Welcome to FDI Promotion Center

MIGA’s FDI Promotion Center is an online service which brings together a host of knowledge resources for easy access and in-depth learning – all at no charge. First and foremost, FDI Promotion Center is designed to support the efforts of investment promotion professionals to attract and retain foreign direct investment (FDI). Its growing collection of hand-picked resources addresses particular challenges with solutions that enhance your organization’s capacity to target and deliver FDI, and to service existing investors.

FDI Promotion Center focuses on hands-on, functional specifics that apply to your day-to-day activities, within the broader context of today’s competitive climate for FDI. You’ll discover references that answer your immediate questions about many aspects of FDI, resources to research prospective investors, tools to create an effective promotional strategy, case studies to help structure your operations, best practice examples to inspire your plans, and e-learning to enhance your professional skills.

Who uses FDI Promotion Center?

The site has been developed to serve practitioners of investment promotion at all levels of experience, including:

- Promotion officers new to the field or position
- Promotion agency senior and mid-level managers
- Investment marketing and IT teams
- Diplomats representing investment promotion agencies abroad
- Privatization agency marketing executives
- Policymakers in economic development
- Promotion specialists at chambers and associations
- Operators of export processing zones and other types of industrial parks

Other users of the FDI Promotion Center include:

- Technical assistance providers
- Site location consultants advising companies and investment promotion intermediaries

MIGA is partnering with regional organizations to create localized versions of the FDI Promotion Center. Localization involves translating the training materials and selected promotional tools of the Toolkit into the local language; and incorporating knowledge resources and best practices specific to the region.

The Toolkit resources are already available in Arabic, English, Russian and Serbian. Now, the user can select English as default language or toggle between languages to identify specific resources of interest. Toolkits in other languages are forthcoming.

MIGA’s current regional partners include:

- Inter-Arab Investment Guarantee Corporation (IAIGC)
- Kuwait
- National Agency for Direct Investment (NADI)
- Russia
- Vojvodina Investment Promotion Fund (VIP)
- Serbia and Montenegro

Free Desktop Access to Knowledge Resources in Multiple Languages

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Position Your Location for FDI

Plus...FDI Promotion Center’s resources help you plan and implement activities that will differentiate your location, and your organization, to potential and existing investors:

- Understand how to integrate FDI into your country’s economic development strategy.
- Develop and manage promotional campaigns that deliver qualified prospects for your country’s investment pipeline.
- Learn how to benchmark key factors impacting investment in your location.
- Monitor and measure your promotional activities, results and the competition.
- Acquire the knowledge to advocate for reforms critical to targeted investors, and for the funding to support your organization’s initiatives.
- Focus on high-quality investor service and retention.
MIGA’s flagship print series has moved online. The Toolkit’s ten step-by-step modules feature the critical functions in designing and implementing attract and retain FDI.

Among FDI Promotion Center’s most valuable resources are over 300 Promotional Tools that enable practitioners to see how others in the field approach common situations of the everyday business of investment promotion.

These Promotional Tools include:
- Best practice examples
- Case studies
- “How-to” presentations
- Checklists and guidelines
- Analyses, readings and reports
- Sample terms of reference
- Formats and templates for campaign materials

The complete list of Promotional Tools is directly accessed from the Toolkit home page. You may browse and search all tools featured in FDI Promotion Center – by keyword, type, topic and application.

Key tools that are particularly relevant to subjects covered in Modules 1 through 10.