

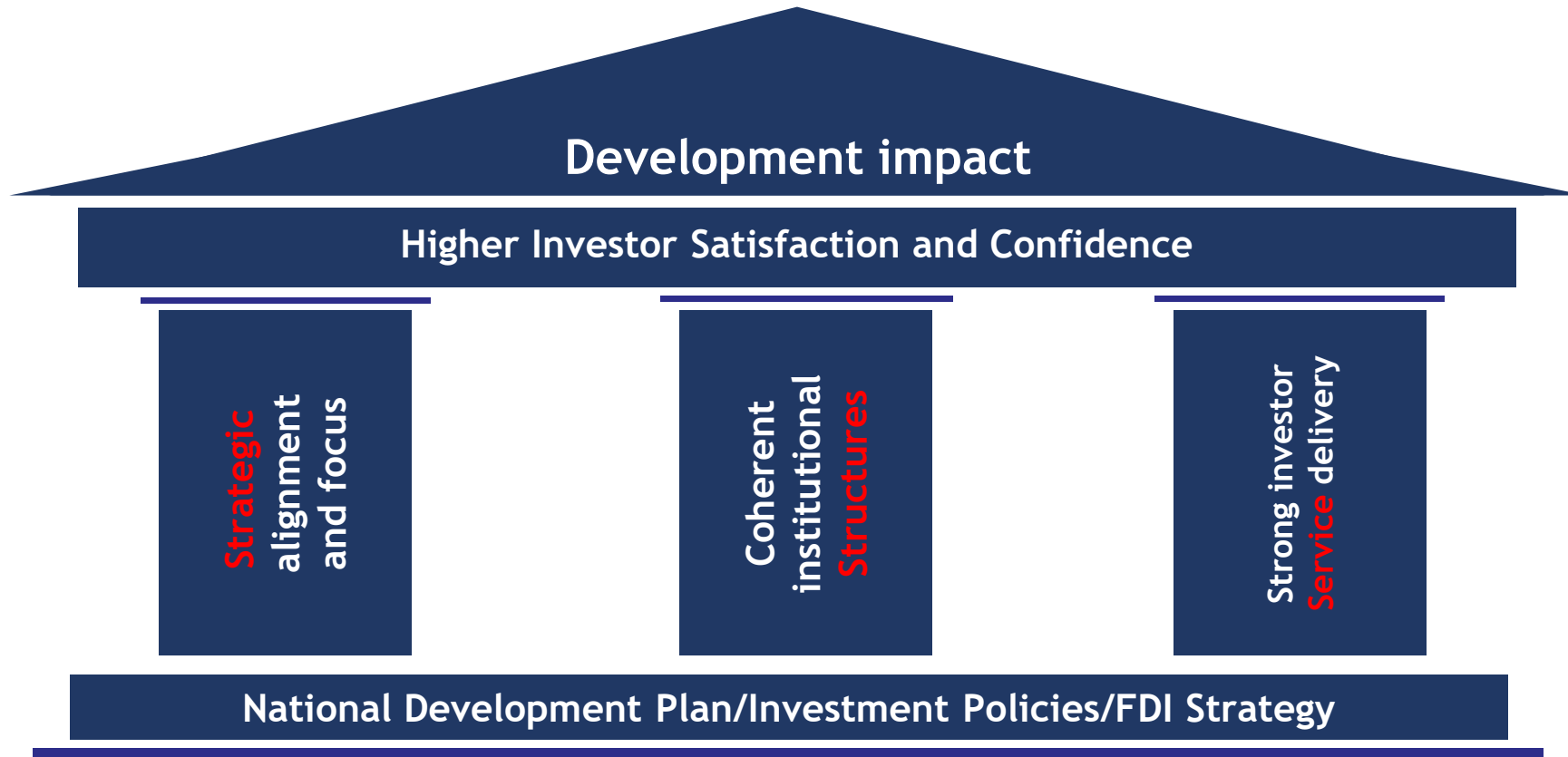
Investment Promotion Agencies Global Pulse Unveiling WAIPA-WBGs Joint Global Survey Insights and Trends since 2005

MARCH 2024



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Armando E. Heilbron, Former World Bank Investment
Promotion Workstream Leader

The 3 Pillars of High Performing Investment Promotion Agencies (IPAs)

