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UNCTAD Investment Promotion Awards 2015

Statement by

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.

Excellencies,
Distinguished guests,
Ladies and gentlemen,

It is my great honour to welcome you all to this ceremony for the presentation of the 2015 UNCTAD Investment Promotion Awards. These Awards have been presented annually since 2002 to best performing investment promotion agencies (IPAs) for their efforts and achievements in promoting investment for sustainable development. This year's Awards will honour IPAs for **excellence in web-based promotion of green FDI**.

It is now internationally recognized that transitioning to a low-carbon and sustainable economy is not only an environmental imperative, but green investment also has the potential to boost economic growth, foster innovation, enhance competitiveness and create jobs. Green investment is therefore high on UNCTAD's agenda. Many of you will recall that low-carbon investment was a focus of the 2010 *World Investment Report*, and our last two World Investment Forums included events that dealt with attracting green investment. UNCTAD also has a special technical assistance programme on the promotion of green FDI which provides advice to governments and builds the capacity of IPAs. By recognizing and sharing best practices in web-based green investment promotion, this year's Awards aim to encourage IPAs to step up online efforts in promoting green investment.

The review by UNCTAD of 168 national IPA websites reveals a contrasting situation: most agencies do not give any special attention to green investment, and those that do mention it usually limit the information to the renewable energy sector. But IPAs that do cover green investment more extensively, present their potential in different economic sectors with detailed, up-to-date and user-friendly data on regulations, incentives and investment opportunities.

Ten agencies were short-listed for the 2015 Awards. Out of those ten, three joint winners and a runner-up were selected. In assessing the websites of national IPAs, consideration has been given to the development stage of their countries.

In alphabetical order by country name, the ten short-listed IPAs are from:

Argentina, Belarus, Brazil, Denmark, Finland, Germany, Moldova, Morocco, Singapore and Uruguay.

I will now announce the three winners and one runner-up:

- **Germany Trade and Invest** is awarded for the very comprehensive sections available on its website regarding prioritized green industries and activities. Well-documented and clearly illustrated segments covering a large number of green sectors are complemented by testimonials, fact sheets, and industry-specific contact information.

- **Invest in Morocco** receives the award for the high visibility they give to renewable energy and sustainability issues. Rich information is provided on opportunities to develop solar and wind energy, as well as on policies and projects aimed at cutting carbon emissions and protecting natural resources. The website also features a database of investment projects which includes green opportunities.

- **Singapore Economic Development Board** is awarded for their impressive cross-sector coverage of environment-related investment opportunities, both in many green sectors and in a number of traditional industries. The Economic Development Board also places a strong focus on national and regional challenges, such as the lack of clean water, or the environmental effects of urbanization.

- Finally, in addition to the three winners, a runner-up Award is presented to the **Moldovan Investment and Export Promotion Organisation** to recognize its efforts in putting forward investment in green sectors on its website through quality information, relevant success stories, as well as a clear and efficient design.

Congratulations to the Award winners and to the runner-up for their commitment to attracting greener and more sustainable FDI to their countries, but also for setting an excellent example that we hope more IPAs will follow.