

**Day 1: Wednesday, June 3, 2009**

**Module 2: Online Promotion: Effectively  
Using the Web for Investment Promotion**

**15:15-15:45**

**Understanding how investors  
use online information sources**

*Roxanna Faily, Investment Officer,  
Multilateral Investment Guarantee Agency*

# **UNDERSTANDING HOW INVESTORS USE ONLINE INFORMATION SOURCES**

**BANGKOK, THAILAND  
JUNE 2009**



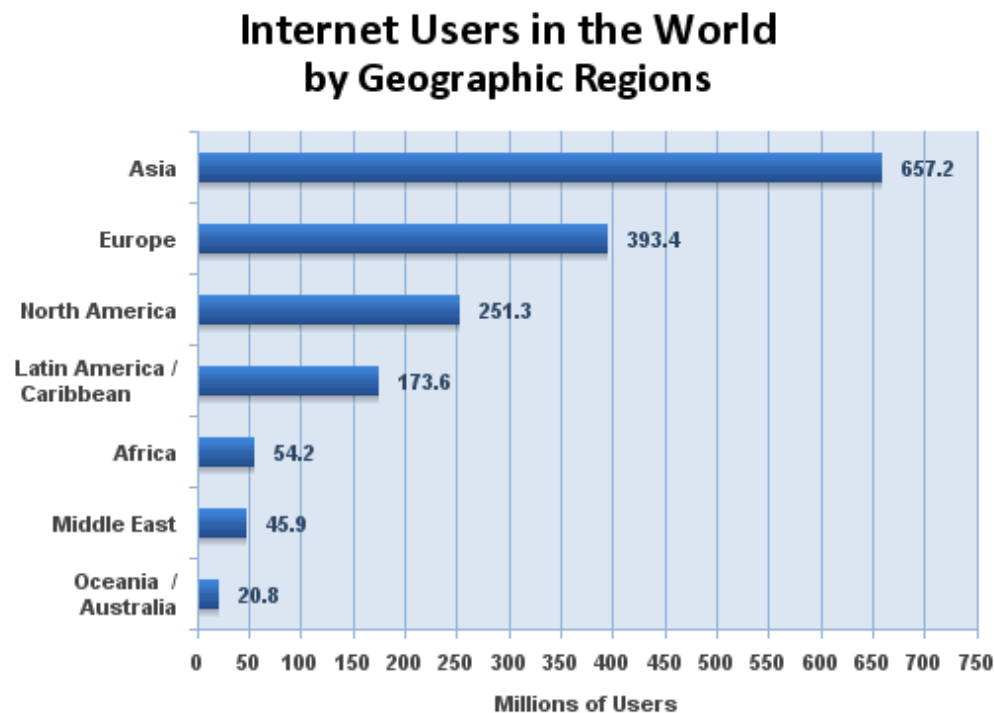
# Agenda

- I. Global Trends in Internet Usage**
- II. How Investors Are Using the Web**
- III. Implications for IPIs**
- IV. GIPB Criteria and APEC Country Performance**



# More people on online than ever

- Today, Internet users are estimated to be 1.5 billion (Jan. 2009)
- The number of Internet users is growing globally with Asia, Europe, and North America leading the
- Internet penetration rates are also increasing - Estimates show North America at 74%, Europe at 49%, LAC at 30% and Asia at 17%



