



## Technical ASSISTANCE SERVICES

MIGA provides a full suite of investment marketing products and services to help developing member countries attract and sustain foreign direct investment—and ultimately spur economic growth and reduce poverty. At the heart of this effort are its technical assistance services. MIGA's approach to technical assistance and advisory services is designed to help clients move up the "ladder of effectiveness"—in other words, each step makes investment intermediaries more competitive at attracting and winning investment.

### MOVING CLIENTS UP A 'LADDER OF EFFECTIVENESS'

#### **Global competition for foreign direct investment is rising . . .**

Competition for foreign investment is stronger now than at any time in history. More countries are actively promoting themselves as locations for investment, and investors, faced with more choices in more marketplaces, are selecting only the best locations. Natural endowments and the right business enabling environment are key factors in ensuring that a location gets attention from potential investors. But to be a serious contender for new foreign investment, countries need to understand how the investment promotion business works and they need to be equipped with the knowledge, tools, and techniques to identify, attract, win and retain investment.

#### **. . . MIGA helps clients to position themselves to compete.**

MIGA's mission is to stimulate the flow of overseas investment to developing and transition economy countries. MIGA's Investment Marketing Services Department works to equip investment promotion intermediaries with leading-edge knowledge, tools, and techniques to strengthen their capacity to attract and retain foreign direct investment. To this end, MIGA provides both "hands-on" operational assistance to promotion intermediaries and a range of investment information services to assist member countries.

#### **The MIGA approach—stimulating 'best practice' in investment promotion . . .**

The agency's work emphasizes the transfer of best practice in FDI promotion, and MIGA's online information services support and leverage capacity-building efforts by linking investors directly to relevant information on investment opportunities and business operating conditions.

MIGA provides a broad range of technical assistance to investment intermediaries, tailored specifically to the clients' needs: strategy development, sector targeting, investor facilitation training, promotion missions and marketing materials, as well as investor tracking systems and other information technology applications. To complement the expertise of its investment promotion advisers and enhance service delivery, MIGA has developed a wide range of investment promotion support tools.

#### **. . . and helping clients to improve their capabilities.**

MIGA generally begins any new technical assistance project by defining, together with its clients, the strengths and weaknesses of their investment promotion program. To support this work, MIGA has developed a **Needs Assessment Framework**. The framework provides a means for MIGA not only to evaluate an organization's performance, but more importantly to determine the steps needed to improve its investment promotion capabilities.

#### **Providing cutting-edge tools and tailored support . . .**

MIGA works most closely with clients who demonstrate a strong commitment to putting in place the policies and practices necessary to attract foreign investment as an integral part of their overall approach to private sector growth. In return, MIGA offers a customized program of support and assistance—bringing unique strengths to this work through a range of investment tools and through staff with wide practical experience at the highest levels of the investment promotion business and in all geographical regions across the world.

For clients in Africa, MIGA draws on the services of its *Promote Africa* team, a field-based MIGA initiative launched in Namibia in 1998, with offices in Togo and Cameroon. *Promote Africa* provides on-the-ground technical assistance to investment promotion intermediaries and sectoral ministries in sub-Saharan African in their efforts to promote foreign direct investment.

**... to client partners worldwide.**

MIGA staff develop integrated programs of assistance tailored specifically to the needs of individual clients. Assistance is typically medium- to long-term, from six months to two years in duration, with shorter engagement undertaken as needed. Some of MIGA's services are provided at no cost. Others involve some matching contribution by clients. MIGA can help clients identify sources of funding from across the donor community, and works closely in securing the financial support needed to implement these programs.

### LEADING-EDGE INFORMATION TECHNOLOGY

The ability to effectively maintain and utilize high-quality interactive websites, as well as investor tracking systems and other information technology tools, has become an essential element within successful investment promotion programs today. MIGA provides "hands-on" assistance in these areas. In addition, the agency's investment information websites provide a baseline of assistance to all developing countries—a promotional tool through which it can increase global awareness of local business opportunities.

The Investment Promotion Network (*IPAnet*)—[www.ipanet.net](http://www.ipanet.net)—is MIGA's portal site, linking international corporate investors and investment opportunities. PrivatizationLink—[www.privatizationlink.com](http://www.privatizationlink.com)—provides online access to current information on privatization activities. PrivatizationLink Russia—[russia.privatizationlink.com](http://russia.privatizationlink.com)—furnishes information on current privatization tenders and other direct investment opportunities in the Russian Federation.

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