

Regional Partnership to Promote Trade and Investment in Sub-Saharan Africa

Mekelle MCI Investment Report Capstone Conference

By

Moges Mesfin

Mekelle Investment Promotion Specialist

October 29, 2013
New York

1. Goal

- Attract and support both domestic and foreign investments to creating employment opportunity, stimulating domestic business development and fostering economic growth. To realise this
 - Strengthening the cities' capacity for investment promotion
 - Prepare investment promotional materials to inform domestic and foreign investors,
 - Disseminate the materials to potential investors,
 - Encouraging a continuous public-private sector dialog,



2. Establishing the Project

- To promote investment into Mekelle, the Millennium Cities Initiative (MCI) with its partners developed the **Mekelle Investment Initiative** in 2009.
- In June 2009, The Government of Regional State of Tigray, Tigray Investment Promotion Core Process (TIPCP) and Mekelle City Administration (MCA) signed a Memorandum of Understanding.
- As part of the initiative, the Regional Partnership to Promote Trade and Investment in Sub-Saharan Africa funded by the Government of Finland was officially launched in New York in April 2011.



3. Government Response

- The City Administration allocated a financial contribution of 15% of the total budget of the project (i.e. USD 231, 495).
- The City Administration staffed its Investment Promotion Process office with 7 experts



Mekelle City
Administration

Millennium Cities Initiative
EARTH INSTITUTE | COLUMBIA UNIVERSITY

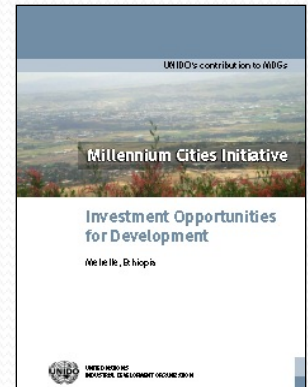
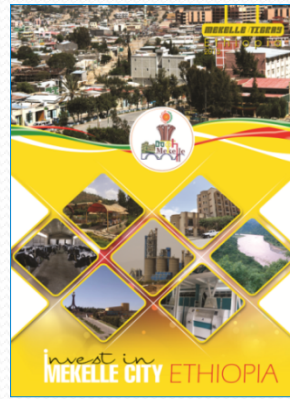


The Government of
Finland



4. Activities Carried Out

1. **Developed promotional materials**
 - Comprehensive Investment guide in hard copy and CD
 - Six-panel brochure on opportunities Mekelle.
 - Professional folders for materials
 - KPMG and UNIDO produced reports on 'Mekelle Investment Opportunities in 2009 and 2010



Mekelle City
Administration

Millennium Cities Initiative
EARTH INSTITUTE | COLUMBIA UNIVERSITY



The Government of
Finland



4. Activities

2. Identified and prepared investment profiles
3. Organized Mekelle Investment Day to promote specific products/opportunities.
4. Identified 350 potential investors and build database with detailed information for further targeting
5. Disseminated detailed information on the city to potential investors
6. Reviewed document produced for TIPCP how to improve its website



4. Activities

2. Provided several trainings and handouts to the investment experts.
 - ‘Tools and Techniques of Attracting Productive Private Sector Investment’
 - ‘Investor Targeting and Investment Promotion’
 - ‘How to Prepare a Investment Seminar, How to Prepare a Visit of a Potential Investor and Provision of Aftercare Services’
 - ‘Basic computer skills and internet based research’
 - Procurement of computer and IT equipment



5. Outcomes achieved from the project

- Increased understanding of local investment experts of the high level of detailed information needed by investors and the need for proactive targeting.
- Increased awareness of potential investors on investment opportunities of the City
- There are about five companies on pipe line to invest and expand their investment in the city.



6. Future Plan of the City

1. Providing support to existing investors
 - Arrange experience sharing visit for selected investors,
 - Run two trade fairs in collaboration with City Chamber
2. Improve its investment climate and attract new investment
 - Conduct PPD in November 2013 and May 2014.
 - Prepare 30 project ideas in targeted sectors
 - Prepare different promotional materials
 - Prepare investment promotion forums
 - Hold investor targeting from the database



6. Future Plan

3. Further strengthening promotion capacity of the city
4. Continuing follow up the lead investment from the event
5. Upgrade Mekelle industrial zone with basic services



7. Ways forward

- Still there is a need for capacity building to strengthening the City's investment attracting capacity so that to carry out independently activities such as
 - high level investment events locally and abroad as necessary
 - Investor targeting,
 - Mobilizing and working together with local, national and global stakeholders, consultants, etc
- The City look for the second phase of the project to get further concrete results/outcomes out of the project



Thank you!



**Mekelle City
Administration**

Millennium Cities Initiative
EARTH INSTITUTE | COLUMBIA UNIVERSITY



**The Government of
Finland**