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

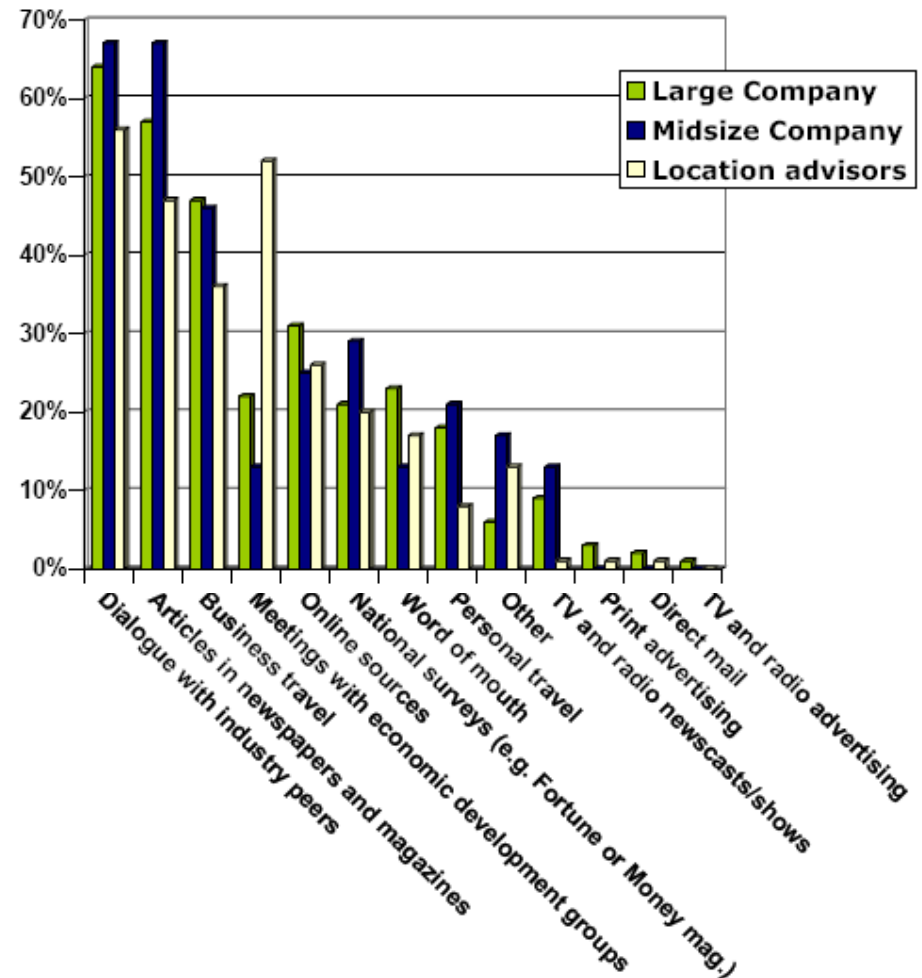
# The Internet plays a significant role

- **“With the growth of the Internet as a site selection tool, today’s prospects often conduct the early stages of a search without contacting the [locations] they are considering. Locations with lower-quality web offerings may be missing opportunities without even realizing it”**
  - Steve Stackhouse (investment promotion practitioner)
- **“Companies will create a shortlist of potential sites using information obtained from the Internet. On the other hand, companies won’t even consider a site if the information is not there.”**
  - Kate McEnroe (investment promotion consultant)

# Online sources do influence perceptions

- Online sources rank in the top 5 of the influencers of corporate executives with respect to perceptions of business climate
- The importance of online sources in assessing business environment has grown to 28% in 2008 from just 9% in 2002

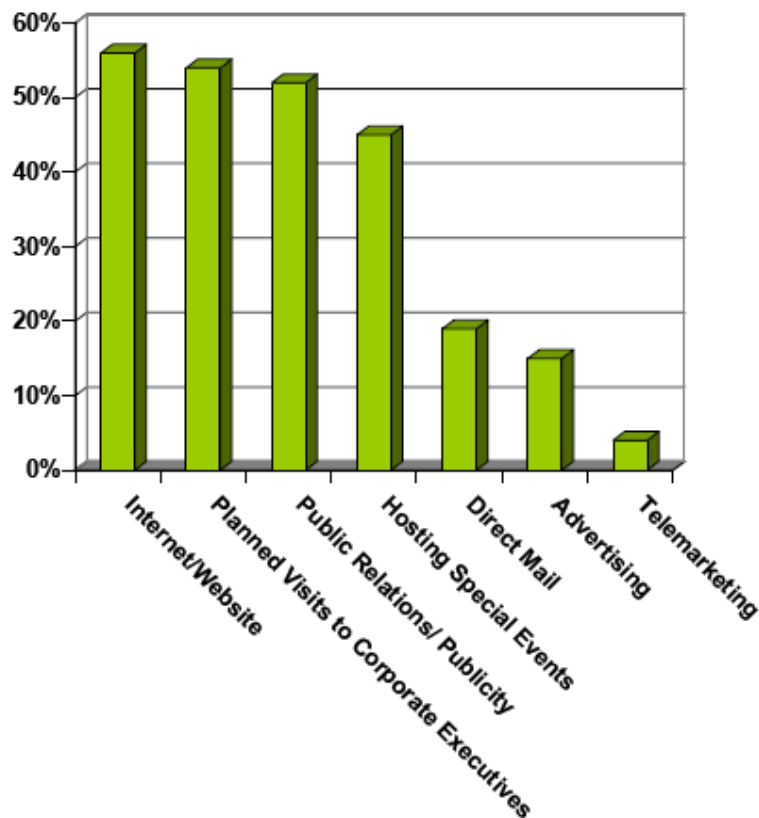
Leading Sources of Information Influencing Executive Perceptions of an Area's Business Climate (Response based on respondent type)



