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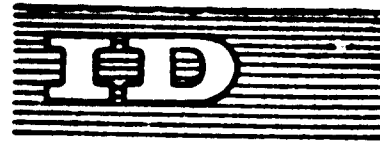
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Meeting on Industrial Investment Promotion Services

Vienna, Austria, 23 - 26 September 1968

AGENDA

1. Opening session
2. Machinery and techniques of industrial investment promotion in developing countries
3. Promotion of industrial investment at the project level
4. The establishment of a portfolio of project reports on investment opportunities in developing countries, facilities available in developed countries and the exchange of information between delegates from developing and developed countries aiming at the promotion of industrial investment
5. The role of UNIDO

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MEETING ON INDUSTRIAL INVESTMENT PROMOTION SERVICES

Brief Outline of the Programme

Introduction

The proposed meeting in Vienna on investment promotion is part of UNIDO's programme on Industrial Investment Promotion Services.

The main purpose of the meeting is to develop contacts and to stimulate a dialogue between developed and developing countries for furthering co-operation among them in the field of industrial investment promotion. It is intended to base this dialogue on specific proposals emanating from either developed or developing countries.

It would also discuss: (1) machinery and techniques of industrial investment promotion in developing countries; (2) promotion of industrial investment at the project level; (3) the establishment of portfolio of project reports on investment opportunities in developing countries, facilities available in developed countries and the exchange of information between delegates from developing and developed countries aiming at the promotion of industrial investment, and (4) the role of UNIDO.

Machinery and techniques for industrial investment promotion in developing countries

Under this item it is proposed to centre the discussion on how to improve the effectiveness of investment-promotion institutions and techniques in developing countries.

The discussion will deal with various aspects of running investment promotion institutions both at home and abroad, such as: (1) objectives and functions, (2) organization and (3) operations.

UNIDO's role of assisting in the establishment of new investment-promotion institutions or improving existing ones would be also discussed.

Promotion of industrial investment at the project level

UNIDO has developed a programme of offering assistance to developing countries in promoting specific industrial projects. This is a new approach to the problem of stimulating the flow of capital and know-how from developed countries to developing countries.

International effort in the past has emphasized the "macro" approach to this question; attention has been focused primarily on stimulating the aggregate flow. Promotion of industrial investment at the level of specific projects has received relatively speaking less emphasis than it deserved.

Specifically, the programme of assistance at project level consists of: (1) preparation of files for presentation to sources of investment and/or financing; (2) preparation and organization of first contacts with appropriate sources and (3) financing of joint missions consisting of representatives from a requesting developing country and from UNIDO to approach these sources and negotiate the terms of financing and/or investment for specific industrial projects.

The form of financing could be the supply of credit for specific projects, the creation of joint ventures or direct foreign investment.

Establishment of a portfolio of project reports on investment opportunities in developing countries, facilities available in developed countries and the exchange of information between delegates from developed and developing countries aiming at the promotion of industrial investment

Under this item the discussion would centre on issues involved in the conversion of investment opportunities in developing countries into tangible projects.

It is proposed to ascertain the views of the delegates on the advisability of UNIDO preparing a portfolio of project reports to be available for the benefit of prospective investors.

It is also proposed to discuss whether UNIDO should prepare some kind of portfolio or roster of specific offers of investment from developed countries.

There would be discussion on ways of locating foreign investors. The meeting would express views on the advisability of UNIDO establishing and maintaining an up-to-date list of foreign investors, categorized by industries of their interest.

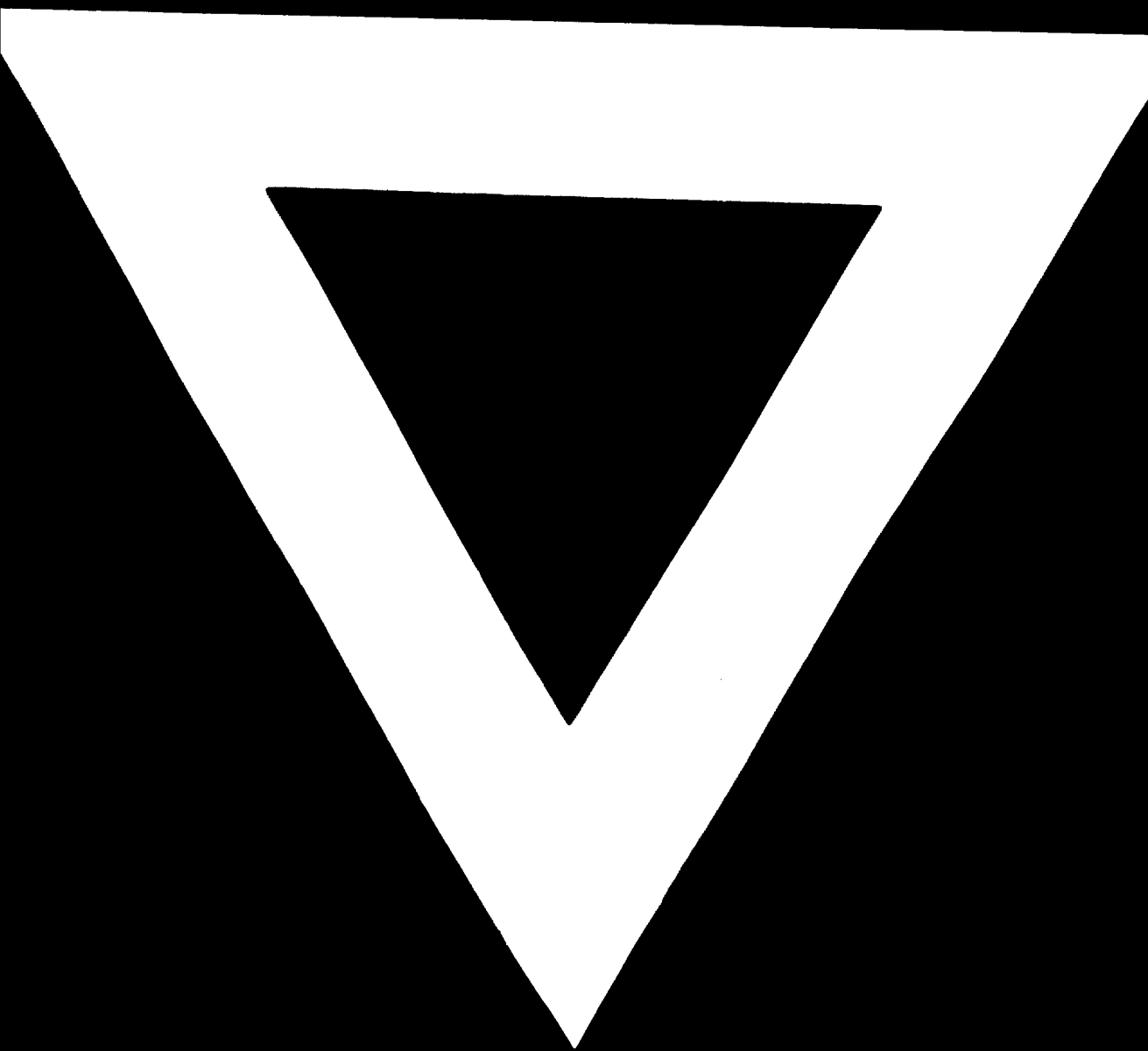
The delegates from developed countries would inform the meeting on what services are available in their respective countries.

It is hoped that such exchange of information will help to establish useful contacts that may lead to actual investment in developing countries.

The role of UNIDO

The discussion would centre on what UNIDO can do in the different areas of industrial investment promotion, particularly as a catalyst and a clearing house for individual industrial projects.





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