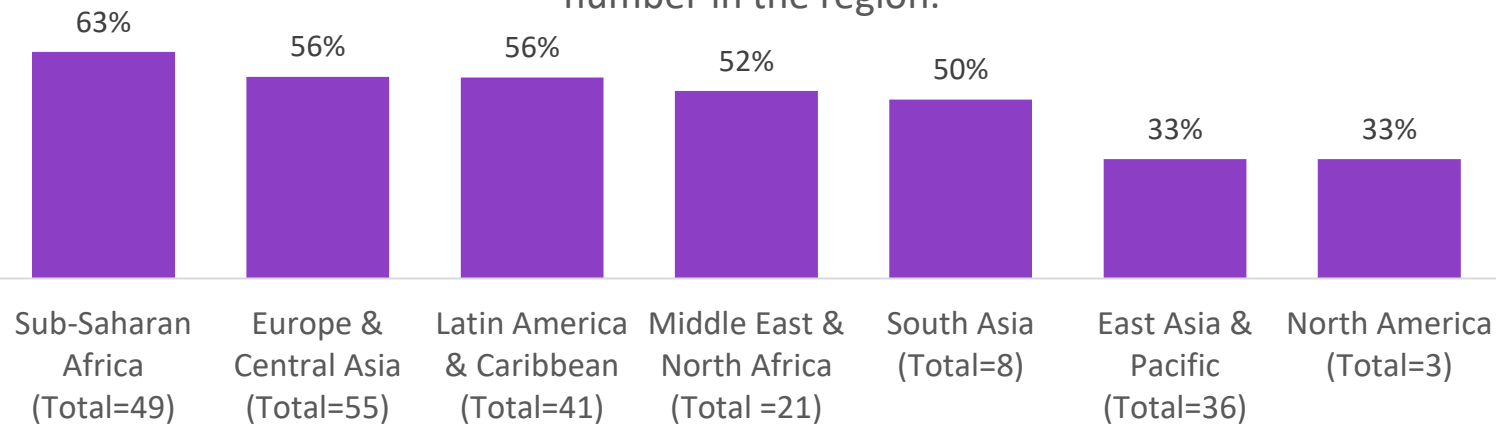


SURVEY- Methodology

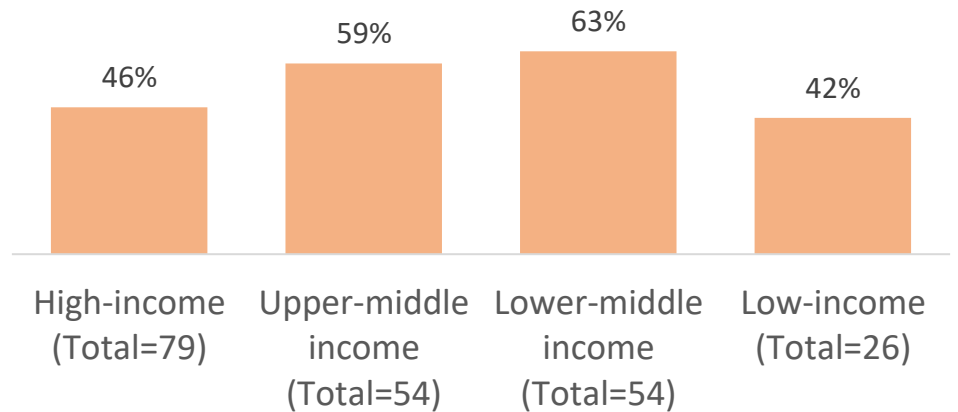
On the basis of the analysis of WBG's and WAIPAs' census of IPAs, **213 national IPAs were contacted**. After months of follow up, **a total of 113 IPAs responded to the survey**.

In addition, **three versions of the WB-WAIPA joint survey were analyzed: 2005, 2019 and 2022**. The result is a panel composed of 89 agencies, with 37 agencies responded to all three versions, and 52 agencies exclusively providing data for the 2019 and 2022 versions

Share of agencies answers in relation to the total number in the region.



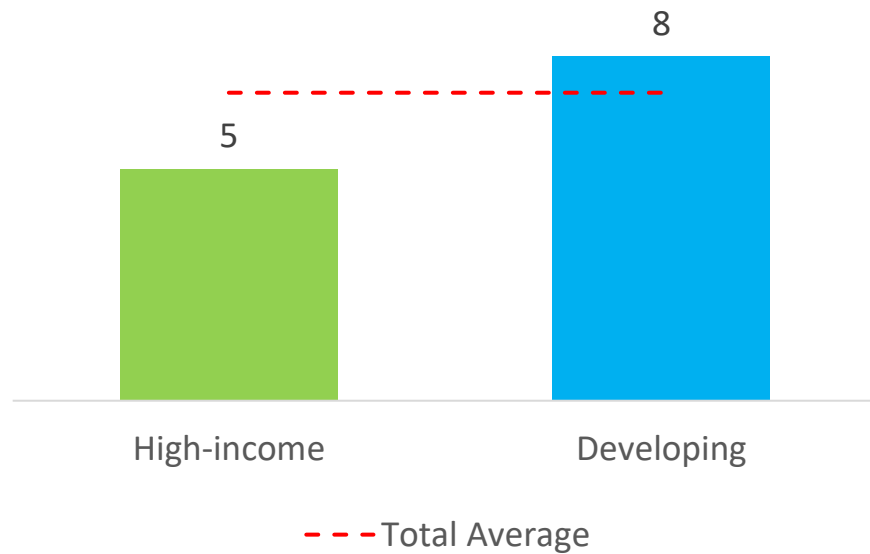
Share of agencies answers in relation to the total number in the income group