Source: Development Counsellors International

# An effective marketing tool for investment promotion

**Most Effective Marketing Techniques**  
(% Rating 4 or 5 on a 5-point scale, 2008)



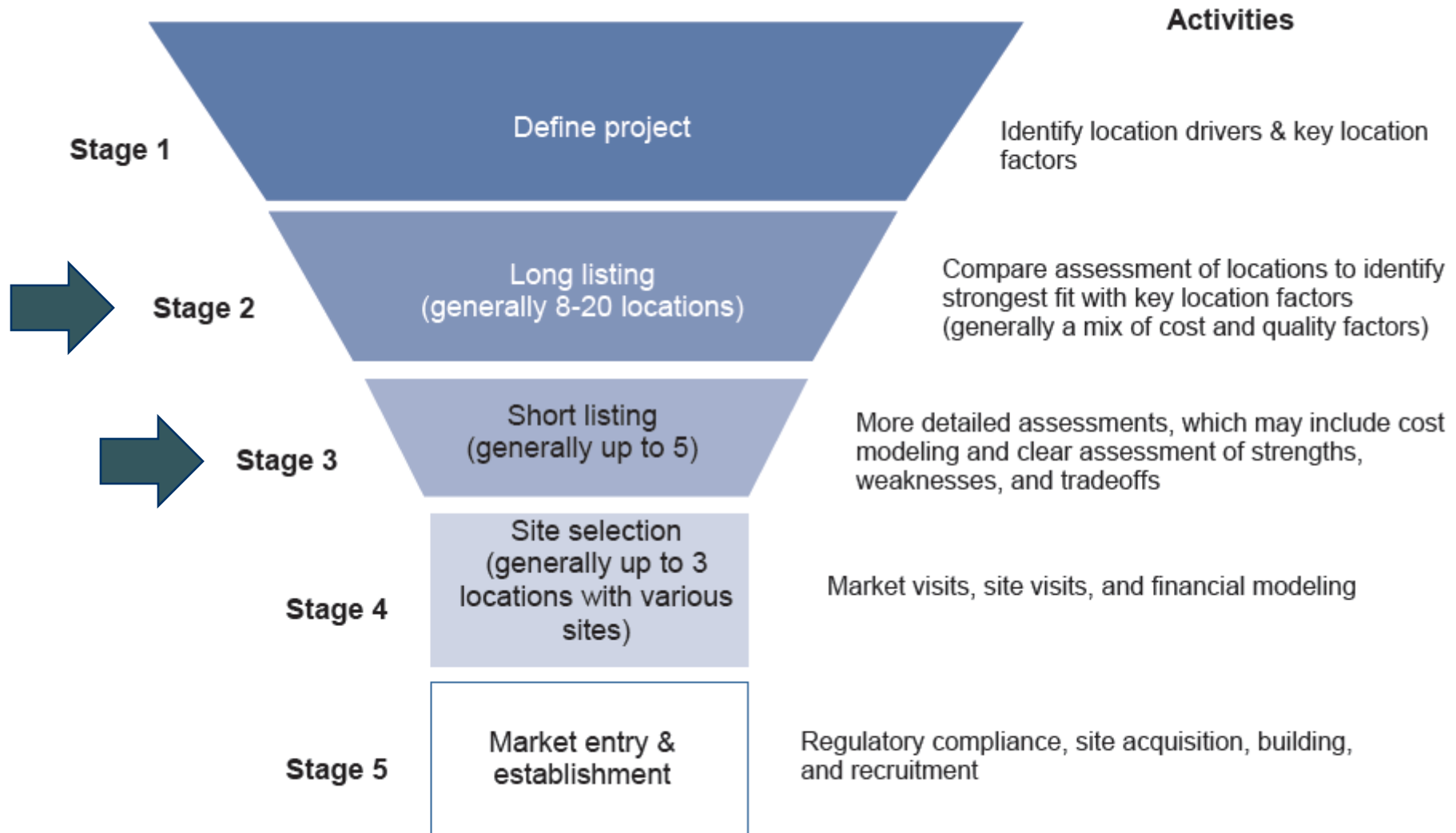
- Internet usage ranks #1 in terms of most effective marketing techniques influencing site selection, particularly for executives of large corporations and location consultants
- The influence of the Internet as a marketing tool has grown from 34% in 2002 to 56% in 2008

# Investors finding the perfect location...at their desk

- More content access points - allowing for laptop and even mobile research as you go
- Broader range of communications tools – lowering the barriers to accessing information and increasing ease of doing business with developing world
- Access content instantly with abundance of subscription and free content
- Increased efficiency in due diligence requiring less people, less time, in particular from long list to short list
- Ability to access more investment opportunities – leading to extended market pool and more competition for investment



# Selecting an FDI project location: investor process



# The Internet – Spurring Changes for the IPIs

- Eliminates unnecessary paper trail for information searches and inquiries as well as bureaucratic delays
- Allows IPIs to compete more effectively and successfully for much needed FDI
- Broadens market as online tools help IPIs get in front of investors that they did not even know were evaluating investment opportunities
- Supports IPIs in proactive engagement - through online provision of content to meet most critical initial screening information requirements
- IPIs can compete effectively with larger, more developed economies to take full advantage of globalization and free trade

# The Internet – Spurring Changes for the IPIs

- Opportunity to remove uncertainty and increase transparency through sharing information on business environment and administrative regulations
- Increased effectiveness of targeted promotion activities and greater ability to track investor interests and concerns
- Reduced cost of engaging with potential investors no matter where they are located globally
- Minimizing effect of time zones and being able to be more efficient in providing information and responses
- Key government services online with user-friendly interface offering information and accommodating feedback
  - Handling and response time for inquiries
  - Customized follow-up
  - Online tools for clients



# Virtual Site Selection – pointers for IPIs

- The most meaningful economic development agency [or IPI Web] sites are those that never lose sight of the end user: the corporate investor.
- A key element corporate decision-makers look for when considering an investment are other companies in that sector already operating in that location - both rivals and suppliers. They go first to the Internet...

