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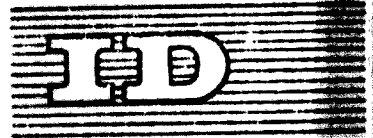
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201273



United Nations Industrial Development Organization

Distr.
LIMITED

ID/WG.22/27
23 September 1968

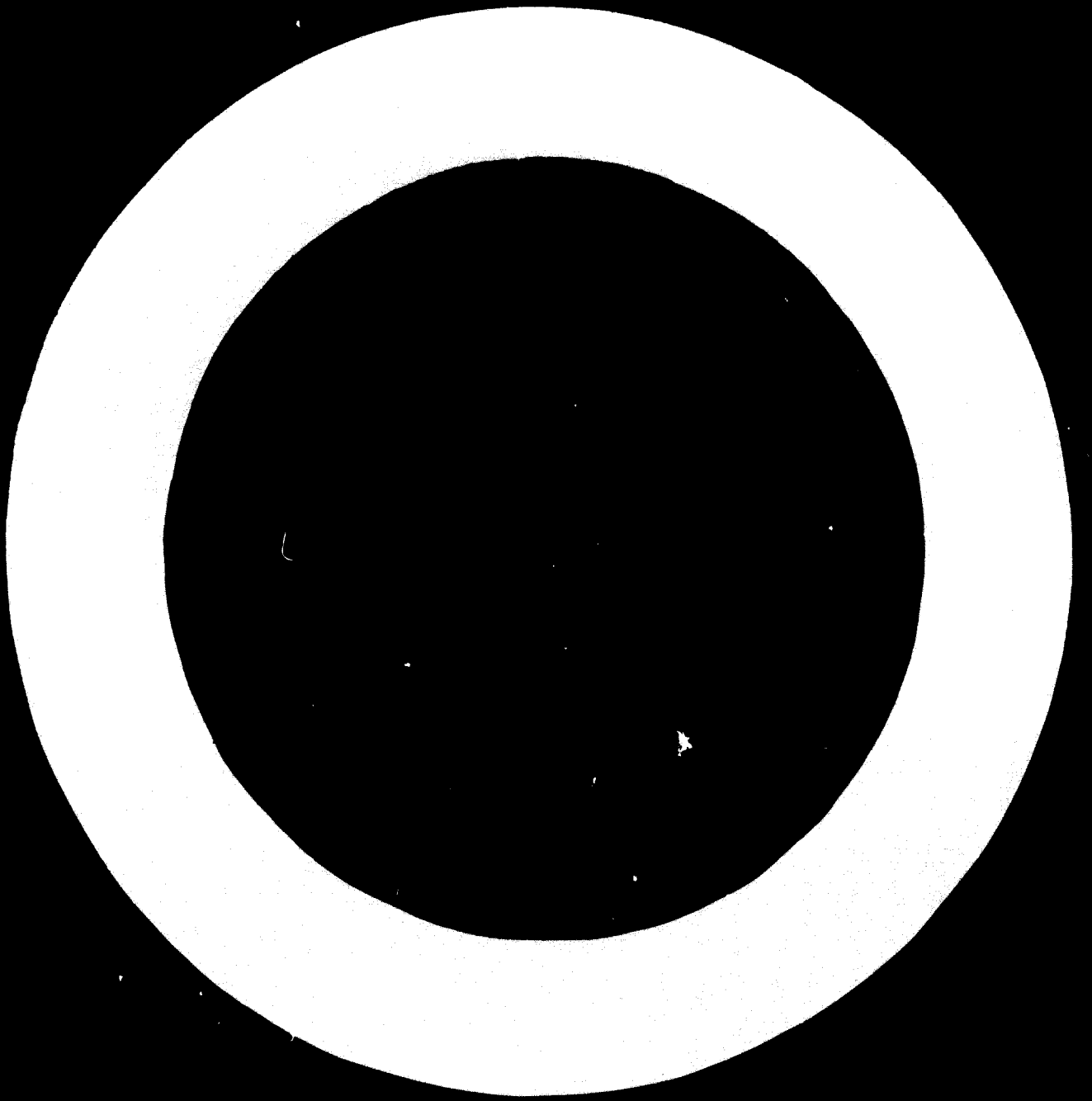
ORIGINAL: ENGLISH

Meeting on Industrial Investment Promotion Services
Vienna, Austria, 23 - 26 September 1968

Agenda Item (5) - Background Paper

UNIDO'S PROPOSED SYSTEM FOR MATCHING
INDUSTRIAL OPPORTUNITIES WITH AVAILABLE
FINANCIAL AND TECHNICAL RESOURCES

We regret that some of the pages in the microfiche copy of this report may not be up to the proper legibility standards, even though the best possible copy was used for preparing the master fiche.



