

# W I F

## World Investment Forum

Forum Mondial de l'Investissement – Foro Mundial de la Inversión

Accra, Ghana, 18-22 April 2008

# UNCTAD XII

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT  
ACCRA, GHANA, 20 - 25 APRIL 2008



World Association of  
Investment Promotion  
Agencies



UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT  
UNCTAD XII  
ACCRA, GHANA 20-25 APRIL 2008

WELCOME TO  
UNCTAD XII

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT  
ACCRA, GHANA 20-25 APRIL 2008

**WORLD INVESTMENT FORUM CENTRE**



**UNCTAD XII**

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT  
ACCRA, GHANA 20-25 APRIL 2008



---

Foreword by  
Supachai Panitchpakdi  
Secretary-General of  
UNCTAD

---

W I F

**A**s we at UNCTAD aim to foster consensus on the role of trade and investment in addressing the world's most urgent development challenges, widening of stakeholder participation is of crucial importance. The holding of the first World Investment Forum (WIF), in cooperation with the World Association of Investment Promotion Agencies (WAIPA), was a powerful example of such a process and one in which I take great pride. I would like to thank the UNCTAD Panel of Eminent Persons for generating the ideas that led to the holding of the event, and the Ghana Investment Promotion Centre (GIPC) for providing logistical support. The Forum brought corporate executives, ministers, senior officials, and heads of investment promotion agencies from across the world together on the eve of the organization's twelfth ministerial conference (UNCTAD XII). It allowed a sharing of ideas and insights from different perspectives, very much in keeping with my objective of deepening and widening UNCTAD's development stakeholder process.

During the sessions, trends in and prospects for foreign direct investment (FDI) were examined and views on the opportunities and challenges arising from changing patterns of cross-border investment were offered. Among those addressing the Forum were senior executives and strategists from some of the world's most prominent global companies, including Bank of America, Exim Bank, Hewlett-Packard, IBM, KPMG, Moody's Investors

Service, SABMiller, Siemens, Standard Chartered Bank, China's SINOTRANS and India's 3i Infotech. I found much to ponder in what the speakers had to say, both about near-term challenges, such as the turmoil in international credit markets, and the enormous opportunities for development over the long term that the process of globalization offers. The conclusions of the presentations and discussions deepened my conviction that the potential benefits of FDI for countries and regions are great and can be leveraged further as policymakers hone their understanding of best policy practice.

The Forum not only brought practical perspectives of investment and investment promotion but also provided an opportunity for its 650-odd participants to meet and interact through a series of business networking and social events. I know that many contacts were made and new friendships forged. The success of the World Investment Forum in Ghana has convinced me that it should become a regular event, to be held biennially.



*Supachai Panitchpakdi*



---

# Table of contents

<b>2</b>	Foreword
<b>6</b>	World Investment Forum Highlights
<b>9</b>	Global Leaders Investment Debate
<b>12</b>	Interactive Session 1 - Prospects for global FDI and new business opportunities
<b>14</b>	Interactive Session 2 - Global value chains: Opportunities and challenges for international and domestic firms
<b>17</b>	Interactive Session 3 - Africa: A new emerging market for FDI
<b>21</b>	Ministerial round table - Creating an institutional environment conducive to increased foreign investment and sustainable development
<b>24</b>	UNCTAD/ICC Investment Advisory Council
<b>28</b>	Other Events <ul style="list-style-type: none"><li>Women in Business award</li><li>Capacity building workshops</li><li>Business-networking events</li><li>IPA awards</li><li>Publication launches</li></ul>
<b>32</b>	WIF partner organizations

---



World Investment  
Forum highlights

**T**he World Investment Forum (WIF), in its inaugural session, attracted large numbers of participants from both the public and private sectors. The event provided an unprecedented opportunity for heads of business to interact with policymakers and investment promotion executives from developed and developing countries. The WIF explored trends in FDI inflows, opportunities and challenges, the role of FDI in economic development, and improved methods for investment promotion and facilitation. Participants were able to meet and interact through a series of high-level interactive discussions, networking events, training sessions and awards ceremonies. Events included:

**Global Leaders' Investment Debate.** Corporate leaders underscored the investment opportunities and challenges arising from the second phase of globalization, while government leaders shared best practices in investment policymaking. The event was a highlight of the Forum.

**Interactive Sessions.** Co-organized by UNCTAD and WAIPA in cooperation with GIPC, constituted the core of the Forum's conference activity, dealing with three issues:

*"Prospects for global FDI and new business opportunities"* explored future patterns of investment flows.

*"Global value chains: Opportunities and challenges"* examined how international and local firms can seek efficiencies as production patterns change.

*"Africa: A new emerging market for FDI"* considered the emerging opportunities on the African continent and the lessons for global companies and African countries as they interact more closely.

