



Attracting sustainable FDI in strategic sectors

Asia-Pacific Foreign Direct Investment Network

September 25, 2018

Topics

- **The role of FDI strategy in FDI attraction**
- **Selecting target sectors**
- **Project example**

Selecting priority (target) sectors

- **The selection of “priority sectors” should reflect a location’s FDI attraction strategy**
- **The strategy aligns FDI attraction efforts with overall economic policy and objectives**
- **Strategy is typically developed and implemented by an investment promotion agency (IPA)**
- **A comprehensive and clear strategy at the IPA level is essential for FDI attraction**

Components of an FDI attraction strategy

- 1. Clear objectives – *why do we want FDI? What type of FDI?***
- 2. Target groups – *who do we want to attract?***
- 3. Value propositions – *why should they invest here?***
- 4. Go-to-market approach – *how will we identify and engage with potential investors?***
- 5. Organizational structure and roles – *who will be responsible for results?***
- 6. Resources, processes and tools – *what do we require to operate effectively?***
- 7. Performance indicators – *how will we measure and communicate results?***
- 8. Financial plan – *how will we deploy our resources?***

Selecting priority (target) sectors – starting point

- 1. What do we mean by “sustainable investment”?**
 - 2. Why do we want to attract sustainable investment?**
 - 3. What are the specific types of sectors and activities that we want to attract?**
 - 4. How attractive are we as a location for those sectors and activities?**
 - 5. Who are the individual companies that we want to attract?**
- 

Selecting priority (target) sectors – approach



Andreas Dressler - ad@fdi-advisory.com - +49.176.7863 8217