

# Daily Bulletin

Conference updates, daily



This week, the **World Investment Forum** is taking place in Nairobi, Kenya, on the sidelines of the UNCTAD 14 Conference. Until Thursday, July 21, the Forum is bringing together investment stakeholders at the highest level who can influence the global investment landscape towards contributing to sustainable development. With this bulletin, CUTS International is partnering with UNCTAD to keep you updated every day!

[#WIF2016](#), [@unctadwif](#)



## WORKSHOP ON INVESTMENT PROMOTION

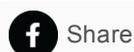
### Investment Promotion and Facilitation Practices, Prospects and the Sustainable Development Goals

The main objective of this workshop tailored for Investment Promotion Agencies (IPAs) was to share and discuss trends, prospects, and best practices in investment promotion and facilitation in the context of achieving the Sustainable Development Goals (SDGs). Following opening remarks by Mr. James Zhan, Director of UNCTAD's Division on Investment and Enterprise, and Mr. Bostjan Skalar, Executive Director of the World Association of Investment Promotion Agencies (WAIPA), the event presented the findings from an UNCTAD-McKinsey IPA Survey and discussed the best practices and role of IPAs in achieving the SDGs.

The four dimensions of sustainable investment were recalled, and include economic development, environmental sustainability, social development, and good governance. Through promoting sustainable investments, IPAs can potentially play an important role in supporting the SDGs, in particular Goals 7 (affordable and clean energy), 8 (decent work and economic growth) and 9 (industry, innovation and infrastructure). It was stressed that stakes are high, as unsustainable investments can potentially have disastrous impacts on climate change and poor communities. It was nevertheless noted that more than half of global investments stand out in terms of contribution towards sustainability.

The complementary role of both promotion and facilitation for IPAs was also underscored. While a key mandate of IPAs is to promote their country in the eye of investors (promotion), an equally important task is to convince investors to stay (facilitation). This requires knowing their expectations, efficiently making the link between them and the bureaucracy, and providing them with reliable research. IPAs should also provide feedback to their governments in order to provide a better environment for investors. While competition is high between IPAs over attracting investments, the increasing regionalisation of investment promotion and cooperation among agencies was highlighted as a positive development, allowing them to share their challenges and learn from each other.

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