

WAIPA Excellence in Aftercare & Investor Retention Award - Snapshot of online form

Category 4

WAIPA Excellence in Aftercare & Investor Retention Award

Recognising Investment Promotion Agencies (IPAs) that have demonstrated excellence in supporting existing investors to expand, reinvest and grow through outstanding aftercare, effective government coordination and long-term investor engagement. The Award recognises the IPA's contribution to helping existing investors strengthen their business, create greater economic value and build lasting partnerships with the host economy.

[APPLY FOR EXCELLENCE IN AFTERCARE & INVESTOR RETENTION AWARD](#)

Note: The application should primarily describe aftercare initiatives, institutional improvements, investor support activities and outcomes undertaken **on or after 1 January 2023**, although earlier background information may be included where relevant.

[+ More details](#)

WAIPA Excellence in Aftercare and Investor Retention Award

Recognising Outstanding IPA Contribution to Investor Growth

Retaining and growing existing investors is one of the most effective ways to generate new investment, create quality employment, strengthen supply chains and enhance long-term economic competitiveness. Successful aftercare is no longer measured simply by resolving investor issues—it is measured by helping existing investors grow, reinvest, innovate and create greater economic value.

Investment Promotion Agencies (IPAs) play a critical role in supporting investors after establishment by understanding their evolving business needs, identifying expansion opportunities, coordinating solutions across government, facilitating business growth and encouraging long-term commitment to the host economy.

Recognising that investor growth is a collaborative effort involving multiple public and private sector institutions, this award specifically recognises the distinctive contribution of the IPA in helping existing investors expand, reinvest and succeed.

The WAIPA Excellence in Aftercare & Investor Retention Award recognises IPAs that have demonstrated excellence in strengthening their aftercare capabilities, supporting investor growth, facilitating expansion and reinvestment, coordinating effective solutions and delivering measurable outcomes for existing investors

Submission deadline: 24 September 2026

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Applicant Information

IPA detail

IPA name *

IPA Contact Details – Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Please Select

▼

Country

Phone Number *

🇺🇸 ▼

e.g. +1 702 123 4567

Website

Head of the IPA

CEO / Head Name *

Designation *

Email *

Focal Contact Person for Coordination of the IPA's Award Entry

Name *

Designation *

Email *

Phone Number *

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Aftercare Profile

Year the IPA's Aftercare Function was established *

Number of dedicated Aftercare staff (if any)

Approximate number of investors covered under the aftercare programme *

Does the IPA have a dedicated Aftercare Strategy? *

- ☐ Yes
☐ No

Does the IPA use a CRM or Investor Management System? *

- ☐ Yes
☐ No

Does the IPA operate a Key Account Management Programme? *

- ☐ Yes
☐ No

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Question 1. How has your IPA strengthened its aftercare and investor growth capabilities over the period January 2023 – June 2026? (20 Marks) *

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Describe the four or five most significant initiatives introduced by your IPA between January 2023 and June 2026 that have strengthened its aftercare and investor growth capabilities. Explain how your approach has evolved during this period, highlighting the transition from previous practices to the current approach. Wherever possible, briefly describe the measurable improvements achieved. (max 350 words)
0/50

Question 2. How does your IPA help existing investors grow? (15 Marks) *

For each feature, explain what it is, why it is distinctive, and how it improves the investor experience.

Describe your IPA's overall approach to supporting the growth of existing investors. Explain how your IPA identifies growth opportunities, engages with investors, responds to their evolving business needs and supports business expansion, reinvestment and long-term competitiveness. Your response may include approaches such as key account management, investor engagement programmes, business visitation, issue resolution, policy advocacy, supplier development, innovation partnerships, export support, workforce development or other initiatives that have contributed to investor growth. Focus on the approaches that have made the greatest difference, rather than describing every activity or service. (max 350 words)
0/50

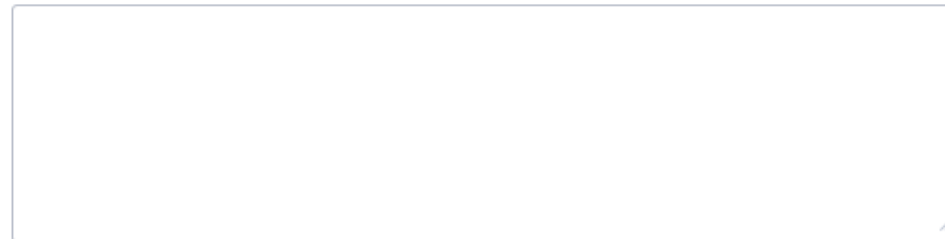
Question 3. What has been the impact of your IPA's aftercare efforts? (20 Marks) *

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Describe the most significant outcomes achieved through your IPA's support to existing investors. Focus on measurable business outcomes and the contribution made by your IPA. Examples may include expansion, reinvestment, business diversification, exports, supplier development, innovation, sustainability, jobs created or other measurable outcomes. Wherever possible, support your response with quantitative evidence. (max 350 words)

0/50

Question 4. How does your IPA work with partners to support existing investors? (15 Marks) *

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Describe how your IPA works with government agencies and other partners to support existing investors. Focus on the coordination arrangements, stakeholder engagement and collaborative approaches that have helped resolve investor issues, facilitate expansion and strengthen long-term investor growth. Emphasise what made these partnerships effective rather than listing organisations. (max 300 words)

0/50

influenced by your IPA.

Question 5. Investor Growth Success Story (30 Marks) *

Tell us the story of one investor whose growth was significantly influenced by your IPA.

Tell the story of one investor whose growth, expansion, reinvestment or long-term success was significantly influenced by your IPA. Describe the opportunity or challenge, the support provided by your IPA, the coordination undertaken with relevant stakeholders and the outcomes achieved. Wherever possible, support your response with measurable results. (max 400 words)

0/50

Supporting Documents



Browse Files

Drag and drop files here

Please upload any relevant supporting documentation that strengthens your submission, such as project summaries, investor testimonials, impact assessments, government notifications, photographs, publications or media coverage.

Evaluation Criteria

Section	Marks
0. Aftercare Profile	(Not Scored)
1. Strengthening Aftercare Capabilities	20
2. Helping Existing Investors Grow	15
3. Impact of Aftercare Efforts	20
4. Partnerships & Coordination	15
5. Investor Growth Success Story	30
Total	100

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