



Investment Facilitation and FDI Intelligence Support

Methodology, strategy
and toolkit

To facilitate and
unlock investment in
developing countries,
UNIDO's approach
focuses on:

- **Building investment intelligence capacity:** Empowering Investment Promotion Institutions (IPIs) including Investment Promotion Agencies (IPAs), to strategically address current and future challenges through enhanced knowledge and skills.
- **Providing IPIs with technical advisory and tools:** Equipping IPIs with the necessary resources and expertise for effective investment facilitation and investment retention support.
- **Facilitating a conducive business environment:** Creating an investment-friendly environment that simplifies the process for investors to establish, operate and expand their businesses.

Strategy

By helping investors to establish, maintain and grow their presence in host countries, IPIs can facilitate the long-term impact of investment in the host economy. Investment facilitation is intertwined with the strengthened FDI intelligence capacity of IPIs and supports responsible business conduct in pursuance of the Sustainable Development Goals.

UNIDO's investment facilitation and FDI intelligence support aims to **enhance the capacities of IPIs** in developing countries by improving key processes:



Enhancing existing investor outreach and targeting strategies.



Deepening understanding of investor needs to improve the business environment and investment climate.



Strengthening the tracking of investment impact and sustainability criteria.



Advancing digitalization of operations.

UNIDO helps developing countries and IPIs **unlock investment** in their economies by:



Forging close links between IPIs and investors so that every investment connection is not just established but enriched and sustained.



Enhancing IPI FDI intelligence capacity to enable data-driven decision making and optimizing investment facilitation and aftercare support grounded on empirical firm-level evidence.



Delivering efficient and effective approaches to address investment inquiries and challenges, which includes the collation of investor needs and the provision of timely, customized solutions. This ensures a streamlined process that supports both initial investments and ongoing operations.



Developing digital tools that support investment facilitation through continuous data collection and information management.



Screening plus

Gathering and filtering the most relevant data through efficient screening, comprehensive company profiling, and targeted surveys. Decisions are based on accurate and current intelligence.



Ad Hoc and Periodic Data Collection

This aims at facilitating proactive decision-making and ongoing monitoring of investment impacts to support institutions in optimizing their strategies.

Methodology



Investment Intelligence: Investment M&E, Facilitation, and Aftercare

The components of Investment Intelligence, interconnected in a continuous improvement and feedback loop for resource planning and strategic enhancement, encompass:



Strategic Data Hub: Flexible, Secure, and Optimized



Customized Data Collection

Data collection processes are customized to align with each institution's unique objectives, ensuring relevance, while seamlessly integrating into the centralized business directory for easy access to critical information.

Comprehensive Company Profiles

Company profiles are collected through online and offline channels to ensure comprehensive coverage and accuracy, with a focus on continuous process improvements to enhance the quality and relevance of the data provided to institutions.

Ad Hoc and Periodic Data Collection

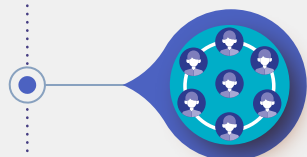
Ad hoc and periodic data collection focuses on gathering market intelligence, including market conditions, trends, and emerging opportunities, while providing insights into investment flows and sectoral trends.

Data Collection Modules: Flexible and Relevant



Company Profiling

Company profiling involves regular updates and refinements to the business directory to reflect real-time market changes, reducing the investor burden while capturing key business details and market shifts. This approach is particularly beneficial for institutions seeking to maintain an accurate and detailed business registry that supports effective clustering, collaboration, and strategic planning.



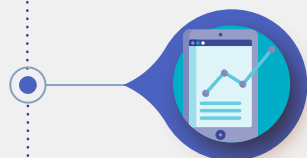
Impact on Local Economy

Tracking the impact of investments on the local economy involves monitoring critical variables to provide insights for policy development, resource allocation, and support for new businesses. This process enables institutions to observe economic shifts, leverage data for policy advocacy and strategic resource distribution, and design services and incentive packages that facilitate new ventures.



Business Outlook

The business outlook analyzes performance, market, and operational trends, emphasizing current conditions and forecasts, while specifically addressing external shocks and their impacts. This forward-looking perspective aids institutions in anticipating challenges and opportunities, thereby supporting strategic planning and risk management.



Investment trends

Investment trends provide insights into short- and medium-term investment plans and the factors influencing investor decisions, directly informing service planning to ensure that institutional offerings align with current investor priorities and market dynamics.