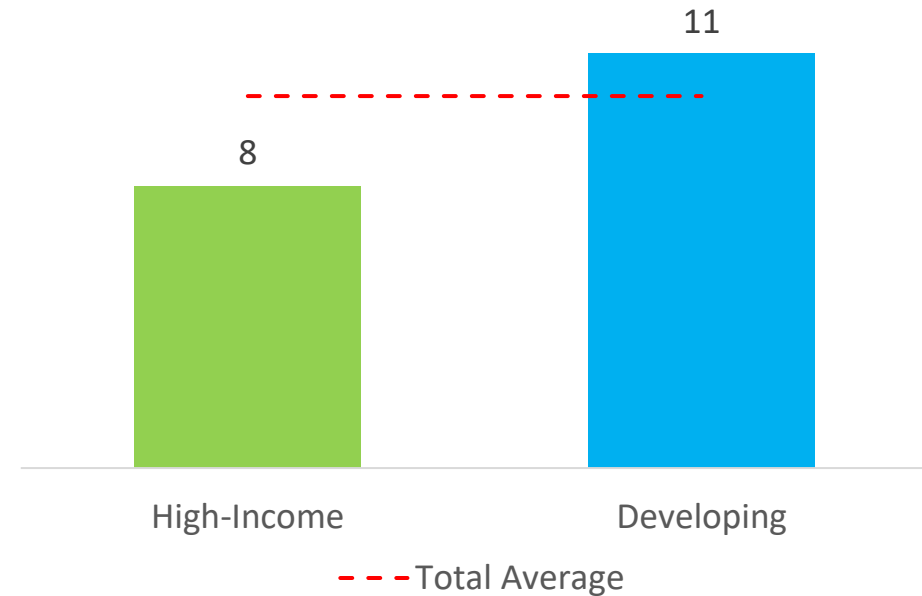
Strategy

Strategic Focus in High-Income IPAs: Fewer Mandates and Prioritized Sectors

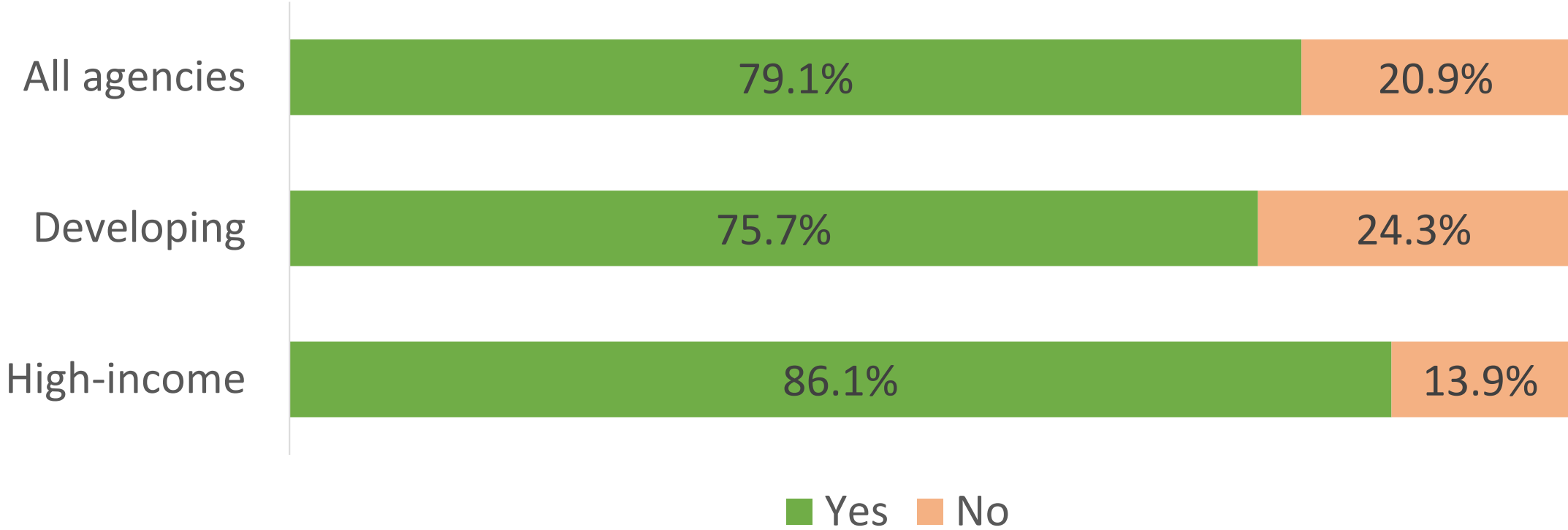
Average number of mandates
N High-income=36; N developing=76