1. In recent years many developing countries have recognized the importance of "marketing" their industrial opportunities both at the general level as well as at the individual project level.
2. This trend is one which UNIDO has been anxious to encourage by offering technical assistance to the many aspects of project identification and presentation.
3. In addition and complementary to the promotion of specific projects, UNIDO is engaged in the systematic assembly on a world-wide basis of information on industrial investment opportunities in developing countries. These opportunities are matched with and brought to the attention of potential investors throughout the world. This matching operation depends on the interaction of two components, a Matrix for the Assessment of Industrial Opportunities and a Roster of Financial and Service Organizations.
4. In the first place, the Industrial Opportunities Matrix is the instrument used to identify investment opportunities in developing countries requiring the supply of both financial and technical resources. For this purpose, UNIDO enlists the aid of locally recruited panels of experts, selected for their widespread experience in industrial development. The opinions of these panels are sought as to the potentiality of a number of industries relevant to the needs of individual developing countries.
5. The opinions of the panel members are based on their general familiarity with the prevailing economic conditions of their country and enable an overall assessment to be made of the opportunities for the development of certain specific industrial activities within the country in question.

6. The assessments for individual countries may be grouped together on a regional basis to facilitate a comparative evaluation of the total industrial requirements of a geographical area.
7. It is evident that the identification of industrial opportunities effected by the means of the matrix does not dispose with the requirement on the part of the potential investor to investigate the feasibility of each specific project. The matrix is only able to offer an effective method for the preliminary selection and identification of potential industrial investment opportunities in developing countries.
8. By the summer of 1968 the preparatory work on the development of the matrix had been completed. It is anticipated that in 1969 individual matrices covering investment opportunities in 40 developing countries with an average of 150 industries per country will be included in the operation.
9. The second component of the investment opportunities matching system involves the Roster of Financial and Service Organizations. As investment openings require the interaction of financial, technical and management resources it is necessary for UNIDO to maintain in a suitably classified and accessible form data banks of potential suppliers. Thus when, for example, the matrix reveals the opening for a cassava starch industry in Nigeria, UNIDO has available the names and addresses of those organizations potentially interested in providing the required financial and technical resources. The roster consists of banks, firms, consultants and other relevant organizations and is an integral part of the data collections serving UNIDO's Industrial Information Activities.

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10. By the middle of 1969 these data collections will be complete and the information stored on tape ready for computer processing. The adoption of electronic data processing permits a comprehensive matrix/roster operation to be mounted as well as providing maximum flexibility in matching suppliers and consumers. Identified industrial investment opportunities could be brought to the attention of those already known to be interested in specific industries either by means of selected information media or by direct mail service.
 11. The matching function is complemented in the field by such activities as the Industrial Promotion Service held concurrently with the 1967 Athens Symposium on Industrial Development, the aim of which was to bring together suppliers and consumers of assistance by means of face-to-face meetings. Similar operations are planned in conjunction with the 1969 Industrial Fair in Teheran and the World Fair to be held in Osaka during 1970.
 12. Both the Roster and the Matrix, being integral to the effective functioning of the opportunity/resource matching system, call for careful planning and preparation. UNIDO would, therefore, welcome any suggestions which might either contribute to improvements in this system or reflect on the validity of the concept as a whole.
 13. In this connection, guidance is particularly sought with respect to the following questions:
 - 1) Will the type of information to be disseminated to the resource suppliers, namely selected lists of potential investment opportunities, classified by industry and geographical location, stimulate them to take further action?

- ii) What specific elements of additional information are required by suppliers of financial and technical resources to provoke their initial response?
- iii) Is it considered that the opinions of locally recruited panels of experts constitute a reliable method for the preliminary identification of investment opportunities in developing countries?
- iv) How can the information on general investment opportunities best be communicated to the resource suppliers?
- v) To what extent is information on industrial investment opportunities from other sources already being received and to what action does the receipt of such information stimulate potential suppliers?





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