

GLOBAL PRODUCTS AND SERVICES

MIGA is a pioneer in the field of online investment information, having developed and launched four Web sites over the past six years. Beginning with IPAnet in 1995, PrivatizationLink in 1998, PrivatizationLink Russia in 2000, and the African Connection Telecomms Database in 2001, MIGA has taken a lead role in mobilizing and publishing information on investment opportunities, conditions, and partnerships to the more than 25,000 monthly users of these services worldwide.

Information dissemination services are not necessarily transaction-based. They are designed to provide legal and regulatory information, business operating conditions, and a wide range of data to support investor decision-making. In the case of PrivatizationLink, however, concrete transactions have been linked to the service, including sales of several state-owned enterprises in Armenia and Moldova to Italian and U.S. firms.

The value of MIGA's online information services to the international investment community is also evidenced through the highly positive responses received in user surveys. In fiscal 2001, MIGA conducted a survey of more than 9,000 professionals as a part of its preparatory work for the FDI Xchange, an email-based investment update service to be launched later this year. MIGA received 330 responses from a broad range of companies, including major Fortune 500 corporations as well as SMEs. Overall, the respondents indicated a high level of interest in receiving this new information service, with 60 percent very interested and 34 percent somewhat interested.

The survey also provided positive empirical, if anecdotal, evidence of user satisfaction with IPAnet and PrivatizationLink. Comments from survey respondents included the following observations: "Clearly this service is most important, as *ongoing* updating and researching ... is very time consuming and most cannot afford to carry it out"; and, "Thank you for your good work! I am very grateful and use your information frequently." Notable developments for each of the services and new global products are discussed below.



THE INVESTMENT PROMOTION NETWORK | www.ipanet.net

MIGA’s flagship investment promotion Web site, **IPANet**, continued to attract significant traffic flows in fiscal 2001, averaging some 343,000 hits a month over the year. The site’s performance was particularly strong in terms of amount of time that users spent on each visit, averaging 18 minutes. Page views, the number of pages or screens loaded, were also strong and stable over the period at about 250,000 impressions per quarter.

With some 19,000 registered users from around the globe, and thousands more visiting the site on a regular basis, **IPANet** has become the central location for FDI information on the Web. Content on the site has expanded substantially with new documents and links added to keep the site current to encourage repeat use, a particularly important feature. Of the more than 10,000 entries catalogued in **IPANet/PrivatizationLink** databases, over 34 percent are related to IDA-eligible countries. On a regional basis, Sub-Saharan Africa as well as Eastern Europe and Central Asia are particularly well represented.

Also during the year, MIGA completed an extensive set of upgrades to the operating system and application software underlying MIGA’s online investment information services. This effort also included updating several of the Web-based applications and automating many routine maintenance functions to increase operating efficiency and cope with the rising volume of site visitors and registrants to the agency’s online services.

table 8 **IPANET STATISTICS, FY01**

	Q1	Q2	Q3	Q4	total
hits	852,605	968,500	966,012	1,334,948	4,122,065
impressions (page views)	240,060	285,857	259,320	351,832	1,137,069
user sessions	34,636	43,220	42,813	51,039	171,708
session length (average minutes)	16.7	18.63	18.15	18.56	18.01 *