Site Selection Magazine

# What we get from the research on FDI

- Lack of clear unambiguous information is clearly cited as an obstacle to investment
- Information gap raised primarily in relation to sector laws and regulatory procedures – “change frequently and non-transparently”
- Property – lack of information provided by authorities on availability of land sites, buildings and premises , property rights
- Infrastructure – concession procedures are non-transparent, specific sector regulations in contradiction with stated policy in other laws or special approvals required for a specific sector



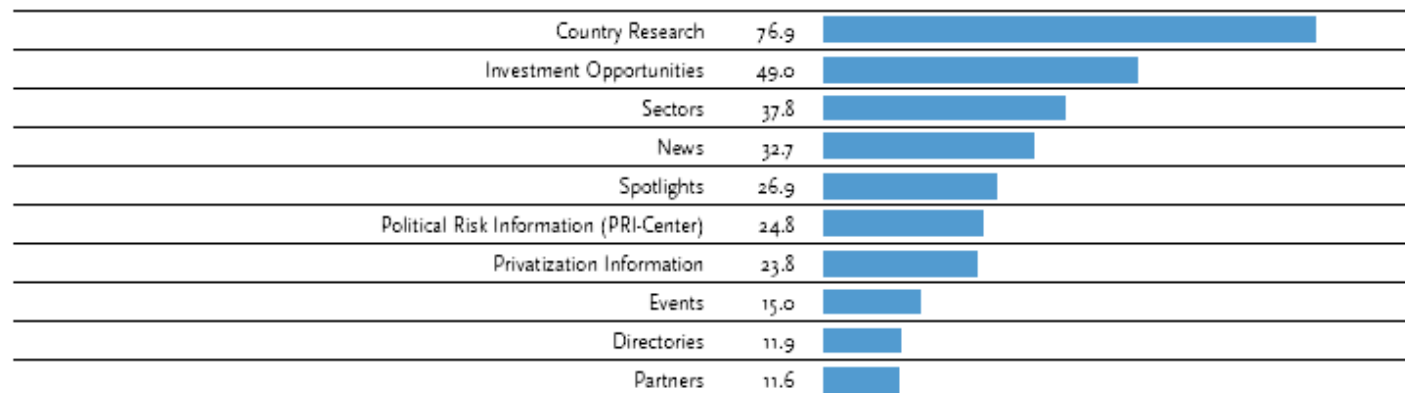
# Type of information typically sought by investors

- ☐ Sector information
- ☐ Human resources and labor data
- ☐ Property information
- ☐ Quality, price and access to infrastructure
- ☐ Regulatory environment and requirements
- ☐ Foreign investment laws and international agreements
- ☐ Ease of doing business – key international indicators
- ☐ Incentives
- ☐ Testimonials and/or case studies of foreign investors
- ☐ Investment opportunities

# Key content areas (MIGA client survey 2008)

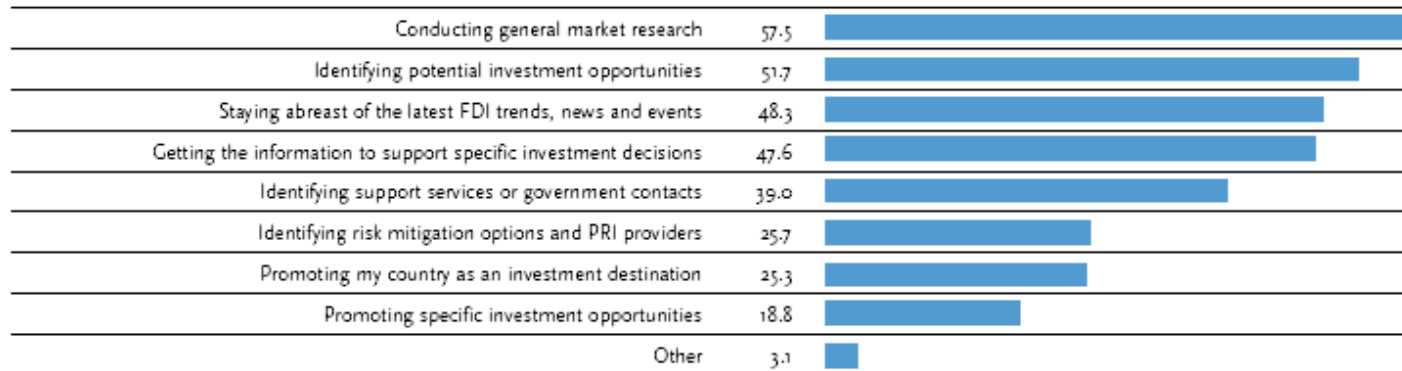
## Information Topics Most Frequently Used

In percent



## Most Frequently Conducted User Tasks

In percent



# Overall Web site performance of APEC IPIs

- APEC non-OECD countries outperformed the global average for Non-OECD countries in their overall Web site evaluations with APEC OECD closely mirroring their global peers
- Opportunities for improvement remain strong in the areas of content and promotional effectiveness for all APEC member. c
- However, among APEC non-OECD there remains a need to strengthen fundamentals

	WORLD		APEC	
	OECD AVG	Non-OECD AVG	OECD AVG	Non-OECD AVG
<b>Overall Performance</b>	<b>89%</b>	<b>59%</b>	<b>87%</b>	<b>69%</b>
<i>Information Architecture</i>	94%	67%	95%	77%
<i>Design</i>	93%	68%	93%	78%
<i>Content</i>	84%	47%	75%	57%
<i>Promotional Effectiveness</i>	86%	54%	84%	62%



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**15:45-16:30**

**Enhancing your content to meet investor needs**

*Roxanna Faily*

A faint, stylized globe graphic is visible in the background of the blue banner, showing latitude and longitude lines.

