



Promoting Intraregional FDI

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Outline

- **Challenging times for FDI attraction and promotion**
- **Focusing on target groups**
- **ESCAP FDI strategy work**
- **FDI Strategy work in the context of ASEAN**

Challenges IPAs face

- **Greater competition**
- **Limited resources**
- **Broadly defined target industries**
- **Inability to differentiate the location**
- **Lack of focus**

IPAs need to Focus

Focus

- **Reflects the locations competitive advantages**
- **Provides basis for developing compelling value propositions**
- **Allows differentiation from competitors**
- **Facilitates contact and ongoing discussions with investors**
- **Allows IPAs to provide relevant information and support to investors**
- **Increases the probability of success**
- **Enables more effective use of resources**

Target groups

- **Group of potential investors that IPA wishes to attract**
- **Combination of**
 - Target sectors
 - Target geographic markets
 - Other relevant factors
- **Selection should reflect the locations real strengths**
- **Companies in target group conduct the same activities**
- **Members of the group share similar characteristics and requirements**

Bhutan: FDI Strategy

- **‘Green Technology’**
- **National priorities, commitment to conservation and climate neutrality**
- **Economic development plans**
- **Existing industries in country, major employers and sectors experiencing growth**
- **Availability of workforce and skills, university specialties and vocational training programmes**
- **Availability of raw material**
- **Geographic characteristics**
- **Track record on attracting and promoting FDI**

Target Groups

1. Maize-based flour production
2. Maize based animal feed production
3. Food waste-based animal feed production
4. Off-grid energy solution providers
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

Target group 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**

FDI Strategy in ASEAN Context

- **Intra-ASEAN investments more than half of all investments in ASEAN**
- **How can we channel these investments better into the SDGs?**
- **CCI Workplan to focus on Investment Promotion 2016-2025**
 - FDI Strategy for Intraregional Investment
 - Training courses to IPAs on attracting and promoting FDI in the SDG sectors
 - Regional investment cooperation platform

THANK YOU

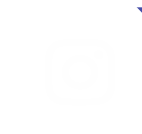
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