* average

figure 9 IPANET USER PROFILE, by organization, FY01

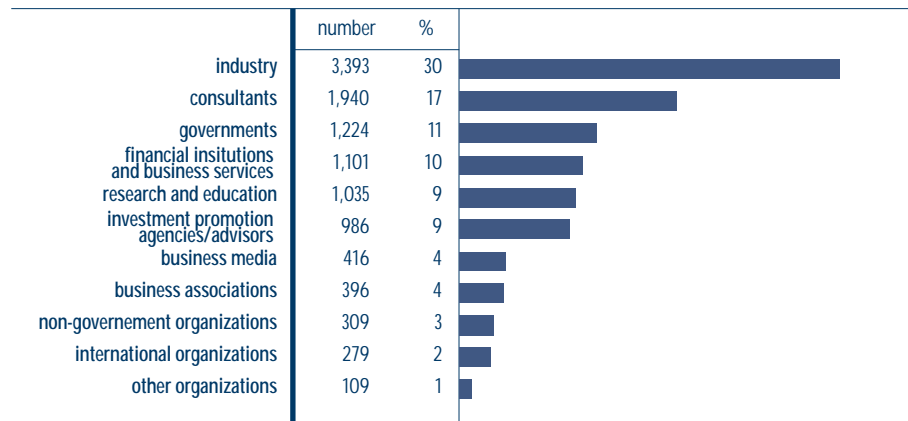


figure 10 IPANET REGISTRANTS, by region, FY01

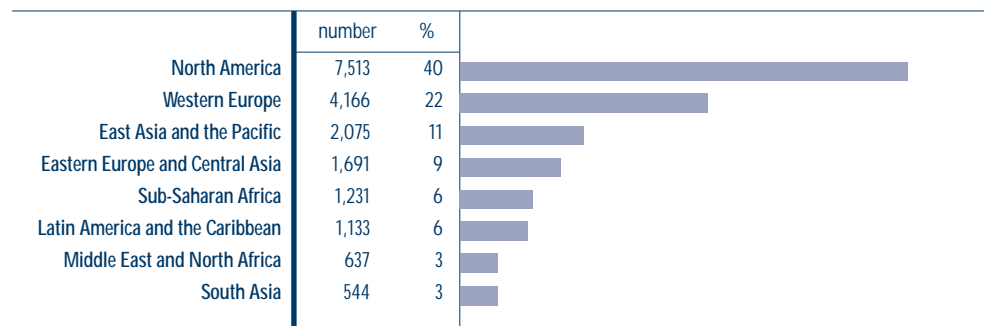
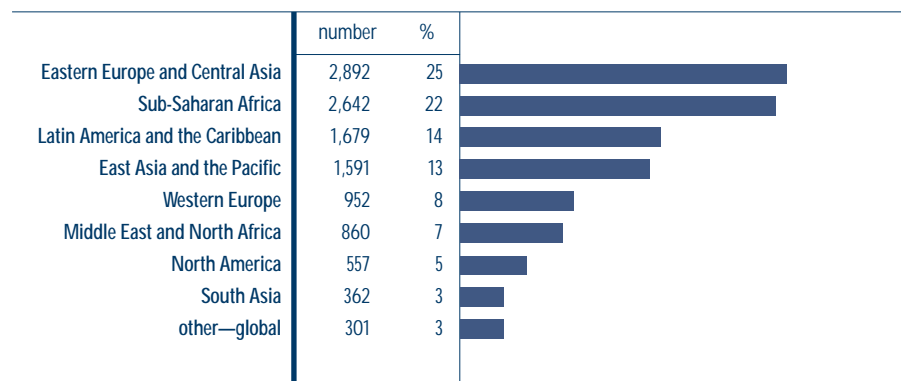


figure 11 IPANET DOCUMENTS, by region, FY01



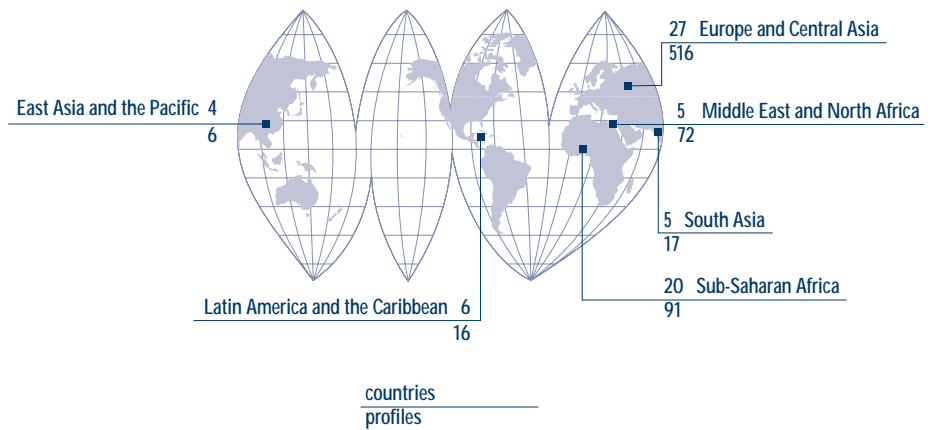


PRIVATIZATIONLINK | www.privatizationlink.com

MIGA completed a four-month effort to completely revise the PrivatizationLink site. Based on feedback from a PrivatizationLink user survey and an international focus group, the new version of PrivatizationLink, launched in April 2001, includes enhancements in Web site design and navigation, as well as significant upgrades in content and functionality. In particular, the requirement to register in order to access much of the site has now been eliminated. Registration is only required to access the Business Directory and to enable the personalization of content presented.