**Ministerial Round Table.** Policy makers discussed how to create an institutional environment conducive to investment and sustainable development – a follow-up to the 2007 G8 Summit Declaration.

**Investment Advisory Council (IAC).** A luncheon event was held with the participation of Heads of State and Chief Executive Officers (CEOs) of global companies. The IAC addressed emerging challenges in the investment and development nexus, with a focus on actionable initiatives.

*Side events:*

**Capacity-building Workshops:** three in English and one in French organized in partnership with WAIPA, the World Bank (FIAS) and private sector firms. The workshops covered some of the most topical issues faced by investment promotion agencies (IPAs) today.



**Business Networking Events:** luncheons and dinners facilitated further discussion and business encounters.

**Women in Business Awards:** the first award presented to women-owned businesses that have benefited from the business development services of Empretec centres in their respective countries.

**Publications Launches:** included the *Investment Advisory Series A*, a new series intended as a pragmatic tool to help developing nations attract foreign investment and benefit therefrom, and the *World Investment Directory: Africa*, which provides comprehensive data and information on FDI, legal and regulatory frameworks and operations of transnational corporations (TNCs).

The WIF attracted 650 business executives and high-level policymakers, including Heads of State and CEOs of global companies. Many highlighted the need for a world forum that meets regularly to address investment issues with particular attention for emerging economies and the role of FDI in the development process. The debates, networking and capacity-building activities were highly appreciated by the public and private sector alike, including a large number of IPAs.

**James X. Zhan**  
**Acting Director**  
**Division on Investment and Enterprise**  
**UNCTAD**





# Global Leaders Investment Debate

## Moderator:

*Simon Hobbs, CNBC*

## List of panellists

*H.E. Tarja Halonen, President of Finland;*

*H.E. Ana Vilma Albanez de Escobar,*

*Vice-President of El Salvador;*

*Supachai Panitchpakdi,*

*Secretary-General of UNCTAD;*

*Ian Cockerill, CEO of Gold Fields Ltd.;*

*Peter Barker Homek, CEO of Abu Dhabi*

*National Energy Company (TAQA);*

*Mo Ibrahim, Chairman of the Mo Ibrahim*

*Foundation and Founder of Celtel;*

*Gengshu Miao, President of the China*

*International Investment Council*

*and President of SINOTRANS;*

*Rajendra K. Pachauri, Nobel Peace Prize*

*Laureate and Chairman of the*

*Intergovernmental Panel on Climate Change.*

## Discussant

*H.E. Mary Robinson, former President of Ireland,*

*former United Nations High Commissioner for*

*Human Rights and current Chair of Realizing*

*Rights: the Ethical Globalization Initiative.*

The Global Leaders Investment Debate was a highlight of the first WIF. It brought together a distinguished panel of Heads of State and CEOs of global companies to evaluate the opportunities and challenges arising from the rapidly changing international investment landscape. Corporate and country perspectives were offered by political, business and senior academic leaders from across the world, with policymakers and representatives from IPAs and non-governmental organizations making contributions from the floor.

Pertinent to the United Nations Secretary-General Ban Ki-moon's dedication of 2008 as the year of the "bottom billion", i.e. those living on less than a dollar a day, the opening segment stressed the importance of ensuring that the benefits of FDI are widely shared and accessible to those who need new opportunities the most. It was also stressed that the protection of the environment and climate change policies offered vast areas for new investment initiatives. Other issues emphasized were the role of policy in leveraging technology transfer from FDI; the increasing importance of South-South FDI in the development process; and the need for developing countries to adopt the right

investment strategies. Also highly targeted research and development, as well as communications technologies, should be put in place as a priority. UNCTAD had concentrated on all those areas in the past and would continue to do so in the future.

Following the opening remarks, the panel moderator led a lively discussion. Private sector participants were asked to share with the audience their companies' investment plans for the future. The need for transparency and simplicity in regulation quickly emerged as a central theme. It was clear that companies were keen to invest in countries open to foreign investment, especially with a separation of politics from rules regulating investment and trade, regardless of the prevailing political system in a country.

It was also agreed that the burden of regulation needed to be contained and that it was also necessary for executives to adhere to the highest compliance standards. It was further noted that investment was a two-way street requiring fair





business practices on the one hand and good governance on the other. If Africa could improve its governance, the relatively high rates of return on investment in Africa would attract additional FDI to the region.

In terms of what countries needed to do to attract FDI, governments had to ensure open markets, innovative marketing opportunities and the necessary support regarding taxes and other matters.

It was pointed out that the multilateral trading system was the foundation upon which development took place but that individual countries needed to build tailor-made policy frameworks on that foundation in order to maximize gains. However, it was also important to decide what kind of economy a country wished to have. Such clarity of vision allowed countries to target the sort of investment that could best achieve strategic economic and social objectives.