Average number of Priority sectors
N High-income=36; N Developing=76



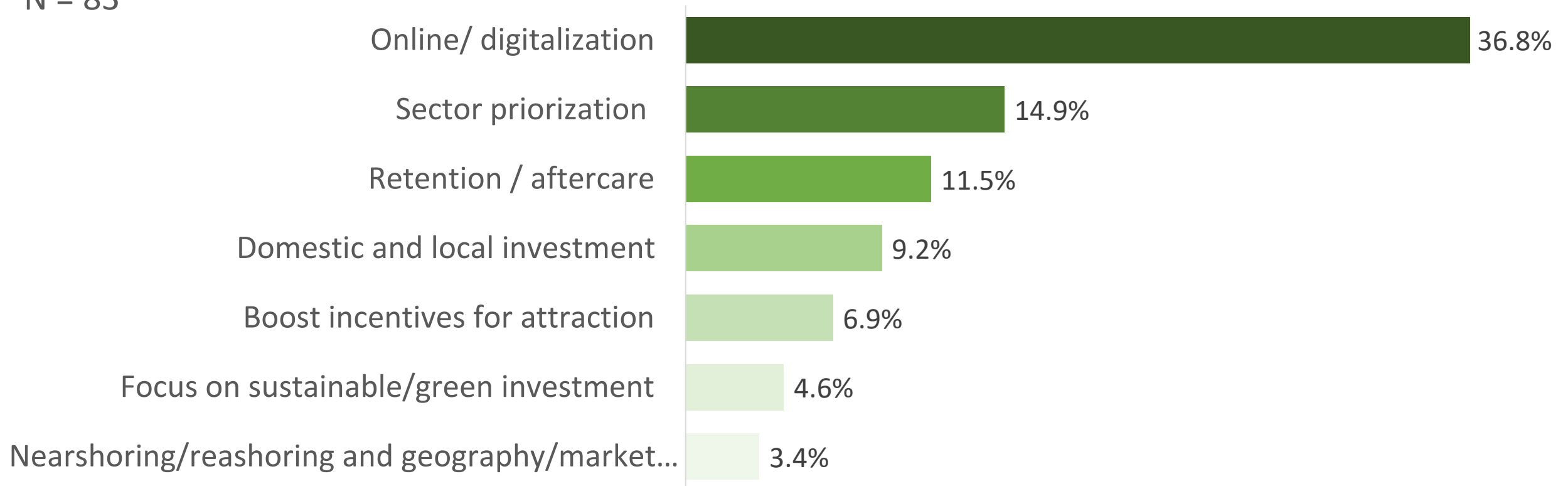
Adaptation to COVID-19: 79.1% of agencies adjusted IPA strategies due to pandemic challenges, this is higher among IPAs in High-Income economies



Embracing Digital Transformation: A 36.8% Surge in Investment Attraction through Enhanced Online Channel

What changed in the revised strategy?

