



World Association of
Investment Promotion
Agencies

The Role of IPAs in Achieving SDGs

AISHA SARWARI

A RECAP OF SDGs



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4 STAGES OF INVESTMENT PROMOTION



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1st Generation

Liberalization of FDI
regimes and adoption
of market-friendly
policies

3rd Generation

Targeting and match-
making of investors to
host country

2nd Generation

Facilitating and pro-
active marketing of host
destination

4th Generation

Focusing on sustainable
FDI

4 DIMENSIONS OF SUSTAINABLE FDI



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ECONOMIC DEVELOPMENT

ENVIRONMENTAL SUSTAINABILITY

SOCIAL DEVELOPMENT

GOOD GOVERNANCE

WAIPA's UNIQUE POSITION



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**170 Members
from 130
countries and
growing**

**Only umbrella
organization
for IPAs where
there is
collaboration
rather than
competition**

**Broad-based
consultative
committee
for structural
integration**

**Speed and
agility in
disseminating
policy and SDG
vision to the
world**

ROLE AND RESPONSIBILITY



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Acting as a funnel for policy at IPA level

Reviewing and maintaining an alignment of international policy standards

Gate-keeping and monitoring of “bad” investments

Helping IPAs to maintain quality control and standards

WHAT IS AT STAKE?



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DISASTROUS CLIMATE CHANGE IMPLICATIONS

DISPROPORTIONATE AFFECT ON
MARGINALIZED COMMUNITIES

POLORIZATION AND INCREASE IN
WEALTH GAP

EXPLOITATION LEADING TO GLOBAL POLITICAL
UNREST

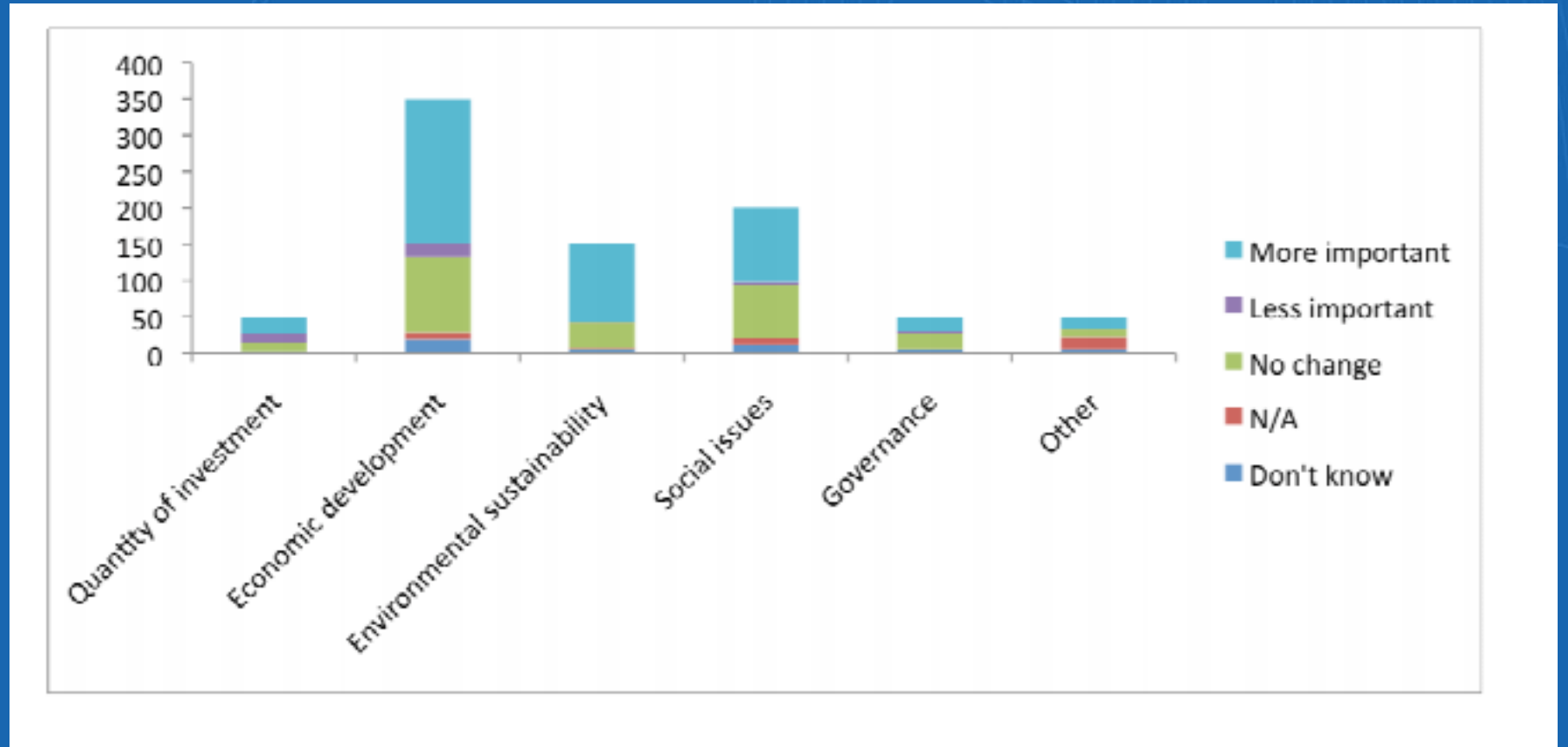
HOW DO YOU EXPECT SUSTAINABILITY CONSIDERATIONS TO CHANGE IN THE NEXT 5 YEARS?



