

Word of Welcome

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Investment Promotion and Facilitation Workshop on Investment Promotion Practices and the Sustainable Development Goals

Nairobi, 17 July 2016
KICC, Aberdare Hall
(10:00–13:00)

Distinguished participants,

Ladies and Gentlemen,

- **Good morning! Karibu!** I am very pleased to welcome all of you to this investment promotion workshop on “**Investment Promotion and Facilitation Practices and the Sustainable Development Goals**” (SDGs), which is organized in partnership with the World Association of Investment Promotion Agencies (WAIPA). We are delighted that so many of you have been able to join us as we start the 14th ministerial conference of UNCTAD and the 2016 World Investment Forum.
- While we hope that the various events and networking opportunities this week will be greatly beneficial to IPAs, we have planned this workshop to be particularly tailored for you. Our main objective this morning is to assist you in your efforts by discussing investment trends and prospects, best practices in investment promotion and facilitation, evaluating how IPAs can be more effective, and exploring what role IPAs can play in reaching the SDGs.

Colleagues,

- I would like to take this opportunity to emphasize the important role that IPAs can play in attracting investment for sustainable development. For that to happen, investment promotion and facilitation should go hand-in-hand. As you are aware, promotion is often a competitive activity aimed at marketing a location and providing incentives, while facilitation is non-competitive and aimed at making it easier to invest or expand investments and conduct day-to-day business.
- During the last two decades, investment promotion policies and measures have been put in place in many countries, but adequate investment facilitation is often still lacking and needs attention. To illustrate, between 2010 and 2015, at least 173 new investment promotion and facilitation policies were introduced around the world. Almost half of these measures related to investment incentives, followed by special economic zones. Only 23% related specifically to investment facilitation. At UNCTAD, we recently released a Global Action Menu for Investment Facilitation, which can fill this gap.
- The Global Action Menu, which I recommend you take a look at, consists of 10 action lines to improve investment facilitation, each with multiple proposed actions to enhance your investment facilitation regime. Examples of areas covered include promoting accessibility and transparency in the formulation of investment policies and enhancing predictability and consistency in their application, improving efficiency of administrative procedures, building constructive stakeholder relationships, putting in place

monitoring and review mechanisms, and enhancing international cooperation.

- IPAs are the intermediaries between public and private sector players and cannot work in isolation. Partnerships and cooperation with other stakeholders is critical. Tomorrow evening, we will recognize the winners of the 2016 Investment Promotion Awards for their excellence in partnering for investment promotion. And throughout the upcoming week we encourage you to network and explore ideas, best practices, and investment opportunities with the diverse range of investment stakeholders that have gathered here.
- I would like to thank our host, KenInvest, for all their efforts in organizing this Forum in Nairobi, and WAIPA for co-organizing this event, as well as McKinsey and Company for sharing their insights and expertise.
- Let me wish you all a successful workshop.

Thank you.