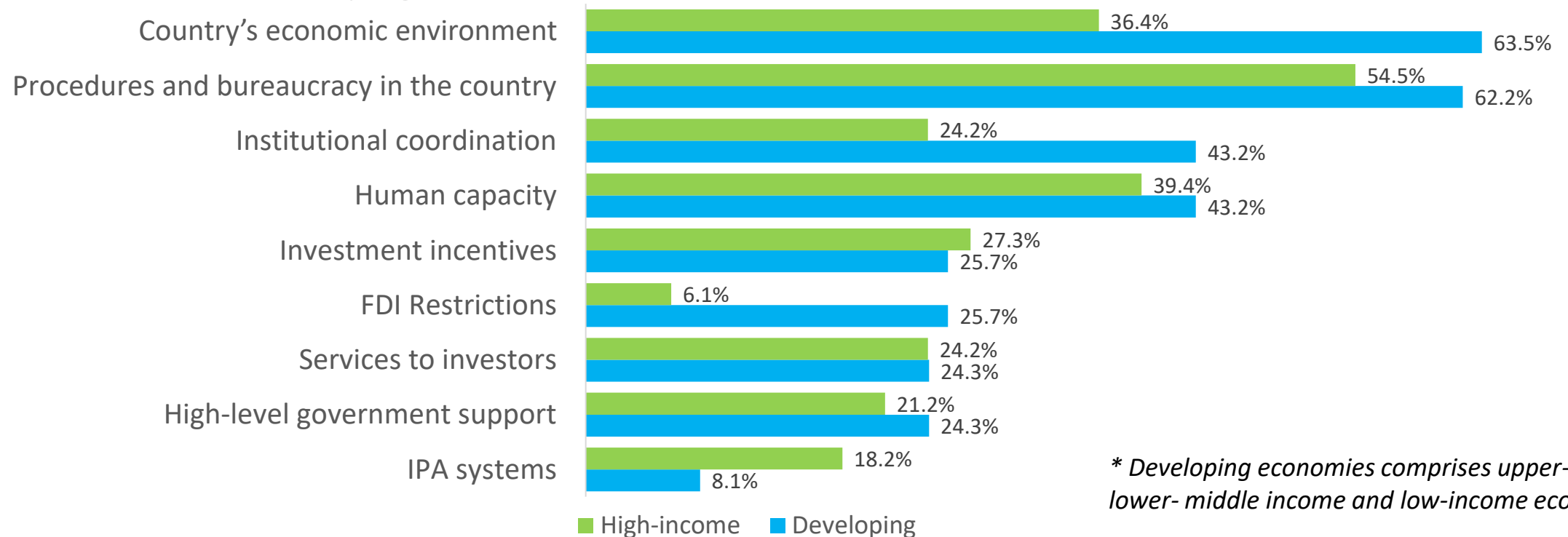
N = 83



Investment Climate related Challenges are the most prevalent for IPAs across income levels.

Biggest challenges within the IPA and country affecting your IPA's performance in 2021?

N High-income = 33; N Developing* = 74

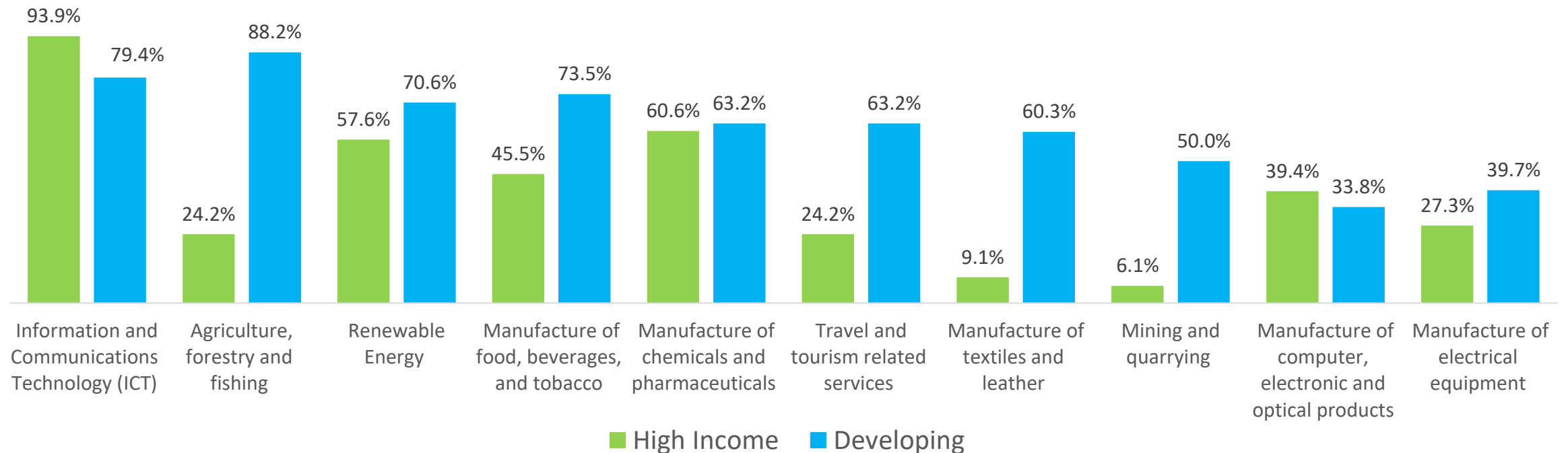


* Developing economies comprises upper- and lower- middle income and low-income economies

86.1% of Agencies Prioritize Manufacturing sectors.

Developing economies prioritize agriculture, while high-income IPAs prioritize services.