On environmental issues, it was critically important for developing countries to

ensure that their rules of investor engagement met the objectives of sustainable development, especially environmental protection. While understanding how attractive some investment offers could be, it was necessary to be cautious, lest overeager countries took a leap that ultimately – and perhaps irreparably – damaged the environment. Great intellectual energy was needed

to devise policies to achieve sustainable development and avoid future conflicts flowing from climate change.

In his summing up of what he described as a “landmark event”, Secretary-General Supachai Panitchpakdi highlighted the positive contribution of UNCTAD’s Investment Policy Reviews for countries when framing their regulatory environments. The Secretary-General, alluding in his closing remarks to the power cuts which periodically left the debate without light, said that the difficult circumstances under which the debate was held underscored the real need for greater investment in the infrastructure of the developing countries.





# Interactive Session I Prospects for global FDI and new business opportunities

## **Moderator:**

*Patricia Francis*, Executive Director,  
International Trade Centre

## **List of panellists**

*Pierre Cailleteau*, Managing Director  
Sovereign Risk and Chief International  
Economist, Moody's Investor Services;  
*Gary Carroll*, Director, General Business, IBM  
South and Central Africa;  
*Horst Kayser*, Chief Strategy Officer, Siemens;  
*H.E. B. Mkapa*, former President of Tanzania  
and Co-Chair of the Investment Climate  
Facility for Africa;  
*Joseph Quinlan*, Managing Director and  
Chief Markets Strategist of Bank of America;  
*T.C. Venkat Subramanian*, Chairman and  
Managing Director, Export-Import Bank India.

Senior figures from some of the world's largest and most globalized companies came together for the opening session of the inaugural WIF. Here are some of the highlights of their views on worldwide trends in FDI.

Despite considerable discussion of the risks to the continued global boom in FDI, broadly positive views on prospects for long-term flows of direct investment were evident from the outset. Cautious optimism was expressed on flows of FDI because of the resilience of global output growth, particularly in the developing world; new sources of FDI financing; and the rise of transnational companies from emerging markets.

Participants noted that the profitability of companies headquartered in the developed world has been supported by their operations in developing countries. And that this may confirm their interest in investments in the South. It was pointed out that rising global firms from the developing world had different strategies for different geographies. South–South FDI tended to be in the form of greenfield investment, while South–North FDI overwhelmingly involved acquisitions.

It was emphasized that the fundamentals driving FDI were maintained and the long-term need to expand geographically was as compelling. Being close to customers and localizing value chains would continue to be a key long-term driver.

High on the agenda for speakers and conference delegates was the current credit crisis, ongoing since August 2007. The consensus was that the negative spillover effects on the real economy, particularly in the United States, would continue. Although speakers were upbeat about the capacity of the world economy to overcome the problems in credit markets, their general optimism on the future of FDI flows was tempered by some significant risks. The threat of protectionism was the most frequently cited concern, largely because the developed world was not yet accustomed to the rise of the South.

Support for FDI in the developing world is at risk if the benefits of globalization in general and FDI in particular are not shared more widely by populations. A proactive means to achieve that goal is to constantly raise education and training levels. The need for enhancing the quality of human resources was stressed as being good both for companies' profitability and countries' development, thus helping to lessen the risk of a backlash against FDI. Other risks to sustaining high levels of global FDI included inflation and macroeconomic imbalances.

***Support for FDI in the developing world is at risk if the benefits of globalization in general and FDI in particular are not shared more widely by populations***



# Interaction Session II

## Global value chains: Opportunities and challenges for international and domestic firms

### **Moderator:**

*Allan Parker*, Managing Director,  
Peak Performance.

### **List of panellists**

*Amedee Darga*, Chairman, Entreprise Mauritiuis;  
*Paul Dembinski*, University of Fribourg and  
Observatoire de la Finance, Switzerland;  
*Semakula Kiwanuka*, Minister of State for  
Finance, Planning and Economic Development,  
Uganda;  
*Eric Leong*, Africa and Asia Supply Chain  
Manager, SAB Miller, South Africa;  
*David Lovegrove*, Director, Private Sector  
Development, International Development  
Ireland;  
*Francisco Horacio Mello*, Institutional Relations  
Director, EMBRAER, Brazil;  
*Angelo Paratico*, Executive Vice-President,  
Candiani Denim;  
*Gary Ross*, Vice-President, Liz Claiborne;  
*Ruizhe Sun*, Vice President, China National  
Textile and Apparel Council;  
*Alessandro Teixeira*, Chief Executive Officer,  
Apex-Brasil;  
*Steven Walton*, Chairman, Wing Tai International  
Apparel Group.

*New investments creates demand for more domestic sourcing, thereby triggering a virtuous cycle of enterprise development.*

U

NCTAD, together with WAIPA and the International Trade Centre (ITC), organized the second session of the WIF. One of the most pressing issues on the FDI development agenda was analysed in depth: how host economies could enhance linkages with global companies. The session was made up of two parts: the first focused on the policy framework, while the second highlighted specific business experiences.

