in which an international firm (franchisor) permits a host country firm (franchisee) to run a business modeled on the system developed by the franchisor in exchange for a fee or a mark-up on goods or services supplied by the franchisor. It includes international master franchising (with a single equity owner of outlets in a market), unit franchising (with individual entrepreneurs owning one or more outlets) and selective and exclusive distribution arrangements.

Management contracts:

Contractual relationship under which the operational control of an asset in a host country is vested to an international firm (the contractor) that manages the asset in return for a fee.

Concessions:

Contractual relationship under which operational control of an asset in a host country is vested to an international firm, the concessionaire, that manages the asset in return for an entitlement to (part of) the proceeds generated by the asset. Include Lease agreements, BOT arrangements etc., relevant in the context of PPPs.

Strategic Alliances:

Contractual relationship between two or more firms to pursue a joint business objective. Partners may provide the alliance with products, distribution channels, manufacturing capability, capital equipment, knowledge, expertise, or intellectual property. Involves IP transfer, specialization, shared expenses and risk. The contract sets forth terms, obligations, and liabilities of the parties but does not entail the creation of a new legal entity.

F. Additional comments

Please include any comments that you would like to make on this survey and on your own answers:

Thank you for your cooperation.
All information will be treated with absolute confidentiality.

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