# **ENHANCING YOUR CONTENT TO MEET INVESTOR NEEDS**

**BANGKOK, THAILAND  
JUNE 2009**



# Agenda

- I. APEC Economies Performance**
- II. Focusing on User Needs**
- III. Evaluating Content Quality**
- IV. Developing Content**
- V. Managing and Maintaining Content**

# Overall performance of APEC IPIs

- APEC members overall outperform the global averages in all aspects of content evaluations. However, individual site performance varies.
- Content represents the greatest opportunity for improvement for the overall APEC community
- Key strength in clarity of purpose, currency of information, and international accessibility

	WORLD		APEC	
	OECD AVG	Non-OECD AVG	OECD AVG	Non-OECD AVG
<b>Overall Content</b>	<b>84%</b>	<b>47%</b>	<b>75%</b>	<b>57%</b>
<i>Clarity of Purpose</i>	98%	67%	97%	79%
<i>Core Information Provision</i>	91%	56%	84%	63%
<i>Sector Information Provision</i>	71%	33%	59%	37%
<i>Credibility of Information</i>	71%	34%	54%	45%
<i>Currency of Information</i>	96%	54%	88%	85%
<i>Downloads</i>	91%	44%	75%	50%
<i>International Accessibility</i>	95%	69%	93%	81%

# Typical pitfalls in area of content

- Inconsistent depth of content throughout site, with sections either blank or with minimal content
- Not using or citing authoritative information sources or presenting content professionally
- Not leveraging already existing information from local and global potential partners
- Sector information that is weak or that does not present comprehensive data/testimonials
- Not making information exportable and readily usable for investors

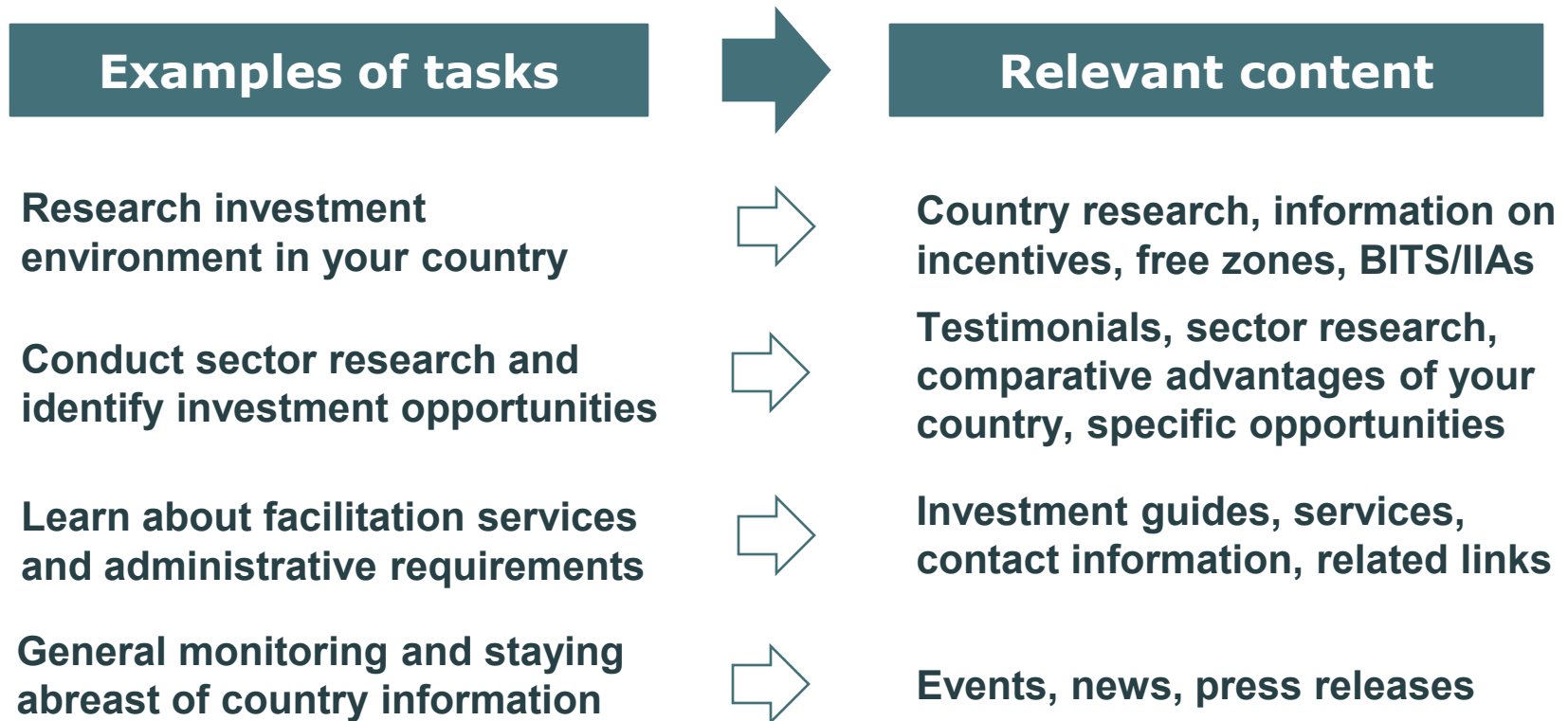
# Strong foundations for content strategy