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POLLED IN 2010

With the exception of good governance and quality, the three other dimensions of sustainable FDI are expected to become more Important.



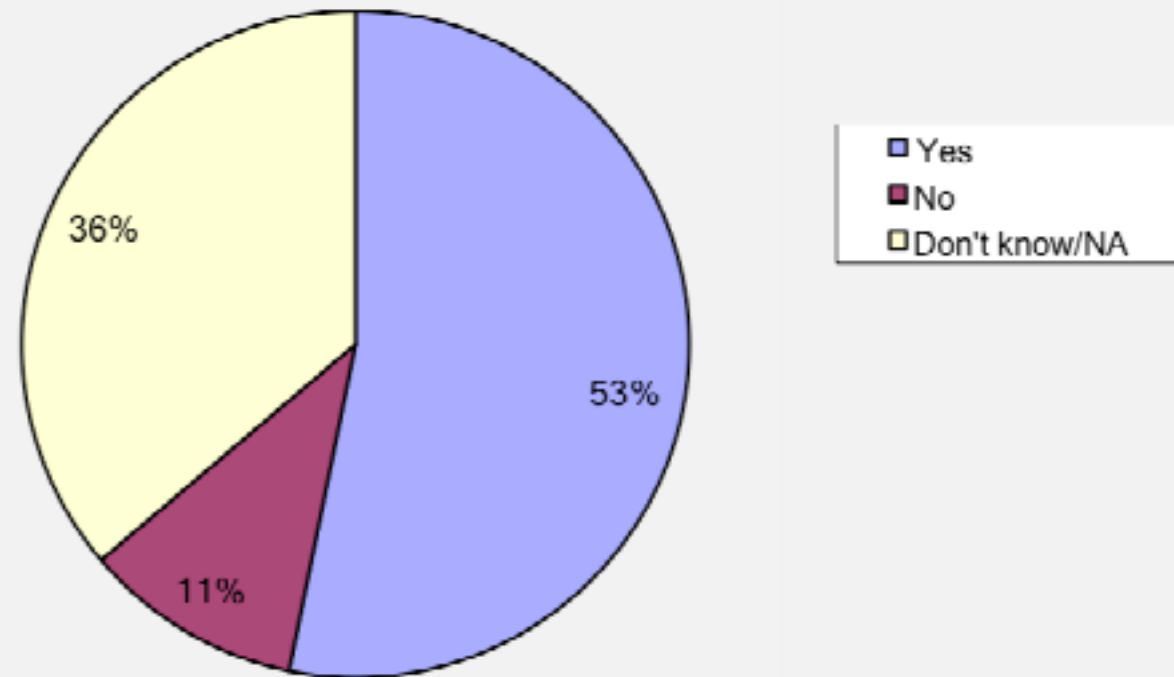
DO ANY OF THE COMPANIES THAT HAVE INVESTED IN YOUR COUNTRY CONTRIBUTE TO SUSTAINABLE INVESTMENTS?



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POLLED IN 2010

More than half of investments stand out in terms of a contribution towards sustainability.



TOOLS TO PROMOTE SUSTAINABLE INVESTMENT



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COMMUNICATION – ON- AND OFFLINE

TECHNOLOGY – SOFTWARES

ADVOCACY – GOVERNMENTS AND POLICY ORGANIZATIONS

SOPs - INVESTING IN INSTITUTIONALIZING STANDARDS

ACADEMIC RESEARCH – IN-DEPTH UNDERSTANDING

ASSESSMENTS – TECHNICAL TOOLS FOR EVALUATION

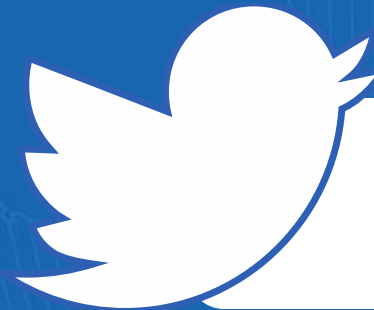


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