



# **Millennium Cities Initiative**

## **Regional Partnership to Promote Trade and Investment in sub-Saharan Africa**

### ***Developing a Strategy Guidance Paper for City-Level Decision Makers***

A presentation by Dr. Karin Millett  
to the project Advisory Group  
New York, April 13, 2011

# Purpose of Proposed FDI Strategy Guidance Paper

- To provide a succinct paper for Mayors, City Governments and other key decision makers to inform and support their strategy development process for attracting foreign direct investment (FDI).
- To point to tools, methodologies, and other resources they could draw on to support the actual strategy development exercise.

# Purpose of the Strategy Guidance Paper (cont'd)

- To define the major approaches that local governments can adopt to develop an FDI strategy.
- Identify important categories of key constituencies that should be involved in developing a strategy, and
- Mechanisms/methodologies for involving these key constituencies in developing a strategy

# FDI Strategy—what is it?

- Ideally, an FDI strategy is anchored in the city's broader economic development strategy.
- An FDI strategy Identifies the role foreign capital, technology and management know-how can play in achieving overall economic development goals.
- Not just a 'thought piece', but a blueprint with clear quantitative goals—more than aspirational, it is potentially operational.

# Converting Strategy to Action

- The strategy guidance paper would also:
  - include advice on how to convert the strategy into action
  - Include advice for keeping the strategy 'alive', i.e., reviewing, revising, re-activating, based on experience in the roll out.

# The Strategy Guidance Paper

- Not a strategy written *for* the local government—it is a tool for the city to develop its own strategy.
- Not a ‘recipe’ for developing a strategy, more of an identification of the main ingredients.
- Not the end of a strategy process, more the stimulus for the beginning of it.

# Advice Sought from Advisory Group

- Does the proposed strategy guidance paper meet a need?
- Is a short paper sufficient to address the goal of this paper?
- If we produce such a strategy guidance paper, should we include a section that provides links to more in-depth information on each of the major issues?
- Is there a better approach we could adopt?

# Your suggestions are most welcome!

- Your feedback today would be much appreciated; however, feedback after you have had time to think further about this would also be very valuable. You can send feedback to me at:

[millettkarin@gmail.com](mailto:millettkarin@gmail.com)

THANK YOU!