- Understanding your users = key to developing a strong and effective content
- Prioritize users (investors, site selection advisors, media, etc.) and focus on helping your target audience achieve their goals when visiting your web site
- According to a recent MIGA survey, the top types of information sought by investors include:
  - Sector-specific reports
  - Regional FDI analysis
  - FDI and trade statistics
  - Political risk analysis
  - Investor case studies and testimonials
  - Funding/financial/risk services
  - Full text and summaries of laws
  - Potential partners, suppliers in local market
  - Business contacts, including investment promotion, privatization & other agencies



# Help users achieve their goals

- Remember that users are task-oriented when they visit your site
- It is your job to help them achieve their goals as quickly and effectively as possible



# Evaluating Content Quality

- The next step in improving your site's content is being able to identify and evaluate high-quality content
- These skills will be critical throughout your content development and partnership management processes
- Start with the content that you already have

Four main criteria can be used to evaluate content quality:

RELEVANCE

TIMELINESS

CREDIBILITY

ACCESSIBILITY



# Key questions – content quality

## RELEVANCE

- Are you truly facilitating the investor due diligence and origination process?
- Are you providing key data to investors, such as sector information?
- Are you communicating comparative advantages of your country as an investment destination (and showing data)?
- Are you using keywords to highlight the relevance of your content?

## TIMELINESS

- Is your information current and fresh?
- Have you archived or removed all out-of-date information?
- Do you have published dates and deadlines/expiration dates where necessary or relevant (tender opportunities, research reports, interviews, ...)
- Do you effectively highlight current activities and post information on recent (or upcoming) trends, articles, speeches, press releases, events?

# Key questions – content quality

## CREDIBILITY

- Do you communicate conflicting messages or claims or is your content consistent?
- Is the information on your site factually correct?
- Do you use authoritative sources for information and do you cite them?
- Do you communicate professionally? Is there a unified tone to your content and have you proofed for language, spelling, and punctuation mistakes?

## ACCESSIBILITY

- Do you have multiple language sites?
- Is the language-style of your site clear, concise, and consistent?
- Is your navigation intuitive with relevant links and jumps in your content and is your content professionally presented?
- Is information easy to access and do you avoid complicated navigation paths to information and burdensome file formats/heavy downloads?

# Content development

- **Now that you can evaluate quality of your content, you need to focus on building and sourcing it!!**
- **Gathering and creating Web content involves a series of tasks:**
  - Perform an audit and assign responsibility
  - Collect your information in all formats
  - Identify relevant information and information gaps
  - Identify what information can be developed internally, externally or through partnerships
  - Establish a style guide for presentation of the information
  - Convert to appropriate formats and styles



**Don't underestimate the power of partnerships and value of contextual links**

# Content development resources

- **Devote adequate resources, including staff time, to processes including:**
  - Developing a content strategy, including prioritization and directions for content plan
  - Creating, sourcing, and updating content
  - Commissioning new content to fill gaps (ex. targeted sector reports)
  - Managing partnerships and linking content and marketing goals

# Use reliable sources of content

- **Official government documents (e.g. full text of laws as they appear in official publications)**
- **Authoritative national organizations, such as business associations, think tanks, chambers of commerce, academic institutions**
- **Reputable international organizations, such as international agencies, multilateral development banks and institutions, DFIs, academic community**
- **Private sector reports, such as accounting firms, consulting firms, investment banks and financial firms**

# Other sources of content

- **‘All points bulletin’ within the IPA, the ministry, other sector ministries, chambers of commerce**
- **Make contact with the National Statistics Bureau, Central Bank, academic research institutions, private sector monitoring bodies (think-tanks)**
- **Free (or low marginal cost) resources or services**
  - **Newspapers, magazines, journals, industry newsletters, radio and television broadcasts, Web sites ( consulting firms, investment banks)**

# Top global sources

- **World Bank Group**
  - World Bank, MIGA, IFC, FDIInet, PRI-center, Rapid Response Unit (RRU)
- **Regional Development Banks**
  - IsDB, AfDB, DBSA
- **Other Multilateral Development Agencies**
  - UNCTAD, UNIDO, ITC
- **Private Sector Companies**
  - EIU, AT Kearney, McKinsey, Business Monitor International, OCO Consulting, Oxford Intelligence



# Vetting content remains key

## Key questions to ask yourself when vetting project opportunities:

- **What are the ways that you currently receive FDI opportunities?**
  - **Ministries, project developers, SME support agencies**
- **What are you expected to do with these?**
- **How do you follow-up to validate opportunities?**
- **When they are out of your reach, can you call on partner institutions – provincial IPIs, government branch offices?**
- **When vetted, how do you disseminate them?**



# Leveraging partnerships



- Actively manage partnerships
- Evaluate the credibility of potential partners and content
- Review and vet all content received, keeping in mind your quality standards