Investment Support Services

Investment support services collect data on the services provided to and requested by investors, including urgent needs, covering both pre- and post-investment phases to ensure continuous support. This procedure helps institutions optimize service offerings, enhance collaboration with partners, and develop policies that address investor needs throughout their journey.

Who Can Benefit from This Methodology?

This methodology is designed to support a wide range of organizations involved in investment and business development, including:



Investment Promotion Agencies (IPAs): Engaging with foreign and domestic investors to attract and facilitate investment opportunities.



Special Economic Zone (SEZ) Authorities: Managing relationships with existing tenants and fostering sustainable growth within their zones.



SME Development Agencies and Industrial Development Institutes: Supporting client bases with tailored solutions for business expansion and industrial development.



Member-Based Private Sector Organizations: Assisting members in identifying and pursuing investment and business development opportunities.



And More: Other stakeholders involved in fostering economic growth and investment.

Technical advisory

UNIDO provides broad-based technical advisory, supporting IPIs in:



Developing and updating FDI business directories as a basis for strengthened FDI intelligence capacity of IPIs.



Improving the monitoring of investment activity and impact, incl. by designing and conducting effective firm-level surveys, focusing on performance, investment, business outlook and support service requirements.



Strengthening investor relationship management through the listing, management and addressing of investor facilitation requirements.



Bolstering FDI intelligence as a basis for effective evidence-based policy advocacy as well as informing Public-Private Sector dialogue on investment promotion matters.



Enabling a more efficient and effective investment facilitation and promotion effort through the use of digital tools.



The Digital Investment Promotion System (DIPS)

DIPS serves as an integrated digital platform that offers a growing array of key features and functionalities essential to the operations of modern IPAs:



The DIPS functions as an integrated platform that IPAs/IPIs can use to manage their entire workflow:

- Developing and updating FDI business directories as a basis for strengthened FDI intelligence capacity of IPAs
- Creating, managing, and promoting Investment Opportunity Profiles (IOPs)
- Monitoring investment activity and impact, incl. by designing and conducting effective firm-level surveys, focusing on performance, business outlook and support service requirements
- Strengthening investor relationship management through the listing, management and addressing of investor facilitation requirements.

And more, all in one platform.

Testimonials



Mr. Emmanuel Tamungang
Director of Investment Promotion
API/IPA Cameroon



UNIDO has played a crucial role in assisting us with updating our business directory. As a result, we now have a precise and comprehensive digital database encompassing current and prospective investors. This updated Business Directory is proving to be highly beneficial for our continuous efforts in facilitating (re)investment, including implementing our country's first-ever FDI survey, which is currently underway.

By completing the Investment Monitoring and Support Services (IMSS) Survey Campaign with UNIDO's technical assistance in 2024, we have been able to collect first-hand data which will improve the EIC's Aftercare support services, bring EIC closer to companies and investors active in Ethiopia, and thus improve the business environment in the country.



Mr. Dawit Adugna
Senior Aftercare Expert & IRM Team Leader
Ethiopian Investment Commission (EIC)



Ms. Banji Muleya Mayiya
Investment Promotion Specialist
Services Specialist, Zambia
Development Agency



The Digital Investment Promotion System (DIPS) has proved to be a very useful tool for us thanks to the profiling module, which enables us to systematically profile and have a central repository of profiled investment opportunities that ZDA can draw upon to market and track progress. The Investor Relationship Management (IRM) module, which works like a support ticket management system, is equally useful, as it enables direct facilitation and aftercare support to investors, as well as digital tracking of the resolution of challenges in view of investment retention and expansion.

From business directory cleaning to FDI intelligence surveys and digital tools, UNIDO's technical support has been instrumental in streamlining our processes here at KenInvest, allowing us to make our Aftercare support services to companies and investors more efficient and effective.



Ms. Caren Mutai
Project Analyst
Investor Service Department, Kenya
Investment Authority (KenInvest)



Following the Joint Ministerial Declaration on the (Investment Facilitation for Development) IFD at WTO's 13th Ministerial Conference in February 2024, which marked the finalization and official publication of the IFD Agreement, signatory developing countries require technical assistance to frame capacity building support enabling effective implementation of provisions contained in the IFD Agreement, such as:



Enhancing transparency for investors




Speeding up administrative procedures for investors



Providing services to investors especially on supplier development and linkages with the local private sector.

UNIDO is optimally positioned to leverage its technical advisory and methodology to support developing countries in this process, of investment facilitation throughout the entire investment cycle, thereby facilitating the interface between investors, IPIs, and whole of government systems, supporting and leveraging coordination mechanisms to that effect.

 @InvestInACP

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