Apart from stressing the need for a generally sound policy framework in offering an attractive environment for FDI, the panel highlighted the role of government and IPAs in strengthening domestic productive capacities and integrating domestic business more deeply into global markets. Accordingly, governments had a crucial role to play, intervening with specific policies related to FDI, small and medium-sized enterprises (SMEs) and the interaction of both.

In a closer look at the role of IPAs in helping SMEs develop an internationalization strategy to take advantage of opportunities in the global marketplace, experiences of companies from developing countries with strong global value chains were presented to illustrate some key policy elements required to help domestic firms internationalize and grow. Examples such as the Brazilian aviation company, Embraer, were presented as successful models. Such successes in turn saw speakers emphasize the importance of technology upgrading as a key element in competing globally.

The support that IPAs provide to domestic companies in their quest for successful internationalization strategies could cover a number of different dimensions, including financial and credit assistance, human resource



development and marketing back-up. While the need for IPA support was broadly recognized, it was also recognized that, as issues varied from country to country, linkage programmes should be tailored according to local circumstances.

Linkages programmes should also be focused on facilitating the development of sub-supply capacity within the host country, further increasing a country's attractiveness for new FDI. New investments creates demand for more domestic sourcing, thereby triggering a virtuous cycle of enterprise development.

The advantages and challenges of participating in global value chains for both SMEs and transnational corporations (TNCs) were discussed. With the help of specific business case studies, elements were highlighted for attracting investments and filling gaps in national and regional value chains.

One speaker from a developing country-based TNC explained the conditions required to increase local sourcing, as well as the mutual opportunities for establishing business linkages between TNCs and domestic SMEs. In particular, attention was drawn to how TNCs could transfer managerial skills and technological knowledge to domestic suppliers. SME-TNC business linkages were mutually beneficial: TNCs needed competitive and reliable suppliers able to upgrade, innovate and meet international standards, while SMEs required cooperation with TNCs on technology transfer and knowledge-sharing.

A number of questions raised during the discussions focused on the pivotal role of IPAs; tax and financing structures; the regulatory infrastructure of host developing countries; and the importance of corporate responsibility issues within global value chains.





## Interactive Session III

# Africa: A new emerging market for FDI

### Moderator:

*Daniel O'Brien*, Economist Intelligence Unit

### List of panellists

*Jim Geisel*, Director of Advisory Services for KPMG;

*Deping Hu*, President of the China–Africa Business Council and Vice-President of the China Federation of Industry and Commerce;

*Omari Issa*, CEO of the Investment Climate Facility for Africa;

*V. Jayatheerthan*, Senior Vice-President and Operational Head of Africa for 3i Infotech;

*Louis Kasekende*, Chief Economist of the African Development Bank;

*Razia Khan*, Chief Africa Economist of Standard Chartered Bank;

*Rainer Koch*, Managing Director of HP Africa;

*Karl Sauvant*, Co-Director, United Nations Millennium Cities Initiative.



With Africa acting

as host continent for the WIF, it was only fitting that the third session should focus on the continent. The rise in investor interest in Africa in recent years provided further grounds for exploring the region's economic prospects, as evidenced by FDI growth from a mere \$2.4 billion in 1985 to approximately \$36 billion in 2007. The recent surge of FDI inflows followed from the twin forces of an upward spiral in commodity prices and a more positive climate for investments. It was against that background that a group of high-level private and public sector representatives came together to discuss prospects and trends for FDI in Africa.

Consistent with the comments voiced a day previously at the opening session of the Forum when panellists had expressed broadly positive views about future long-term global investment prospects, the assembled Africa specialists saw further increases in foreign investment in store for the host continent. Reasons for optimism included increased inward investment from emerging economies of the South and gradual improvements in investment climates, policymaking and market opportunities.

While high commodity prices were seen as an important factor in boosting investment inflows and had a positive development dynamic, they were, at best, a double-edged

sword – in many countries rising food costs were wiping out recent developments gains, particularly for those on the lowest incomes.

Recommendations for overcoming those obstacles – identified as incomplete microeconomic reform programmes, poor infrastructure, and inadequate labour skills – were summarized by a panellist as “the three I’s”: institutions, infrastructure and integration. The idea of institutions, included predictable policy, simplified bureaucratic procedures, stronger legal protection and improved dispute resolution.

Better infrastructure, especially in the form of a steady power supply and strong information and communications technology (ICT), was seen as crucial to remedying such shortcomings. And regional integration, such as that envisioned in the East African Community, was viewed as the key to attracting foreign investment with greater market opportunities.

Additionally, the African diaspora was repeatedly identified as a growing source of investment, know-how and business connections. Africa could also become an alternative location for outsourcing as prices rose in centres in emerging economies, a development taking place with new comers being early beneficiaries.