# Leveraging partnerships

- Assign individual responsibility for managing a partnership
- Will succeed if (and only if) all participants buy-in
- Make objective (generating investor-oriented information) clearly known
- Be specific about the information you wish to produce/publish
- Be clear about your expectations (if possible, have it in writing)
- Try to offer them something in return
  - Examples: a report compiled out of various sources, cite them or link to their Web site

# Importance of content management



# Content management systems



- **CMS is the glue that links content to information architecture**
- **CMS is critical in helping you:**
  - Identify,
  - Manage,
  - Retrieve, and
  - Deliver your content

# Content and information architecture

- Main content categories should naturally link to your information architecture
- It is critical for users to intuitively be able to navigate to the information for which they are searching
- Key words play a useful role in grabbing the attention of users and guiding them
- Remember to keep your users' goals in mind when building your content and information architecture

## Typical Structure of IPI Sites

About us | Contact us | Site map | FAQs

IPA services

Key sectors

Legal information

Existing investors

Business news & trends

Economic indicators

Project information

Investment events

Disclaimers | Usage terms

# Factors governing the success of a CMS

- Identifying who will oversee the CMS and who will use it to retrieve information (content manager vs. users)
- Assigning individual responsibility to information groups
- Making sure to have a back-up staff plan
- Ensuring all staff are appropriately trained
- Knowing what data is essential in the system
- Learning how to weed out superfluous data
- Understanding how processes are applied to manage (create, review, and approve) the data
- Knowing how the data will be used

# Content maintenance

## Tips for keeping your site current and relevant

- ✓ Don't forget that this is an ongoing process! You must maintain your content once you post it
- ✓ Stay abreast of latest developments in your own country and internationally
- ✓ Maintain ongoing communications with sources and partners
- ✓ Schedule reviews of content posted on your site, especially for key information such as laws, sector descriptions, macroeconomic indicators, etc.)
- ✓ Update content with expiration dates (investment opportunities, concessions, privatization announcements, news items)
- ✓ Latest dates should be visible and most current information should be most prominent

# Monitoring and Evaluations

- User feedback should help you develop your site strategy and focus your content efforts
- Consider different tools for evaluating user preferences
  - Online survey
  - Feedback form
  - Search terms
  - User tracking
- Results will help you improve your site content by showing your most sought after content and information gaps

## Web Site Continuous Improvement Model





**Day 2: Thursday, June 4, 2009**

**Module 2: Online Promotion: Effectively  
Using the Web for Investment Promotion**

**9:30-10:15**

**Board of Investment, Thailand:  
“Upgrading Web Site Content Strategically”**

Ms. Ajarin Pattanapanchai, Deputy Secretary General,  
Thailand Board of Investment

**Case Study:**  
**Upgrading Website Content**  
**Strategically**

**Ms. Ajarin Pattanapanchai**  
**Deputy Secretary General**  
**Board of Investment of Thailand**

**[www.boi.go.th](http://www.boi.go.th)**

**04 June 2009**



# Thailand's First Government Website

- In 1995-1996, the Board of Investment developed and launched its Home Page as a “test project.”
  - This 20-page website, which was the first website for a government agency in Thailand, covered simply the basic policies and measures
  - All content was in English, as the BOI recognized that English was the language of business and what the majority of its target customers would understand

# From 20 to 300 in One Year

- Feedback was extremely positive, both from investors and the Thai private sector, and the BOI looked to expand the range of information offered.
- In 1996-1997, the BOI set up a project team to add content, with the number of English-language pages increasing to more than 300
- At the same time, Thai-language content was added

## Keeping the Site Up-to-Date

- The BOI recognized the need to keep the website fresh and assigned staff to update the site and add new information
- Consultants were engaged to train staff to code .html pages and to provide technical expertise
- By 1998, the website was in need of an overhaul and the BOI commissioned consultants to develop a new look for the site, including a site search
- Content was also increased to 498 pages

## Support for Other Languages

- In 1999, the BOI responded to feedback from investors (and the BOI's overseas offices) and began to translate pages into Chinese, French, German, and Japanese
- To accommodate the rapidly-expanding site, the BOI moved the site from within Thailand to a “server farm” in the US that could provide greater bandwidth, thus speeding access to the site

## Award-Winning Website

- In *Corporate Location* magazine's 3<sup>rd</sup> annual review of national and state economic development agency websites (2000), the Board of Investment's website ranked #1 in ASEAN and #5 in the world
  - Corporate Location praised the BOI for the Doing Business section of the website, saying that “the Doing Business overview and separate links cover every possible concern of foreign investors”
  - They also praised [boi.go.th](http://boi.go.th) for “statistics that are current and comprehensive” and “links to domestic and international associations that are staggering in their comprehension”



# Thailand Information Database

- By 2000, many Thai government agencies had their own websites
  - However, bandwidth limitations made it cumbersome for investors to go from site to site to gather information
- To solve the problem, the BOI developed the Thailand Information Database, which incorporated content from key economic websites
- This database allowed investors to access all relevant information from a single high-speed source





