



World Association of  
Investment Promotion  
Agencies

# The OCO Global–WAIPA Innovation Index 2023

FDI forms, shapes and strategies are being profoundly revised. This is ushering in the need for all IPAs to update their approach, operating model and share a common set of trends and best practices that will shape the market tomorrow.

In association with **WAIPA**, **OCO Global** are pleased to announce that we will be launching the **IPA Innovation Index 2023 “The Future of FDI: How to Measure and Sustain Quality FDI”**, a report that will look at **current best-practices in FDI, the future of FDI** and the **implications for IPAs**.

## Focus will be on 8 key topics:

1. Investors views
2. Sustainable Development Goals (SDGs)
3. Quality FDI vs Quantity FDI
4. Global Value Chains
5. Mergers and Acquisitions
6. Sectors of the Future
7. Talents & Mobility
8. Digital Innovation

## Our approach:

- Online Survey of 200 investors
- Online survey of 100 IPAs
- One to one interviews with IPAs
- Review & Analyse findings
- Launch Report with in-person event in London



Timeline - 6 months -  
launch October 2022

## Outcomes:

- Better understanding of investors’ needs, expectations and investment strategies against new market trends and uncertainty
- Support IPAs in becoming more agile in their strategy and provide better response to the market
- Encourage IPAs to deliver more sustainable value, by attracting and growing investment with longer-term, positive impact
- Help IPAs improve their knowledge of, and cooperation with, other FDI stakeholders
- Better insight on the latest investment trends and implications for IPAs and knowledge-sharing industry-wide
- Awareness raising of new audiences on best practices in innovation
- Increasing the run-off effects of future projects
- Strengthen the role of WAIPA and OCO Global as key IPA partners

# OCO GLOBAL

Unlocking International Growth