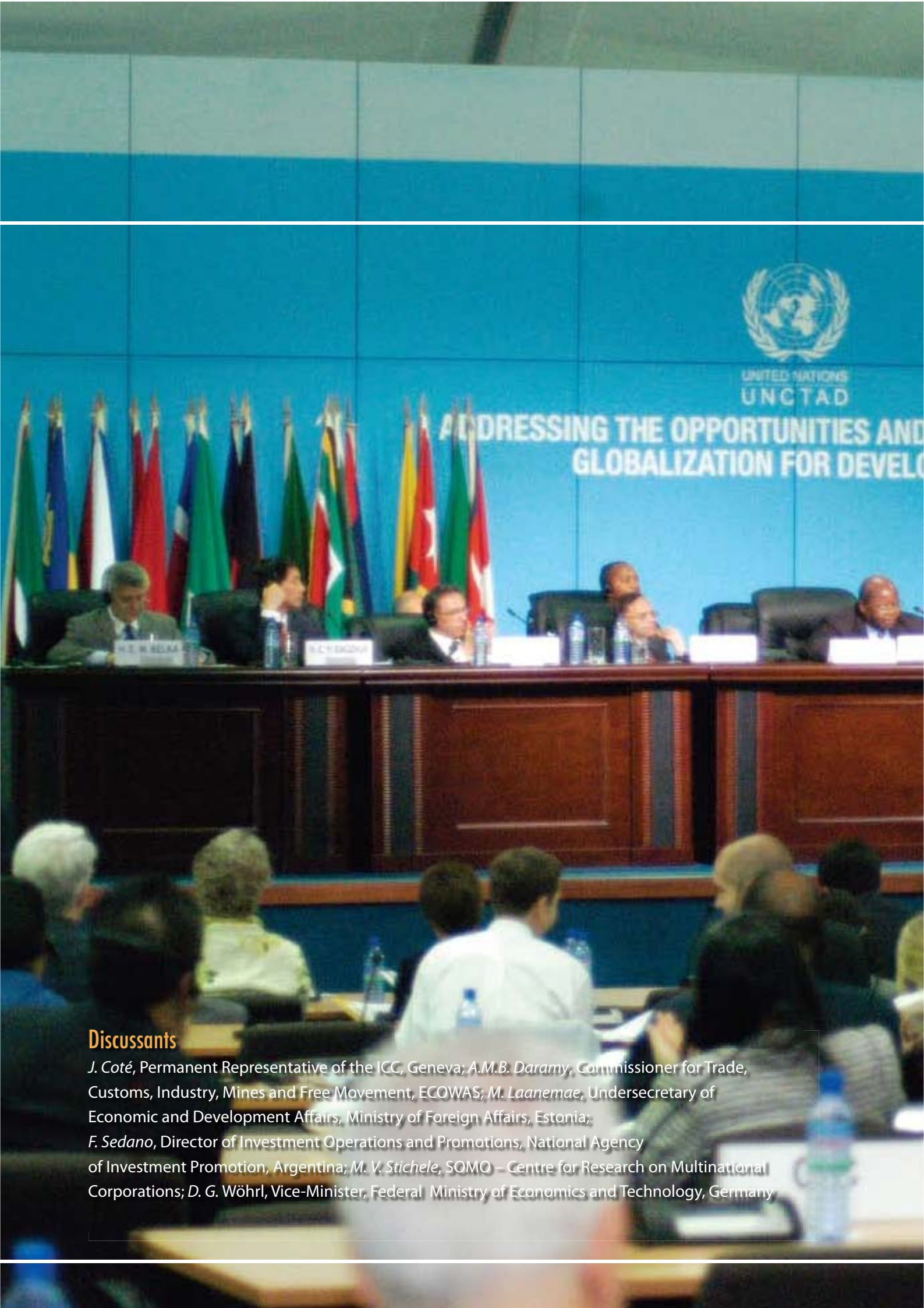
Panellists engaged in a lively discussion with wide-ranging questions from participants and



the moderator. Wariness of certain types of foreign investment, priority changes for investment climates and the challenges of land-locked countries were discussed. The recent trend of suspicion towards foreign investment could well produce greater friction between host countries and TNCs in the near term. The strengthening of the international investment framework was recommended as a long-term solution to that feature of the investment landscape.

The issue of corporate social responsibility (CSR) was also highlighted as deserving particular attention. Public attention as well as business sense would make it an important element of business development, especially in Africa. Although some scepticism about CSR came from the floor, the panellists agreed that it was a positive development, both in terms of raising the standards of firms in the conduct of business and in ploughing more back into local communities through philanthropic enterprises and initiatives.

