Leveraging Private Investment for SME Competitiveness

A presentation to: CCITF
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Evolution of ITC’s Investment Focus

• From investment matching initially to a wider offering

• ITC covers the whole investment process
  - Intelligence & Country Strategies
  - Investment Promotion and Facilitation
  - Investment Catalyzation
  - Customized Aftercare

• Distinct approaches working towards the same goals
KPR Mill Limited Video

https://youtu.be/Un8vfGg4KIk
SITA & PIGA in Action

Supporting Indian Trade and Investment for Africa
• 1 investment methodology & 3 sector case studies on investment facilitation produced
• 8 Strategies and value chain roadmaps adopted by Governments
• 15 Investment profiles developed and disseminated
• 17 outbound investment promotion seminars organized
• 20 inbound investment visits facilitated
• $90m investment flows from India facilitated in 5 countries
• 4 investments worth $58m catalyzed in Ethiopia, Uganda and Rwanda

Partnership and Investment for Growth in Africa
• 33 investment leads worth approximately USD 310 million generated by PIGA
• 110 million of trade leads generated
• 2,230 companies and institutions Network
• 220 African companies trained
• 475 TSI representatives trained
• 1,885 Chinese potential investors informed about investment opportunities in the 4 PIGA countries

ITC
TRADE IMPACT FOR GOOD
Investment Strategies

Investment Strategy = necessary complement to National Trade Development Strategies

Trade and Investment Roadmap (TIR)

What?
• Distinct investment focus incorporated into National Export Strategy Methodology

Where?
• Piloted in Mongolia

Result?
• Detailed action roadmap for reform, capacity augmentation, coordination, targeted investment promotion
Gender Focused Impact Investing

SheTrades Invest

- **Goal:** an alliance of patient and development friendly impact investors and DFIs to commit funding to women led businesses
- **Investment commitment:** EUR 10 million from 1 impact investor to invest in women enterprises
- **# Country target:** 14 countries
- **# SMEs identified:** 571 SMEs
- **# SMEs meeting investors’ criteria:** 80 SMEs
- **# SMEs in negotiation with investor:** 40 SMEs
- **Training & Coaching:** 6 countries
Investment Facilitation and Strategies

1. Transparency & Predictability
   • Investment guides
   • Tax compliance guides for foreign investors

2. Simplification of administrative procedures
   • Identification of investment procedures
   • Elimination of inefficiencies
   • Advocacy for reforms

• Fed back into structured discussions on WTO Investment Facilitation for Development
• ITC recognized in WTO’s Astana Statement on investment facilitation in 2018
Way Ahead

• Investment Generation Contributes to our Common Goal – Achieving SDGs

• SMECO 2019 – “BIG MONEY FOR SMALL BUSINESS”

• How? More:
  
  ➢ Products
  
  ➢ Projects
  
  ➢ Services
THANK YOU
## ITC in the Larger Landscape

<table>
<thead>
<tr>
<th>1 Investment environment</th>
<th>2 Stakeholder preparation</th>
<th>3 Matching</th>
<th>4 Value addition &amp; growth</th>
<th><strong>Highlights</strong></th>
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<tbody>
<tr>
<td><strong>OECD</strong></td>
<td>✓</td>
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<td>- PFI Toolkit</td>
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<td><strong>World Trade Organization</strong></td>
<td>✓</td>
<td>✓</td>
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<td>- Proposals on policy considerations in the use of inv. Incentives in the MENA region</td>
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<td><strong>UNCTAD</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>- WTO Business Focus Group 2: Trade in Services and Investment facilitation (2017)</td>
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<tr>
<td><strong>MIGA</strong></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>- International Investment Facilitation programme</td>
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<td>✓</td>
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<td>- Investment promotion toolkit</td>
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<td><strong>World Association of Investment Promotion Agencies</strong></td>
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<td>✓</td>
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<td>- Small Investment Program</td>
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<td>- Private Equity Fund Insurance</td>
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<td>- IDA 18 IFC-MIGA Private Sector Windows</td>
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</tbody>
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- Investment Monitoring Platform
- AfriPANet
- Investm. Learning Centre / COMFAR
- ITPO Network
- Consolidated offering for SMEs growth through SEC and IPAs
- Experience in facilitating deals closure