



# **Attracting Investment in Green Technology: ESCAP work with Bhutan**

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# Outline

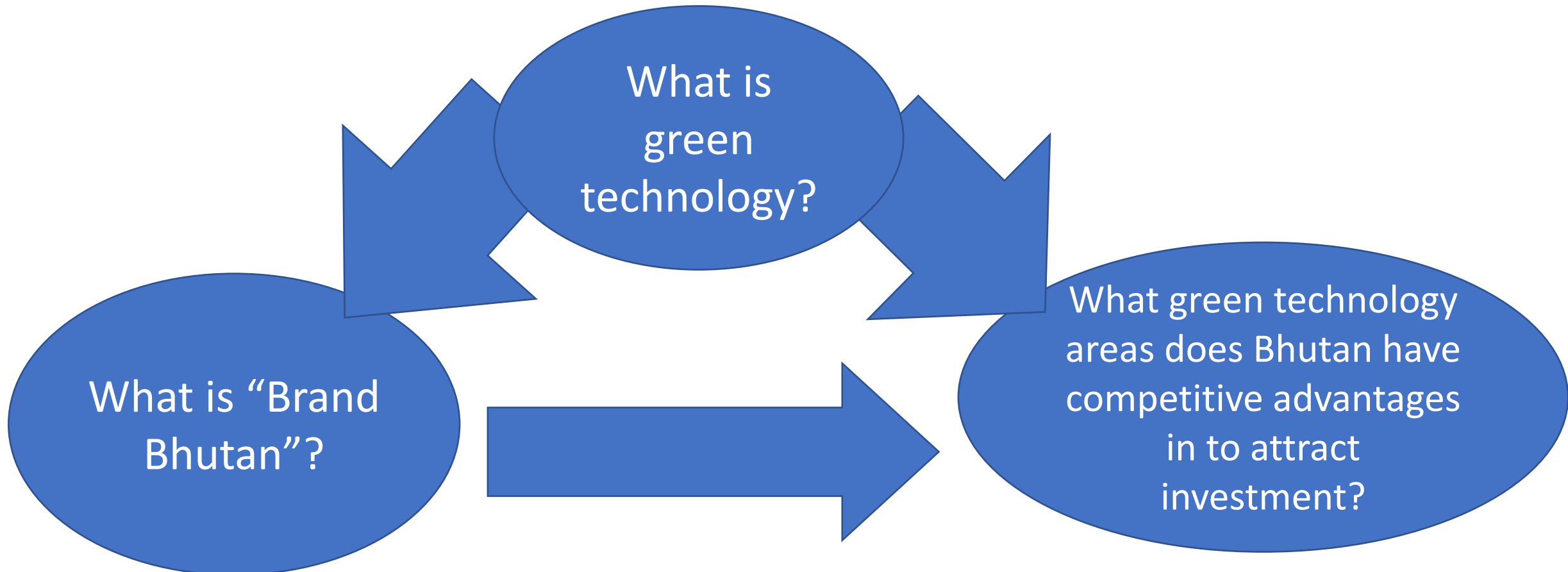
- **ESCAP's FDI Work**
- **Bhutan: FDI in Green Tech**
- **Conclusion: Priorities for Attracting Investment in Green Tech**

# ESCAP's FDI Work

- **Partners: Investment promotion agencies (IPA)**
  - **FDI Strategy Development: ASEAN, Bangladesh, Bhutan, Fiji, Kiribati, Mongolia, Philippines, Sri Lanka**
  - **Areas: Climate Action, Gender, Digital transformation**
- Investment Attraction Challenges:**
- **Competition for investment**
  - **Lack of focus**
  - **Limited resources (in the IPA – budget, resources)**

# ESCAP work with Bhutan

- TA to develop FDI strategy to boost investment in ‘green technology’



# Potential Areas for Investment in Green Tech

1. Maize-based flour production
2. Maize based animal feed production
3. Food waste-based animal feed production
4. **Off-grid energy solution providers (solar)**
5. Biogas providers
6. **Biogas production**
7. **Organic fertilizer production**
8. Medical plant active ingredient processing and extraction
9. Botanical products for health and wellness research
10. Organic botanical cosmetics



Intraregional  
Investors

# Action plan

- **How to contact investors**
- **Influencers than can facilitate access to investors**
- **Marketing activities**
- **Key partners**
- **Roles and responsibilities**
- **Barriers that need to be addressed**
- **Resources needed**
- **Timeline**

# What can IPAs do to attract investment in green tech? Some Priorities

- WHAT IS GREEN TECH? FOCUS!!!

And....

- Undertake investor targeting
- Develop and showcase Unique Local Value propositions
- Engage with investors through structured contexts, like industry conferences and exhibitions
- Proactively publish investment opportunities
- Facilitate partnerships and collaborations
- Engage in proactive investment facilitation and aftercare

# THANK YOU

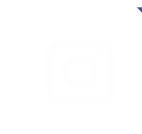
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