*Reasons for optimism included increased inward investment from emerging economies of the South and gradual improvements in investment climates, policymaking and market opportunities.*



UNITED NATIONS  
UNCTAD

ADDRESSING THE OPPORTUNITIES AND  
GLOBALIZATION FOR DEVELOPMENT

### Discussants

*J. Coté*, Permanent Representative of the ICC, Geneva; *A.M.B. Daramy*, Commissioner for Trade, Customs, Industry, Mines and Free Movement, ECOWAS; *M. Laanemae*, Undersecretary of Economic and Development Affairs, Ministry of Foreign Affairs, Estonia; *F. Sedano*, Director of Investment Operations and Promotions, National Agency of Investment Promotion, Argentina; *M. V. Stichele*, SOMO – Centre for Research on Multinational Corporations; *D. G. Wöhr*, Vice-Minister, Federal Ministry of Economics and Technology, Germany



# Ministerial round table

## Creating an institutional environment conducive to increased foreign investment and sustainable development

### Moderator

*H.E. B. Mkapa*, former President of Tanzania and Co-Chair of the Investment Climate Facility for Africa.

### List of panellists

*Supachai Panitchpakdi*, Secretary-General of UNCTAD;

*M. Amano*, Deputy Secretary-General, OECD;

*H.E. A.B. Baiget*, Vice-Minister and General Secretary for Trade, Ministry of Industry, Tourism and Trade, Spain;

*H.E. M. Belka*, Executive Secretary, United Nations Economic Commission for Europe and former Prime Minister of Poland;

*H.E. S. Kiwanuka*, Minister of State for Finance, Planning and Economic Development, Uganda;

*H.E. C. Mamoghli*, Deputy Minister of Trade, Tunisia;

*H.E. G.L. Peiris*, Minister of Export Development and International Trade, Sri Lanka;

*H.E. R. Robinson*, Minister of State, Ministry of Foreign Affairs and Foreign Trade, Jamaica;

*H.E. Yi Xiaozhun*, Vice-Minister of Commerce, People's Republic of China.

The interactive debate, one of the series of ministerial roundtables of UNCTAD XII, focused on how FDI could work more for development. More specifically, what national and international policy measures could ensure that FDI brought not only capital to host countries but also technology, management know-how and access to new markets, in addition to generating employment and tax revenues and contributing to infrastructure and productive capacity. The debate also addressed how to facilitate FDI and develop institutional capacities, safeguard the public interest in the conduct of business and minimize risks while maximizing the wider benefits that FDI could bring to the broadest possible portion of the population.

Participants included key ministers and senior officials from all UNCTAD member States and heads of international organizations, as

well as representatives from business and civil society.

The debate was structured around eight strategic challenges in making FDI work for development. Those challenges had emerged from UNCTAD's Investment Policy Reviews and the organization's other extensive research and technical assistance work in the investment area. They include upgrading the economy, building business linkages, overcoming size constraints of small economies, upgrading infrastructure, increasing systematic competitiveness, aiding transition economies, protecting the environment, and contributing to peace-building.

It was agreed that the creation of an institutional environment that enabled countries to take up those challenges remained a key policy task for all countries, in particular developing and transition economies. In addressing that issue, policymakers should draw on lessons learned from successful experiences and past failures.





The policy toolkit developed on the basis of the implementation experience of the OECD's Policy Framework for Investment could be useful in that regard. Policymakers should also engage in an exercise of collective learning aimed at sharing best practices. Those should be widely disseminated, including through international dialogue, as called for at the 2007 G8 Summit and the Financing for Development Monterrey Consensus.

As the forum for international consensus-building on FDI and development, UNCTAD was well placed to pursue the creation of an inventory of best practices in the interest of helping developing countries and economies in transition make investment work for their development.

#### Some specific points highlighted by speakers:

- *The “software environment” (i.e. judicial system, intellectual property rights, international agreements) are as important as the “hardware environment” (i.e. infrastructure, including information and communication technologies) in attracting FDI.*
- *FDI can help with economic transition and the creation of adequate regulatory and institutional frameworks, in the diversification of ownership structures and reform of State enterprises.*
- *Size constraints in terms of attracting and benefiting from FDI can be overcome with proactive policies aimed at enhancing infrastructure and skills, developing labour policies, facilitating diversification and upgrading.*
- *Enhancing markets by entering into regional trade agreements or bilateral agreements with larger economies is equally important.*
- *The productive sector has a key role to play in mitigating environmental degradation through the use of greener investment and the development of cleaner technology.*
- *Account needs to be taken of the social costs and potential benefits of foreign investments, an assessment to be shared by all stakeholders.*
- *Maintaining strong SME sectors and ensuring that the activities of foreign enterprises do not deter or undercut local investors is also a key consideration.*
- *Bilateral investment treaties can contribute to building a conducive institutional environment by strengthening the rule of law and creating legal stability.*



