

## INVESTMENT PROMOTION AND FACILITATION

### SUPPORTING GOVERNMENTS IN ATTRACTING FOREIGN DIRECT INVESTMENT FOR SUSTAINABLE DEVELOPMENT



#### GLOBAL CONTEXT



In the past 20 years, FDI has become an important factor in bringing capital, as well as jobs, technology and management skills, to many developing countries. Some developing countries have seen major benefits from these investments in terms of economic development and rising standards of living. FDI can also play a significant role in financing the achievement of the Sustainable Development Goals by 2030 in basic infrastructure, food security, climate change mitigation and adaptation, health and education. In order to do so, Governments need to mobilize private investment more efficiently, channel it into sustainable development sectors and maximize its positive economic, social and environmental impacts. As direct intermediaries between Governments and investors, investment promotion agencies have a crucial role to play.

Countries with great needs for investment in projects contributing to sustainable development often lack institutional capacity to catalyse foreign investment and maximize benefits generated by FDI inflows. UNCTAD strengthens the capacities of these countries to promote investment and gives them tools to identify, target and facilitate strategic investment projects. The Investment Promotion and Facilitation Programme includes advisory services, training, capacity-building for the development of online investment guides and high-level international meetings to share new developments, trends and best practices, as well as publications providing guidance on the institutional, policy and strategic aspects of investment promotion and facilitation. Through these activities, the Programme can help Governments promote economic growth and investments in Goals-related projects.



#### HOW CAN GOVERNMENTS BUILD INVESTMENT PROMOTION CAPACITIES?

The investment promotion advisory services of UNCTAD help create a policy and institutional framework for attracting and retaining FDI for sustainable development. Assistance is provided in areas such as policies, regulations, institutional arrangements, strategies and techniques. Investment promotion training builds capacities among professionals and diplomats in investor targeting, aftercare and policy advocacy, as well as in the promotion and facilitation of new business opportunities. Training is often carried out with partner organizations, including the World Association of Investment Promotion Agencies.

Investment guides provide investors with strategic information online on the business environment of a country or region, including regulations, taxes, operating costs, prices and business opportunities, along with the experiences of established investors and investment case studies. Created jointly by UNCTAD, Governments and the International Chamber of Commerce, the guides help build the capacity of investment promotion agencies, as they are responsible for researching, inputting and updating the information. For more information, see the respective fact sheet in the *UNCTAD Toolbox*.



#### PROGRAMME FACTS AND FIGURES

Start date: 1994

Conferences and workshops  
per year: 8

Website: [greenfdi.org](http://greenfdi.org)

Sustainable Development  
Goals addressed:

Directly: 9 and 17  
Indirectly: 7 and 10



Investment promotion publications and newsflashes help investment promotion professionals learn about investment promotion strategies, best practices and trends. Special emphasis is put on green and sustainable sectors, such as in the *Promoting Low-Carbon Investment* guide, the Investment Promotion Agency Observer series and the monthly Smart Promotion Network newsflashes. Moreover, the greenFDI.org platform provides an extensive library of recent publications on attracting low-carbon investment, as well as information on upcoming events.

Investment promotion awards are presented annually to recognize the achievements of best-practice investment promotion agencies in a variety of areas, and contribute to the dissemination of these practices among the investment promotion community.



## RESULTS AND IMPACT AT A GLANCE

- Every year, 200 investment promotion professionals benefit from UNCTAD training and 700 investment stakeholders take part in high-level investment promotion meetings and conferences. In 2014–2017, UNCTAD trained investment promotion experts from more than 100 countries.
- 9 out of 10 participants in UNCTAD investment promotion training sessions rate the workshops as beneficial for their work.
- Through the UNCTAD programme on the promotion of green FDI, many developing countries have introduced or reinforced their activities in attracting low-carbon FDI.
- Since 2002, 46 investment promotion agencies have received investment promotion awards from UNCTAD for their achievements.

*"I would like to take this opportunity for expressing our gratitude to UNCTAD for drafting a report on promoting FDI in solar energy with a special focus on India. This will be most useful for both the policymakers and the private stakeholders as we work towards our target of achieving 100GW in solar power by 2022."*

Director and Chief Executive Officer,  
Invest India, 2016



## DONORS/ FUNDING SOURCE

**Current:** The Netherlands, Multi-donor Trust Fund on Capacity-building in Investment Promotion and United Nations Development Programme

**Past:** Antigua and Barbuda, Egypt, Finland, Ireland, Jordan, Luxembourg, Morocco, Norway, Switzerland and United Nations Development Account