Enhancements to the site are numerous. Special entryways into the data have been added, catering to the needs of its target audience. The new Practitioners' Corner is targeted to users involved in structuring transactions, such as privatization agency personnel, and contains a collection of hands-on learning and networking resources, as well as templates of company profiles and the World Bank's databank of historical transaction statistics for privatization in developing countries. The Investors' Corner is aimed at those who want to track investment and advisory opportunities by providing a quick snapshot of the latest data, such as tender announcements and procurement notices for advisory services. A new personalization option allows investors to customize this feature by sector, region and subject to suit their own requirements.

figure 12 PRIVATIZATIONLINK PROJECT PROFILES, FY01



Content has been greatly enhanced. A Best Practice section has been added that contains case studies and resources with useful information for privatization practitioners classified by topic. Users have the opportunity to share their ratings of the individual resources cataloged in this section, as well as view feedback from other users. MIGA has also developed a new Country Fact Sheets collection, offering at-a-glance summaries of privatization trends in the regions and of country privatization programs. Fact sheets have been completed for all regions, 16 countries in Europe and Central Asia and 16 countries in Sub-Saharan Africa, three countries in the Middle East and North Africa region, and selected other countries.

FDI XCHANGE

MIGA completed the technical design for the pilot version of the FDI Xchange, a Web- and e-mail-based update service designed to keep investors informed of significant new investment opportunities and changes in the business operating environment in developing countries and economies in transition.

An important element of this initiative involves developing the capability for investment promotion entities, privatization agencies, and other content providers to catalog their new information resources directly into IPAnet and the new e-mail service through an online interface. MIGA plans an intensive program of short-term assistance to these content providers as part of the deployment of the new service. MIGA met with several potential marketing partners (e.g., development finance institutions and outward IPAs) as well as potential content providers to identify a core group of partners to participate in the pilot phase of the service, which is scheduled for fiscal 2002.

INVESTMENT PROMOTION TOOLKIT

MIGA's Investment Promotion Toolkit was formally launched at the Sixth Annual General Meeting of WAIPA in Geneva. The event was convened in March 2001 and attended by 96 people representing 48 IPAs in more than 40 countries.

The Toolkit is a compilation of best practice in investment promotion, covering the full range of activities from establishing an IPA through image building, investor targeting and outreach, establishing linkage programs, and implementing monitoring and evaluating programs. The how-to guide was developed by MIGA and is provided to clients to support and supplement its capacity-building program and is also available for sale through the World Bank publications office (see box 3).

SECTORAL RESEARCH

During the past year, MIGA undertook to expand its compendia of online sectoral resources for investor research, in cooperation with the Joint Library of the World Bank and International Monetary Fund. MIGA carried out a program of research to identify and assess online sectoral information sources, both free and fee-based, that would be of use to the staff of investment promotion intermediaries as they identify potential investors and benchmark their attractiveness to investors in specific sectors.



The output of this research consists of analyses and hyperlinks to relevant Web sites featuring competitive, industry, and company data, compiled for eight selected sectors—electronics, automotive components, IT services, apparel, food processing, telecommunications, tourism, and mining. The sectors were chosen based on several selection criteria: the sector's importance for FDI in terms of number of employees, in terms of foreign assets, as well as sectoral research needs communicated by MIGA clients.

The objective of the research is twofold: to deepen MIGA's sector-specific database and to be able to offer clients new tools to use in conducting their strategic planning and investor targeting. These sectoral research resources will be employed in MIGA's training sessions, such as Internet workshops and skills training seminars on how to carry out sectoral targeting campaigns.

These new resources were tested during the Internet Workshop for Europe and Central Asian IPAs held at the end of September 2000. In hands-on exercises during the workshop, they proved to be tremendously useful when carrying out sectoral research tasks. MIGA plans to continue developing these research resources in additional sectors.

G8 DOT FORCE

MIGA was invited to participate as part of the World Bank representation to the second plenary meeting of the Digital Opportunities Task Force (DOT Force), which was held in Cape Town, South Africa. The DOT Force is a G8 initiative, bringing together representatives from the public, private and not-for-profit sectors from G8 and selected developing countries. The objective of the task force is to prepare a report with concrete recommendations on how the G8 can contribute to creating digital opportunity for all and bridging the global digital divide, for presentation and discussion at an upcoming G8 summit. MIGA outlined its use of online information services for promoting FDI into the developing world and participated in discussions on the need for new financing and risk management instruments to facilitate increased technology investment into emerging economies.