# UNCTAD/ICC Investment Advisory Council



## Participants

### Government

*H.E. Tarja Halonen, President, Republic of Finland and Co-Chair of the United Nations Millennium Summit;*  
*H.E. Ana Vilma Albanez de Escobar, Vice-President, Republic of El Salvador;*  
*H.E. Bert Koenders, Minister of Development, Netherlands;*  
*H.E. G.L. Peiris, Minister for Export Development and International Trade, Sri Lanka;*  
*H.E. Semakula Kiwanuka, Minister for Finance, Planning and Economic Development, Uganda;*  
*H.E. Dagmar Wöhrl, Vice-Minister, Federal Ministry of Economics and Technology, Germany;*  
*H.E. Jarmo Viinanen, Secretary-General, Office of the President of the Republic of Finland;*  
*H.E. Muktar Djumaliev, Ambassador, Permanent Mission of the Kyrgyz Republic to the United Nations Office in Geneva;*  
*Russell Curtis, Head, Durban Investment Promotion Agency, Republic of South Africa;*  
*Fredrik Arthur, Counsellor, Permanent Mission of Norway to the United Nations Office in Geneva.*

### Development partner institutions

*H.E. Mary Robinson, former President of Ireland and current Chair of Realizing Rights: the Ethical Globalization Initiative;*  
*Jacqueline Coté, Permanent Representative, International Chamber of Commerce (ICC) in Geneva;*  
*Karl P. Sauvant, Co-Director, United Nations Millennium Cities Initiative;*  
*Siphana Sok, Director of Resources and Partnerships, Bureau of Policy Implementation and Programme, International Trade Centre;*  
*Alessandro Teixeira, President, World Association of Investment Promotion Agencies.*

### Private sector

*Peter Barker-Homek, CEO, Abu Dhabi National Energy Company;*  
*Eliane Borges, Director, SEBRAE;*  
*Pierre Cailleteau, Chief Economist, Moody's Investors Service Ltd;*  
*Pankaj Chawla, COO, 3i Infotech Limited;*  
*Charles Cofie, CEO, Unilever Ghana;*  
*Fumio Hoshi, Executive Director, Japan Bank for International Cooperation;*  
*Deping Hu, President, China–Africa Business Council and Vice-President of the China Federation of Industry and Commerce;*  
*Mo Ibrahim, Chairman, Mo Ibrahim Foundation and Founder of Celtel;*  
*Razia Khan, Chief Africa Economist, Standard Chartered Bank;*  
*Rainer Koch, Managing Director and Technology Solutions Group Lead, Hewlett Packard Africa;*  
*Gengshu Miao, President of the China International Investment Council and Chairman of SINOTRANS;*  
*Mamphela Ramphela, Chair, Circle Capital Ventures;*  
*Art Reilly, Senior Director, Technology Policy, CISCO Systems;*  
*T.C. Venkat Subramanian, Chairman and Managing Director, EXIM Bank of India.*

### UNCTAD

*Supachai Panitchpakdi, Secretary-General of UNCTAD;*  
*James Zhan, Acting Director, Division on Investment and Enterprise – Facilitator of the IAC Meeting.*

The seventh meeting of the Investment Advisory Council (IAC) took place with executives of global companies, Heads of State and ministers, as well as partner institutions brainstorming over a working lunch on practical means to address emerging challenges in the area of investment. The IAC is a dedicated forum aimed at crystallizing the international community's views on the role of FDI in national and international development efforts. It seeks to pilot new and innovative initiatives in this area.



As a backdrop to the meeting, the medium and long-term impact of FDI were set out, including direct effects on employment generation, capital formation and exports, as well as indirect effects through the channels of technology and knowledge transfer via linkages with the local economy. It was added that while global FDI flows had reached an all time record of USD 1,800 billion,

regional distribution remained uneven and crucial development challenges persisted. Many smaller developing countries, and in particular the least developed countries (LDCs), were marginalized from FDI, preventing the benefits of FDI to be reaped for the “bottom billion”. How could those countries attract more FDI and more importantly benefit therefrom?

Several participants stressed the importance of good governance and corporate responsibility in making investment work for development. A participant called for greater transparency and openness from sovereign wealth funds. Several corporate executives stressed the



**The meeting identified five specific investment issues:**

- *The role of foreign investment in accelerating the achievement of the Millennium Development Goals;*
- *The need to ensure that investment flows go not only to extractive industries but also into agro-business, infrastructure and manufacturing in sub-Saharan Africa;*
- *The need for business to address the challenges of climate change in an ever more concrete manner;*
- *The urgency of addressing policy challenges in a rapidly changing international investment landscape, especially renewed investment protectionism;*
- *The importance of investment in addressing the challenges of building food production capacity in the poorest countries.*

role of South–South investment links. In that context, two IPAs, which had met at a previous IAC session, signed an MOU.

In achieving the objectives set up by the Millennium Declaration, participants agreed that the involvement of all stakeholders was required, which could be achieved most effectively through the creation of new tripartite partnerships involving the public and private sectors as well as civil society organizations. Accordingly, corporate heads placed particular emphasis on the development of productive capacities through linkages between domestic and foreign companies and investment in human capital.

