

## Template to Guide Development of Investment Opportunity Profiles

- **Name of City and Country**
- **Name of the Product or Sector/Subsector**

### **Executive Summary**

3-5 sentences summarising the particular opportunity. It is probably best to write this after the rest of the information has been gathered and written up.

### **Introduction to City XXXX**

5-10 sentences on the city and the region, e.g., location within country, current population of the city, the size and growth of the market for this particular product, available infrastructure and any planned improvements. Whether the local government is open and committed to being supportive of private sector development.

### **Market Opportunity**

Approximately 1-2 pages, including information such as:

**Current market for the product(s)** in city/region, country, neighboring countries and globally

- production (how much produced, where and by whom)
- consumption (how much demand is there for this product locally, regionally, in neighboring countries, globally (if applicable))
- export and import (from/to city, region, country)

**Growth of the market** over the past 5-10 years

- in city/region, country
- in country
- in the neighboring countries / globally

**Projected demand** in the next 5-10 years

### **Why Produce This Product in City XXXX?**

Approximately 1-2 pages, highlighting advantages of producing the product in city xxx , e.g.,

- local availability of inputs for production
- selected factor costs, e.g., labor, utilities (water, power), transportation modes/costs
- potential to cut transportation costs (if this is the case) in comparison with importing from other parts of the country and/or abroad
- availability of skilled labor for this particular type of production, with data proving this
- existence of universities, colleges, specialized institutes, etc.
- potential to cut production costs (if this is indeed the case) in comparison with other parts of the country (e.g., in the capital of the country and/or abroad)
- possibility to export the product to other parts of the country and abroad

### **Potential Locations in City XXX**

Approximately 5 sentences on locations, including conditions for accessing land, availability of water, electricity, and roads/rail/airport linkages. If there is an existing or planned industrial zone, this should be mentioned.

**Support Provided by City Administration, and Regional and National-Level Administration, If Applicable.**

List of support services offered by the city to investors, as well as regional and national-level administrations, e.g., assistance with registering a company, accessing permits and licenses, completing procedures for setting up operations, getting access to utilities, etc. If the city provides aftercare services for investors, these should also be mentioned here.

**Investment Incentives**

Short description of investment incentives and other grants that may be available from the city, regional and/or national governments.

**Further Information**

- List names, email addresses and phone numbers for contact persons. (Remember to update these whenever the information changes.)
- List of other relevant informational materials on the city, region and country that are available electronically and/or in print, and indicate how to request them or find them online. Give a website address if you have one.

**Last Updated. (Always put the date the profile was created and updated.)**