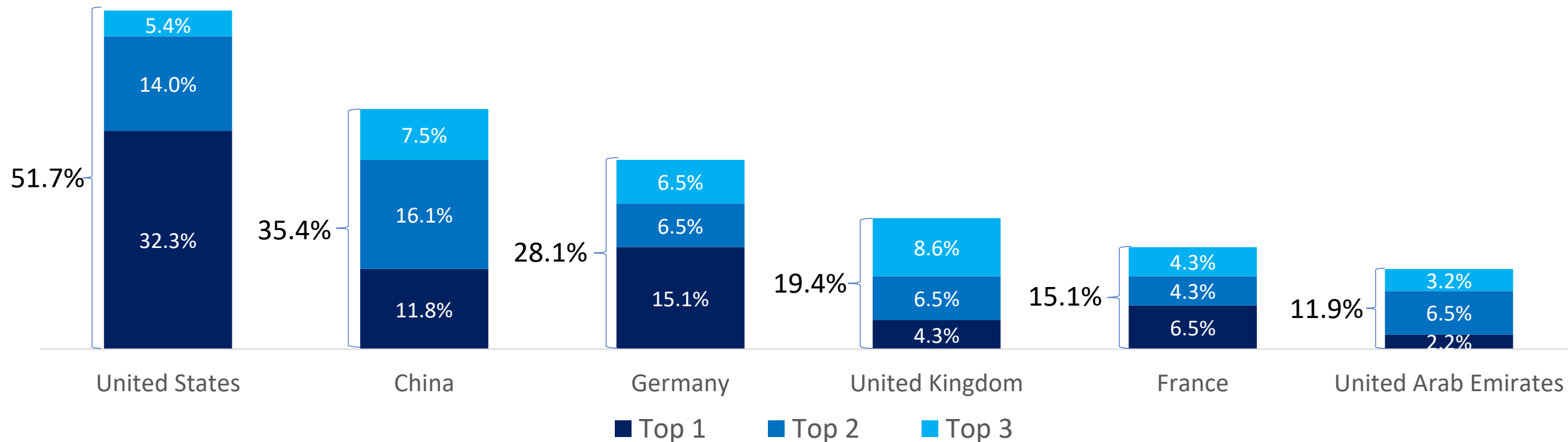
Sectors which the IPA has named explicitly as a priority for investment promotion
N = 112



IPA's top three priority markets include the United States (51.7% of IPAs), followed by China (35.4%), and Germany (28.1%)

Top three priority markets

N= 89

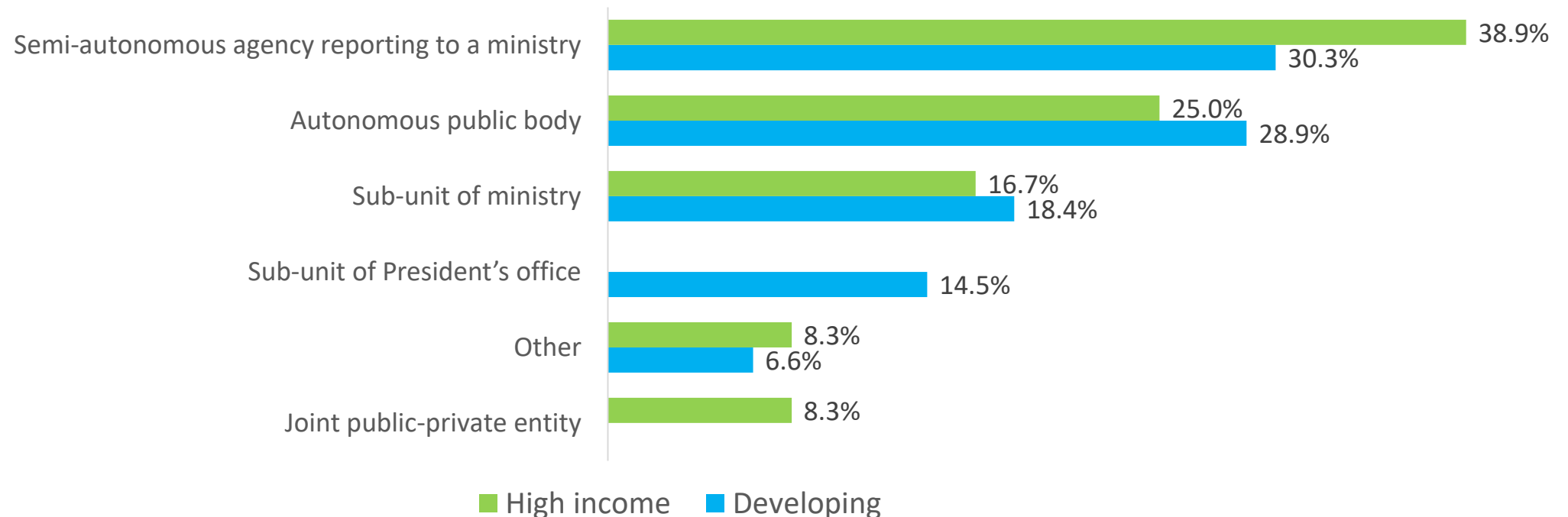


Structures

Developing economies report more autonomous IPAs, and engagement with the highest levels of government.

