

# IPA BEST PRACTICES and IMPROVED EFFICIENCIES a practical approach..

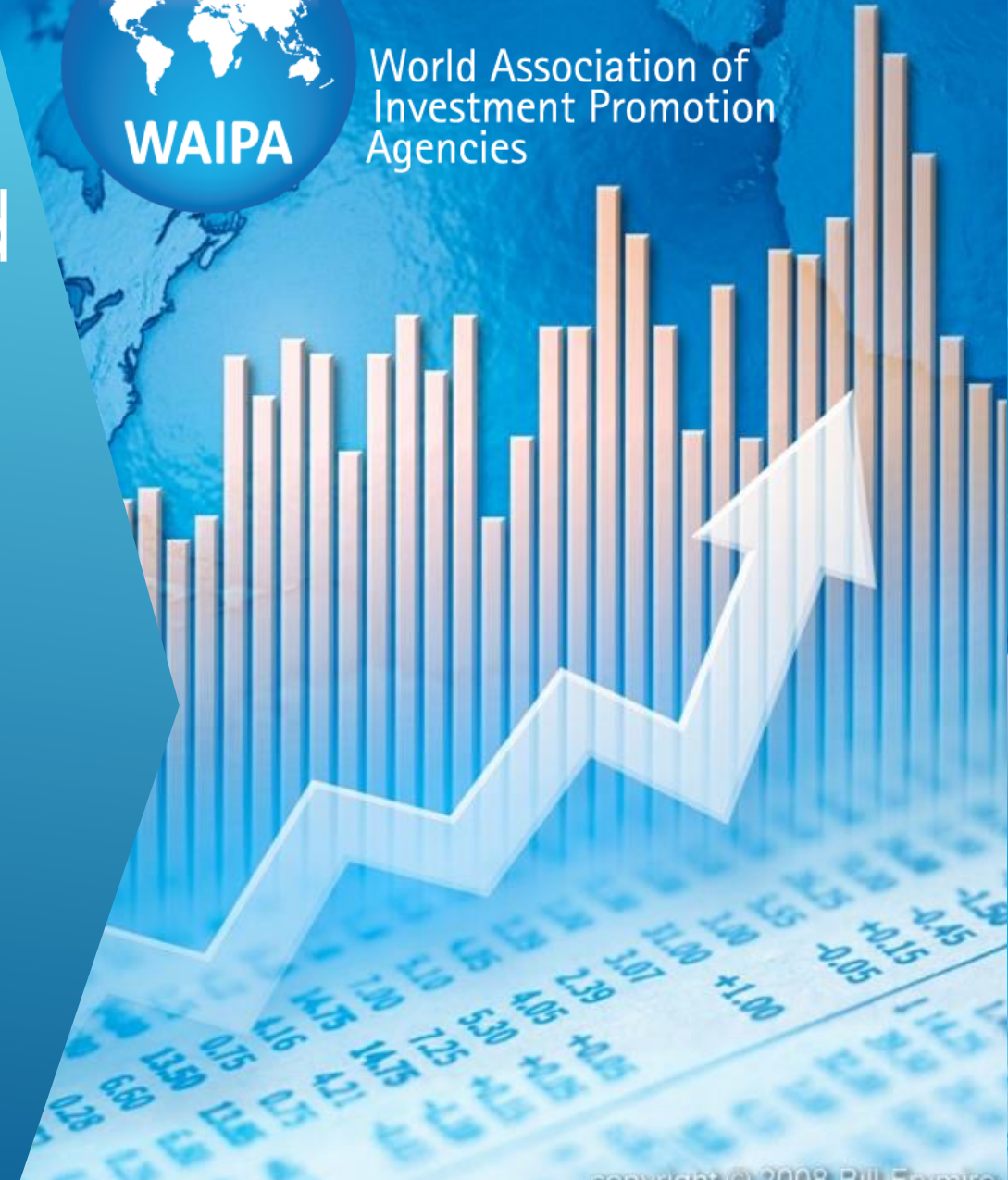
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# Current state

## Investment Promotion Agencies;

- Promote the potential
- Support existing investors
- Facilitation for new comers
- Feed back!
- Role in SDGs
- Outward investment?



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# Promotion

- First to create trust
- Reliable information - no bad surprises!
- Country first
- Fair competition during regional promotion
- Fully harmonized promo materials
- Active use of social media and internet
- International proactive representatives
- Missions abroad with FDI motivation
- Existing investors – happy customers
- Consulting companies
- Expat executives abroad



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# Facilitation

- Promotion is important / facilitation matters
- Entrepreneurial approach – empathy
- Exclusive experts for each project
- Team-up; sector, country, special task force
  - Research (reliable, fast, user friendly)
  - Bureaucratic relations
  - Land, work permits, land allocations etc
- Coordination with
  - Public bodies
  - RDAs (accurate info)



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# Aftercare – feed back

- Ongoing support
  - Bridge between gov and business
  - Continuous feed back to government to create a better environment for FDI
  - Role towards SDGs
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- Each investment is another experience
  - Each investment is another potential brownfield and to sustain our future



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