

Free Desktop Access to Knowledge Resources in Multiple Languages

MIGA is partnering with regional organizations to create localized versions of the FDI Promotion Center. Localization involves translating the training materials and selected promotional tools of the Toolkit into the local language; and incorporating knowledge resources and best practices specific to the region.

The Toolkit resources are already available in Arabic, English, Russian and Serbian. Now, the user can select English as default language or toggle between languages to identify specific resources of interest. Toolkits in other languages are forthcoming...

MIGA's current regional partners include:

Inter-Arab Investment Guarantee Corporation (IAIGC)
Kuwait

National Agency for Direct Investment (NADI)
Russia

Vojvodina Investment Promotion Fund (VIP)
Serbia and Montenegro

Position Your Location for FDI

Plus...FDI Promotion Center's resources help you plan and implement activities that will *differentiate your location, and your organization, to potential and existing investors:*

- Understand how to integrate FDI into your country's economic development strategy.
- Develop and manage promotional campaigns that deliver qualified prospects for your country's investment pipeline.
- Learn how to benchmark key factors impacting investment in your location.
- Monitor and measure your promotional activities, results and the competition.
- Acquire the knowledge to advocate for reforms critical to targeted investors, and for the funding to support your organization's initiatives.
- Focus on high-quality investor service and retention.

MIGA: Disseminating Information To Promote Investment

The Multilateral Investment Guarantee Agency (MIGA) is a member of World Bank Group. MIGA's purpose is to promote foreign investment by offering political risk insurance (guarantees) to investors and lenders, and by helping developing countries attract and retain private investment.

As a means of promoting investment in developing countries and emerging markets worldwide, MIGA began using the Internet in 1995 to provide timely and essential data and analysis to investors and their advisors. Today, in addition to the FDI Promotion Center, which enables online access to a volume of resources and tools for organizations promoting inward investment, MIGA has a suite of online information services for prospective foreign investors. These services provide investors with updates on new investment opportunities as well as critical information and analysis to support investment decision-making.

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Foreign Direct Investment Promotion Center

KNOWLEDGE AND
LEARNING RESOURCES
FOR
INVESTMENT PROMOTION
PRACTITIONERS



World Bank Group
Multilateral Investment Guarantee Agency

Welcome to FDI Promotion Center

MIGA's FDI Promotion Center is an online service which brings together a host of knowledge resources for easy access and in-depth learning – all at no charge. First and foremost, FDI Promotion Center is designed to support the efforts of investment promotion professionals to attract and retain foreign direct investment (FDI). Its growing collection of hand-picked resources addresses particular challenges with solutions that enhance your organization's capacity to target and deliver FDI, and to service existing investors.

FDI Promotion Center focuses on hands-on, functional specifics that apply to your day-to-day activities, within the broader context of today's competitive climate for FDI. You'll discover references that answer your immediate questions about many aspects of FDI, resources to research prospective investors, tools to create an effective promotional strategy, case studies to help structure your operations, best practice examples to inspire your plans, and e-learning to enhance your professional skills.

Who uses FDI Promotion Center?

The site has been developed to serve practitioners of investment promotion at all levels of experience, including:

- Promotion officers new to the field or position
- Promotion agency senior and mid-level managers
- Investment marketing and IT teams
- Diplomats representing investment promotion agencies abroad
- Privatization agency marketing executives
- Policymakers in economic development
- Promotion specialists at chambers and associations
- Operators of export processing zones and other types of industrial parks

Other users of the FDI Promotion Center include:

- Technical assistance providers
- Site location consultants advising companies and investment promotion intermediaries



MIGA's flagship print series has moved online. The Toolkit's ten step-by-step modules feature the critical functions in designing and implementing attract and retain FDI.



MODULE 1: Understanding FDI – Trends and key factors that impact FDI, how locations are selected, and potential benefits of FDI for the host country.



MODULE 2: Developing an Investment Promotion Agency – Primary elements in setting up or restructuring an IPA, including mandate, organizational structure, functions and staffing.



MODULE 3: Creating an Investment Promotion Strategy – How to evaluate your location's strengths and weaknesses, and then develop a promotional strategy to capitalize on its strengths.



MODULE 4: Building Effective Partnerships – Guidelines to help determine when to partner, how to effectively manage these relationships, and evaluate progress against objectives.



MODULE 5: Strengthening the Location's Image – How to assess investor perceptions, identify strengths and weaknesses, and develop an image-building campaign.



MODULE 6: Targeting and Generating Investment Opportunities – Tools and methods to develop a lead-tracking database, and execute the investment campaign.



MODULE 7: Servicing Investors – Approaches and techniques to prepare for, manage and follow-up the site visit, and to provide an integrated aftercare and support program.



MODULE 8: Monitoring and Evaluating Activities and Results – Practical guidance on IPI management tools to demonstrate the value of promotion to government and funding sources.



MODULE 9: Utilizing Information Technology – Guidelines for integrating IT into marketing efforts, highlighting web-based investor outreach methods and customer relationship management systems.



MODULE 10: Managing Project Risk – How international investors analyze a business plan including the associated project risks, and how IPAs can effectively market their location.



REGISTER AND NAVIGATE
Register your e-mail address and password, then log on as frequently as you like. Access all features and components from the home page, using the content icons and the navigation bar to locate content of interest.

INVESTOR RESEARCH
Search or browse an online database of sector and company research sources, including industry portals, trade association and company directories, as well as news and market intelligence sources.

IPAworks
Tap into an established, open-source template to help create or upgrade your web presence and enhance your IT and online capabilities. IPAworks enables promotional agency marketing staff to manage content without programming skills.

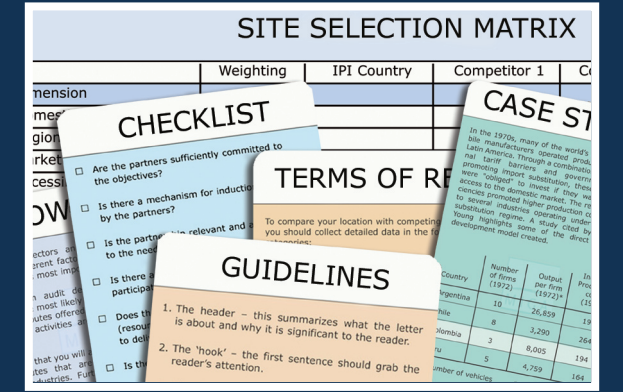
OUTREACH
Leverage MIGA's suite of online services to help maximize your online marketing capabilities. Design a customized program that gets your message out to interested prospects among the 70,000+ monthly visitors to MIGA's online services.

E-LEARNING
MIGA is currently developing the e-learning curriculum, which will initially cover the basics of investor research and investment generation, servicing and aftercare in moderated courses available in multiple languages.

Among FDI Promotion Center's most valuable resources are over 300 Promotional Tools that enable practitioners to see how others in the field approach common situations of the everyday business of investment promotion.

These Promotional Tools include:

- Best practice examples
- Case studies
- "How-to" presentations
- Checklists and guidelines
- Analyses, readings and reports
- Sample terms of reference
- Formats and templates for campaign materials



Search Promotional Tools

The complete list of Promotional Tools is directly accessed from the Toolkit home page. You may browse and search all tools featured in FDI Promotion Center – by keyword, type, topic and application.

Key tools that are particularly relevant to subjects covered in the Toolkit may also be accessed as you read through Modules 1 through 10.