

WAIPA INVESTMENT EXCELLENCE AWARDS 2025

QUESTIONS IN EACH AWARD CATEGORY

Please note that each response has a 250 word limit

1. AI Trailblazer Award	<ul style="list-style-type: none"> • Describe the AI-based solution implemented by your IPA and the investment promotion challenge or opportunity it was designed to address. • Which specific investment promotion functions does the AI tool support <i>e.g., investor targeting, lead qualification, automated communication, proposal generation</i> • Was the AI solution developed in-house or in collaboration with external partners? Please explain the development or adoption process • What measurable improvements have been observed due to the AI initiative <i>e.g., reduction in response time, increase in investor engagement, hours saved, multilingual support, or increased availability</i> • Is there a human-in-the-loop mechanism to ensure quality control and oversight of AI-generated outputs? <i>Briefly explain how human review, validation, or approval is integrated before information or proposals are sent to investors.</i> • Have AI based solutions been used beyond promotion—such as in facilitation, aftercare, or policy advocacy? • What is your IPA's long-term vision for the use of AI across the investment lifecycle?
2. Innovative Investment Promotion Campaign	<ul style="list-style-type: none"> • What was the main objective of the campaign, and which specific sector(s) or geography(ies) did it target? <i>Please explain why this sector or geography was chosen and how it aligned with national or regional investment priorities.</i> • Describe the marketing and branding components of the campaign. Include details on the channels used (e.g., social media, website, brochures, videos, PR, events) and the nature of the content (e.g., storytelling, investor testimonials, sectoral strengths). What made the campaign innovative or distinctive in its messaging or delivery? <i>Provide 1-2 lines on each channel utilized.</i>

	<ul style="list-style-type: none"> • How did your IPA identify and segment potential investors for this campaign? What data sources, tools, or strategic research were used? Was any AI, CRM system, or investor database used to shortlist high-potential investors? • Describe the outreach conducted to engage with the targeted investors. Include formats such as direct outreach, digital campaigns, roadshows, B2B meetings, webinars, or delegation visits. How was investor interest generated and sustained? • Once interest was shown, what kind of facilitation or handholding did your IPA provide to potential investors? Mention any site visits, customized proposals, inter-agency coordination, or support with regulatory information. • What tangible outcomes have emerged from the campaign so far? Please share if any investor(s) are in advanced discussions, have signed MoUs, committed capital, or have initiated project setup. If the campaign is ongoing, describe early signs of traction (e.g., strong engagement, requests for follow-up, prospect pipeline created).
3. Excellence in Investment Facilitation	<p>Investment Project Specific Questions</p> <ul style="list-style-type: none"> • List the key activities your IPA undertook to support this investment project, in the order they occurred. For each major activity, add a brief note (1-2 sentences) describing how it contributed to moving the project forward. <i>Example: "Aug 2023 - IPA organized a virtual meeting with the Ministry of Environment. Investor queries were addressed, and the IPA participated in the discussion."</i> • How was this investment opportunity first identified or attracted to your location, and what role did the IPA play in the initial engagement? <i>IPA may like to highlight areas like proactive targeting, promotional efforts, investor inquiry, or relocation interest.</i> • Highlight upto three examples of how the IPA introduced efficiencies during the facilitation of this project (made the project process smoother or faster). Focus on actions that that saved time, reduced costs, or made things easier for the investor. • Describe any key risk or challenge encountered during the investment project facilitation process and how the IPA addressed them. What strategies were employed to mitigate the risk?

	<p>Generic IPA Process Related Questions</p> <ul style="list-style-type: none"> • How does the IPA facilitate investors collaboration with various departments, regulatory & other agencies and sub-national agencies <i>In many countries, coordination of the IPA with departments can be time consuming and can bring in delays in the investment process. An investor may need to obtain licenses and clearances from multiple departments. Do highlight mechanism such as inter departmental coordination committees, fast track mechanisms, war room etc</i> • List the digital tools or systems utilized to support facilitation projects by the IPA? Please provide 1-2 lines on each tool, describing how the tool helps in project facilitation
<p>4. Sustainability Impact Award</p>	<p>Investment Project Specific Questions</p> <ul style="list-style-type: none"> • What specific actions did your IPA take to support or facilitate this sustainable investment project? • Which specific Sustainable Development Goals (SDGs) does the investment project address? For each SDG, provide a brief one-line description of how the investment project's activities contribute to it. <i>Additionally, describe how the project includes SDG 8 on decent work and economic growth in both the construction and operations phases.</i> • How does the investment project integrate with local businesses, and what actions were taken to involve local suppliers? Additionally, describe any activities aimed at building the capacity of the local workforce. <i>Describe the impact on job creation, skill development, local sourcing, and SME participation.</i> • How has the investment project influenced the country's trade balance, export capabilities, or import substitution? Highlight increases in export volume/value, competitiveness of local industries, or reduction in import dependence. <p>Generic IPA Process Related Questions</p> <ul style="list-style-type: none"> • Please elaborate on any plans or approaches being followed to ground sustainable investments and help the country/State meet its SDG goals and climate commitments. Include examples of specific initiatives your IPA has implemented or is planning to implement.

	<ul style="list-style-type: none"> Has your IPA contributed to the preparation or promotion of a pipeline of bankable, sustainability-aligned projects? Describe efforts such as preparing project briefs by the IPA or collaborating with Ministries / Departments in preparation of projects. <i>Please specify whether this includes the ministry responsible for labour and related functions such as employment, industrial relations, skills development, human resources, or social protection. In case there are links of such projects, please provide the same.</i>
5. Excellence in Aftercare	<ul style="list-style-type: none"> How does your IPA maintain and update its list of existing investors? What key information do you track to understand their needs and reinvestment potential? Does your IPA have a formal strategy or approach for aftercare? Please describe the key components of this strategy, including engagement frequency, investor services provided, coordination mechanisms, and any formal documentation or guidelines. What resources—team, tools, or systems—are allocated to deliver aftercare services? Please describe how the aftercare function is structured within your organization (e.g., dedicated unit vs. integrated within the investment team), how responsibilities are distributed, and what support tools (e.g., CRM systems, investor portals) are used. Please share key results from your aftercare efforts during the past year (2024). <i>Include metrics such as the number of companies contacted, reinvestments secured, challenges resolved, or any formal feedback received from investors.</i> Provide a case study of one investor who either reinvested or was retained due to your aftercare efforts. Describe the situation, the support provided by the IPA, coordination involved, and the outcome achieved.
6. Voice of Investors Award	<ul style="list-style-type: none"> Please share one specific case study of a successful advocacy initiative undertaken by your IPA. <i>Briefly describe the issue addressed, the targeted sector or policy area, and the IPA's leadership role in driving the initiative.</i> List the key activities your IPA undertook to address this issue, in the order they occurred. For each activity, add a brief note (1–2 sentences). What were the tangible outcomes or results of this advocacy effort?

	<p><i>Please share measurable impacts such as policy/regulatory changes, reduced investor complaints, increased reinvestment, or prevention of investor withdrawal.</i></p> <ul style="list-style-type: none">• Does your IPA follow a structured strategy or approach to identify and resolve investor-reported challenges? <i>Describe this strategy, including the tools or platforms used (e.g., CRM, surveys, consultations), and how they support continuous advocacy and responsiveness.</i>• How is advocacy organized within your IPA, and how does your team engage with ministries, regulators, or other authorities? <i>Please describe the internal setup (dedicated team or integrated function) and external coordination mechanisms (e.g., formal platforms, working groups).</i>
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