Participants reviewed their initiatives, including UNCTAD's Blue Books series. The series, geared to practical and actionable steps to improve a country's institutional framework for investment, have been funded by the Japanese Bank for International Cooperation (JIBC).



## Other Events

Women in Business award  
Capacity-building workshops  
Business networking events  
IPA awards  
Publication launches

*Alessandro Texeira, newly elected President of WAIPA (left) and Kai Hammerich, outgoing President of WAIPA (right).*



## Women in Business award

The first UNCTAD Women in Business awards were held at the WIF. The competition was established to recognize the achievements of women entrepreneurs who have participated in Empretec, an UNCTAD-run programme that trains promising entrepreneurs in developing countries. From the 27 Empretec centres worldwide, 10 finalists were shortlisted, after which the three winners were selected by a panel of experts in entrepreneurship.

**Sana Zaal Burgan**, founder of a business that caters to international “medical tourism” clients seeking treatment in Jordan, won the **first prize**. She received the prize from H.E. Tarja Halonen, President of Finland.

The **second prize**, presented by Theresa Kufuor, First Lady of Ghana, went to **Sapphira Nyabunwa** of Uganda, whose firm, Safi Cleaning Services Ltd., based in the capital of Kampala, provides professional cleaning services.

The **third prize** was awarded to **Augustine E. Hammond** of Ghana, whose business, Jem Afrik Creations Ltd., designs and produces afro-ethnic clothing ranging from casual wear to business apparel to evening dresses. The prize was presented by Mary Robinson, former President of Ireland and current Chair of Realizing Rights: the Ethical Globalization Initiative.

The awards consist of study tours to selected institutions where innovation is strongest in the domains relevant to the winning businesses. The tours will be organized by UNCTAD in collaboration with the African Technology Development Forum (ATDF), an NGO located in Geneva, Switzerland, that promotes the exchange and dissemination of information on inventions, technology, business opportunities and trends in global trade.





## Capacity-building workshops

On the eve of the Forum's opening, four capacity-building workshops were held. The events were organized by UNCTAD and WAIPA, in collaboration with the World Bank (FIAS) and the private sector (Ernst & Young, GDP Global Development, IBM Global Business Services). Attended in all by over 100 participants, they covered a wide range of topics examining successful strategies for attracting and benefiting from investment (photos left to right):

- *Marchés émergents: Vers une source incontournable d'investissement? (E&Y)*
- *Marketing change for investment promotion (FIAS)*
- *Performing at world-class levels: How to achieve investment attraction goals (GDP)*
- *Economic development in a Rubik's Cube world: Turning global trends into local prosperity (IBM)*



## Business networking events

A series of business networking events were organized, with the participation of more than 400 investors, IPAs and local business people as well as government officials dealing with investment and enterprise issues. The Business Networking Buffet Luncheon was sponsored by the China–Africa Business Council (CABC), while the Business Networking Dinner was sponsored by APEX-Brasil. The Ghana Investment Promotion Centre sponsored the WAIPA-Gala dinner.



Launching UNCTAD's Investment Advisory Series during a CABC networking event.

## Publication launches

In conjunction with the WIF, UNCTAD launched the Investment Advisory Series A with a new publication entitled *Investment Promotion Agencies as Policy Advocates*. The new series deals with issues related to investment promotion and facilitation and to the work of IPAs. Also launched was the *World Investment Directory: Africa*. This publication provides comprehensive data on FDI and TNC operations in Africa.

## IPA awards

The IPAs of Mauritius, Afghanistan, and Latvia received awards for outstanding performance in advocating policies that have helped their governments to stimulate FDI and local development. The awards were given jointly by UNCTAD and WAIPA. The Board of Investment of Mauritius took the top prize. The Afghanistan Investment Support Agency and the Investment and Development Agency of Latvia were joint runners-up.



During the WAIPA-Gala dinner, Dev Chamroo from BOI Mauritius (left) received the prize from the Vice-President of Ghana, H.E. Alhaji Aliu Mahama (right).



## WIF Partner Organizations

### Acknowledgements

The WIF was organized with the collaboration of:



中非民间商會  
China-Africa Business Council





UNITED NATIONS  
**UNCTAD**

United Nations Conference on Trade  
and Development  
Palais de Nations Geneva 1211  
Switzerland  
[www.unctad.org](http://www.unctad.org)

# W I F

## World Investment Forum

Forum Mondial de l'Investissement – Foro Mundial de la Inversión

# UNCTAD XII

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT  
ACCRA, GHANA, 20 - 25 APRIL 2008

For further information, please contact:

Mr. James Zhan

Acting Director

Division of Investment and Enterprise

UNCTAD

Fax: +41 22 917 0197

E-mail: [iif@unctad.org](mailto:iif@unctad.org)