

Millennium Cities Initiative

EARTH INSTITUTE | COLUMBIA UNIVERSITY

Implementation of the Regional Partnership to Promote Trade and Investment in Sub- Saharan Africa: Tools & Processes



Dr. Karin Millett
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Main Objectives of the Regional Partnership

- ❑ Assist secondary cities/regions in generating more investment (both local and foreign), to build up their productive capacity and their ability to trade.
- ❑ Contribute to the global dialog on the importance of increasing sustainable investment and action at the sub-national (cities/region) level.

Key Deliverables under Regional Partnership

- ❑ Identify a minimum of 5 viable investment opportunities in and around each city.
- ❑ Develop materials for promoting and targeting investment opportunities.
- ❑ Disseminate these and other promotional materials.
- ❑ Strengthen capacity for investment promotion and facilitation, as well as trade promotion.
- ❑ Develop a strategy paper as a methodology tool for cities/regions to formulate own strategies to attract sustainable local and foreign investment.
- ❑ Develop a guidance paper on sustainable FDI.

Identify minimum of 5 viable investment opportunities in and around each city.

- In-depth research carried out (pro bono) by KPMG identified key sectors with potential for investment.
- UNIDO identified firm-level opportunities (pro bono).
- Stakeholder meetings were held by MCI in each city to agree on priority sectors.
- MCI team worked intensively with teams in each city to develop well-researched, compelling profiles of key investment opportunities: 7 in Kumasi, 6 in Tabora and 4 in Mekelle.

Tools and Processes to Support Objectives & Deliverables (2)

- Some of the opportunities for which detailed investment profiles were developed:
 - Honey Processing and Beekeeping
 - Meat and dairy processing
 - Pharmaceuticals manufacturing
 - Animal feedstuff
 - Hotels and real estate development
 - Palm oil processing
 - Tropical fruit processing

Tools and Processes to Support Objectives & Deliverables (3)

Develop Materials for Promoting and targeting investment opportunities.

- Comprehensive guides were developed (pairing an international consultant with local teams), outlining national and local laws, regulations and conditions for investment as well as key sector opportunities.
 - Invest in Tanzania: Focus Tabora
 - Invest in Ethiopia: Focus Mekelle
 - Kumasi Investment Guide 2013
- Small format six-panel glossy promotional brochures developed.

Tools and Processes to Support Objectives & Deliverables (4)

- ❑ Dissemination of promotional materials:
 - ❑ Provided step-by-step guidance and assistance to Kumasi and Tabora with designing, developing and launching city-level websites and populating the websites with key information required by potential investors and traders.
www.investinkumasi.com
www.investintabora.com
 - ❑ Posted all publications and investment profiles on the MCI website at: www.mci.ei.columbia.edu
 - ❑ MCI crafted and issued press releases for all publications.

Dissemination of Materials through international investment promotion event.

- Guided and supported each city in planning and executing an investment promotion day, targeting domestic and international companies.
- Assisted each city with identifying potential investors to target and with developing a detailed database by sector and contact information.
- Provided input on draft invitation letters to companies.
- Attended and presented at each event and advised on follow-up actions to develop leads developed during the events.

Strengthen capacity for investment promotion, facilitation and trade.

- This was the heart of the project and was a consistent thread and focus throughout the entire project.
- Early in the project roll-out, two rounds of hands-on training seminars were held in each city for local staff and other key stakeholders. Topics included:
 - Understanding drivers of investment decisions.
 - How to conduct a SWOT analysis
 - How to research and develop compelling investment profiles.

- How to develop and implement a strategy for identifying and targeting potential investors.
- How to prepare and organize investment promotion events.
- How to follow-up on investor interest and facilitate site visits.
- Use of electronic means to reach out to potential investors.
- Initiating a Public-Private Dialog mechanism

- ❑ Complementary to and reinforcing of the training, was an on-going process of coaching and mentoring of the city-level teams.
- ❑ A systematic review mechanism was put in place to provide substantive, written feedback on each sector investment profile being developed by the cities.
- ❑ Regular Skype and phone conferences ensured regular communication among the teams in the field and the MCI staff and consultants.

Develop a strategy paper as a methodology tool for cities/ regions to formulate their own strategies to attract sustainable local and foreign investment.

- MCI not develop a separate strategy paper as (i) the training sessions covered that topic and (ii) we have other materials that already address this, e.g., *the Handbook on Investment Promotion in Medium-Size, Low-Budget Cities in Emerging Markets* as well as the World Bank's *Investment Generation Toolkit* to which we link online.
- MCI developed a short paper entitled 'Synergies Between Social Sectors and a Thriving Private Sector'

Tools and Processes to Support Objectives & Deliverables (10)

- ❑ MCI has developed an online '*Overview of Investment Promotion*' that provides detailed information on key topics and includes linkages to the 'Handbook' and the Investment Generation Toolkit. It also provides all of the training materials utilized in the course of the project.

Guidance Paper on Sustainable FDI.

- ❑ This paper was commissioned by MCI from an external consultant, Professor John Kline of Georgetown University. Mr. Joerg Simon will take us through the main points and application of this guidance paper.

- ❑ The Mayors and teams from each of the three cities will provide us with feedback on how well they perceive the objectives and key deliverables were met.
- ❑ We will also hear directly from the city delegations about the outputs and outcomes from the project thus far.
- ❑ Lessons learned will be discussed also by the city delegations and separately by MCI in subsequent sessions during the course of the day.
- ❑ The Mayors will let us know how they plan to take forward this work.

All materials referred to above can be found at:

www.mci.ei.columbia.edu