What is the organizational structure of the agency?

N High-income = 36; N Developing = 76

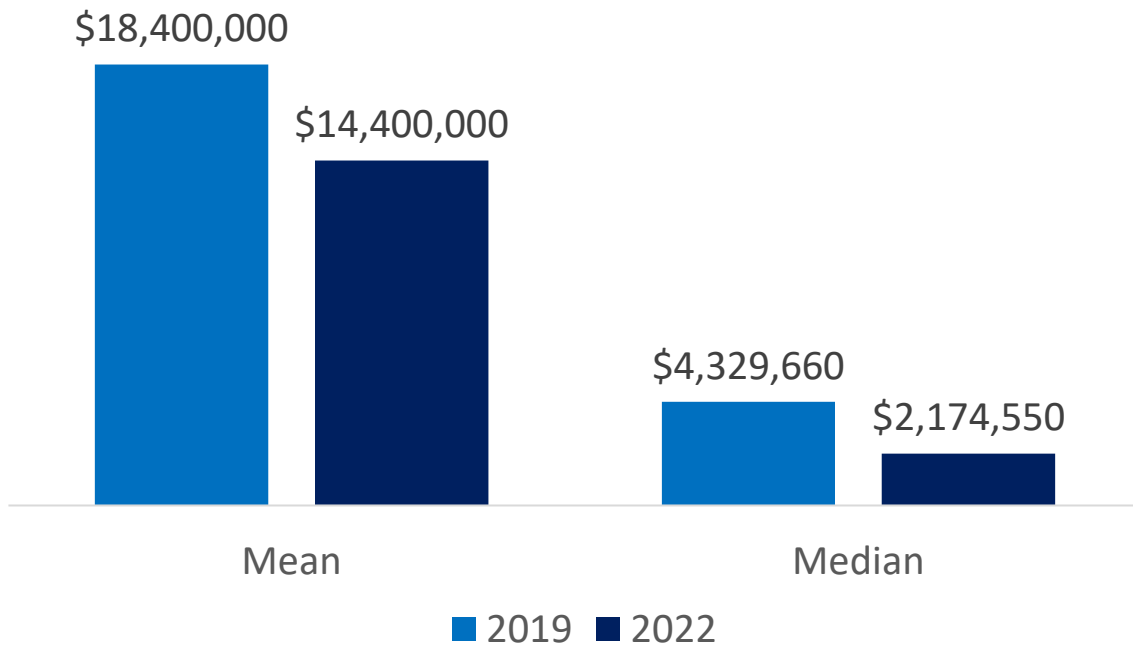


Significant Median Budget Reductions after COVID- 19

Overall Budget of agency

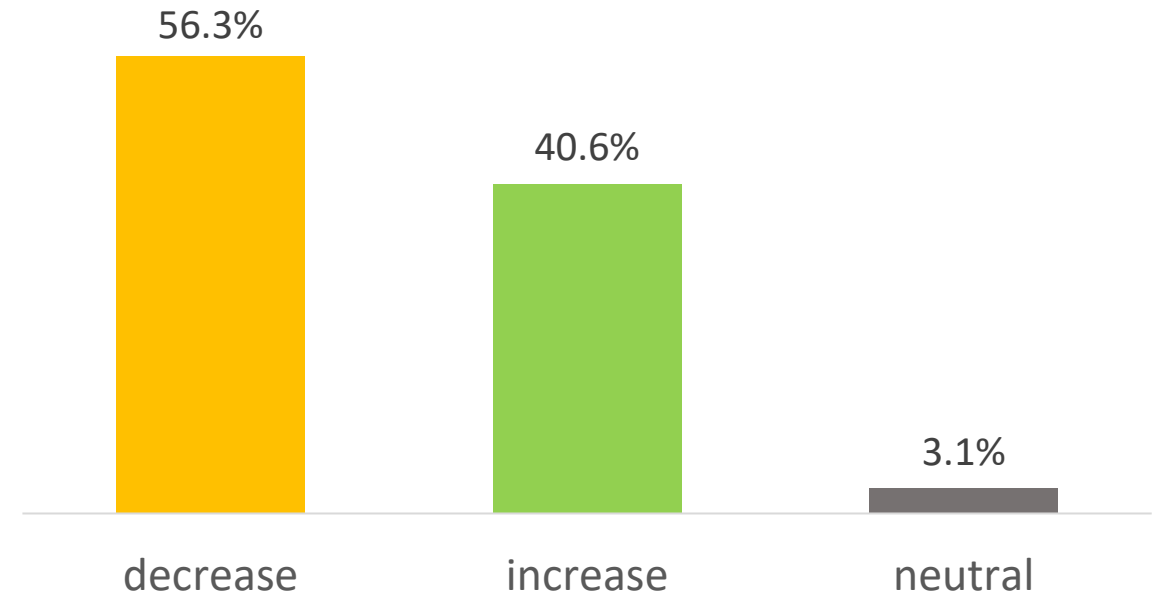
N-2020 = 58

N-2022 = 74



Change in budget in IPA that reported the information in 2019 and 2022

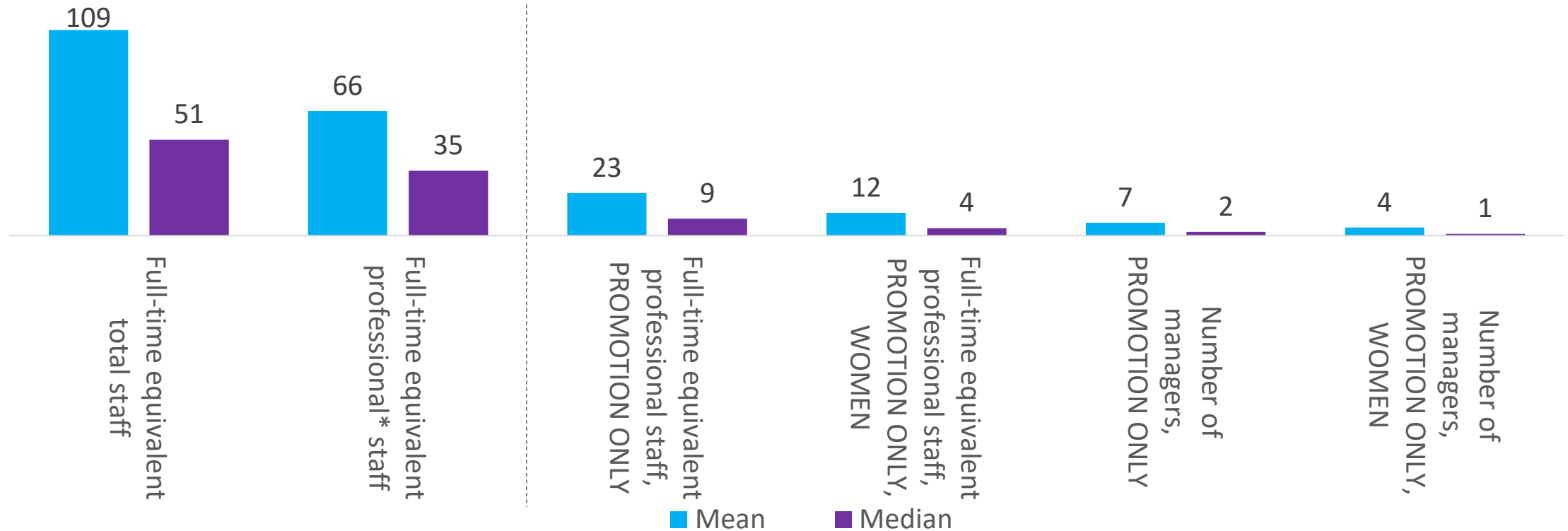
Panel (n=32)



Less than One-Third of IPA Staff are in Promotion Women now constitute nearly half

Number of staff

N = 99



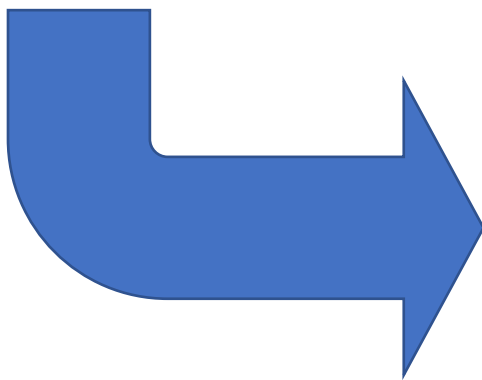
Services

IPAs are Extending their Service Offering Across the Investment Lifecycle

Pre-COVID: 2019-2020

Stage \ Category	Attraction	Entry and Establishment	Retention and Expansion	Linkages and spillovers
Marketing	69%		52%	52%
Information	61%	68%	52%	50%
Assistance	65%	62%	57%	54%
Advocacy	59%	57%	55%	47%

Post COVID: 2022-2023



Stage \ Category	Attraction	Entry and Establishment	Retention and Expansion	Linkages and spillovers
Marketing	97%		83%	51%
Information	98%	96%	80%	79%
Assistance	94%	99%	90%	90%
Advocacy	87%	78%	84%	78%

Speakers –

- **Mr. Piyush Niranjana,**

Consultant, Invest India

- **Ms. Selma Namutuwa,**

Manager: Investment Attraction, Namibia Investment Promotion & Development Board (NIPDB)

- **Mr. Samet Akyüz**

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Q&A

Thank you!