# Automating the Process

- By 2003, the BOI recognized that manually coding web pages was a laborious process
- In 2004, the BOI and outside consultants developed an automated front-end system that supported the development of static and interactive pages under concept “BOI Portal”
  - The new front-end system facilitated the updating of interactive files not only by the Investment Service Center, but also by staff of other divisions



FAQ Site map User Survey Contact us Language English

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Home Why Thailand About BOI How to do business Online Services Links

THAILAND

- Thailand's advantages
- Reasons to invest here
- Infrastructure
- Human Resources
- Sectors of Opportunity

Board of Investment Adopts Measures to Stimulate Investment

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- BOI Project Approval
- BOI Statistics
- BOI Eligible Activities

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- Seminar "All Executives Need to know about BOI" June 29, 09: 9.00-15.30 at Sofitel Centara Grand Bangkok
- Presentation on "Opportunities Thailand" by Assistant Secretary General Duangjai Asawachintachit (April 29, 2009), Brisbane, Australia
- Presentation on "Thailand Means Business" by Secretary General Atchaka Brimble, Sydney, Australia (April 30, 2009)
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- BOI Approves New Incentives to Encourage Production Efficiency Enhancement
- BOI Boosts Investment: Import Duty exemption Period for Mould and Die Extended until 2012
- Bangkok: Back to Business:
- ASEAN integration opens new investment opportunities BOI to complete concept paper on Joint ASEAN Ministerial Investment Roadshow by July

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- BOI Policies
- BOI Promotion Procedure
- Eligible Activities
- Incentives
- Law & Regulations
- Statistics
- BOI Promoted Companies Database
- Investment Services
- BOI Address

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[Organizations](#)

[Media](#)

[Banks](#)

[Diplomatic](#)

[Chambers of Commerce](#)

[Miscellaneous Links](#)

### BOI-related Links

BUILD	BOI Unit for Industrial Linkage Development	<a href="http://build.boi.go.th">http://build.boi.go.th</a>
ASID	ASEAN Supporting Industry Database	<a href="http://www.asidnet.org">http://www.asidnet.org</a>
Subcon Thailand	Subcon Thailand 2008	<a href="http://www.subconthailand.com">http://www.subconthailand.com</a>
BOI News	BOI's Official News Website	<a href="http://www.boinews.net">http://www.boinews.net</a>
	CHIANG MAI (Northern Region) Northern Region Investment and Economic Center 1	<a href="http://chiangmai.boi.go.th">http://chiangmai.boi.go.th</a>
	SONGKHLA (Southern Region) Southern Region Investment and Economic Center 1	<a href="http://www.geocities.com/boihatyai">http://www.geocities.com/boihatyai</a>
	SURAT THANI (Southern Region) Southern Region Investment and Economic Center 2	<a href="http://surat.boi.go.th">http://surat.boi.go.th</a>

# Responding to Competitive Challenges

- The BOI responded to the 2006 Investment Promotion Agency Performance Review conducted by MIGA and has made several improvements
  - We added information about sectors of opportunity, all relevant laws, ISO requirements, and the activities of our overseas and regional offices
  - We added a site map and linked it to information on the site, thus making it easy to access the information





# Update, Update, Update

- The BOI has always understood the importance of keeping the website up-to-date
  - Outside consultants help with the “static pages,” while there is a “website committee” that works to update the interactive pages and check the accuracy of pages before they are uploaded
- In recent years, the BOI has increased the frequency of updates, with most pages updates several times a year
  - Some pages are updated monthly; others daily





## More Improvements on the Way (1 of 2)

- Over the next 12 months, we will be overhauling the website to give it a new and more attractive design
  - We will change the design (skin) to add more flavor, but still keep the website simple and easy to navigate
    - We will provide easy access to PR material (e.g. *Thailand Investment Review*), and will make our PR material easily printable
    - We will make sure that all pages have the same look, that pictures are optimized for the web, and that statistics and information are updated more regularly
  - We will also enhance security on the site



## More Improvements on the Way (2 of 2)

- **In addition**
  - **We recognize the need to provide investors with the information they want, rather than what we want them to know**
    - **Accordingly, we will be looking to provide more services online so investors can obtain service when they need it, not just during business hours**
    - **We will also be expanding the range of content, especially in languages other than English and Thai, and will have more promotional and interactive pages**



• BOI • BOI • BOI •



**THAILAND  
INVESTMENT YEAR  
2008-2009**

**THAILAND BOARD OF INVESTMENT**

**[www.boi.go.th](http://www.boi.go.th)**

**Day 2: Thursday, June 4, 2009**

**Module 2: Online Promotion: Effectively  
Using the Web for Investment Promotion**

**10:30-11:15**

**Promoting your services and Web site successfully**

*Roxanna Faily*

A faint, stylized globe graphic is visible in the background of the blue banner, showing latitude and longitude lines.

# **PROMOTING YOUR SERVICES AND WEB SITE SUCCESSFULLY**

**BANGKOK, THAILAND  
JUNE 2009**



# Agenda

- I. APEC Economies Performance**
- II. Evaluating Promotional Effectiveness of Content**
- III. Proactively Reaching Your Target Audience**
- IV. Magnifying Your Reach**
- V. Tracking Your Effectiveness**



# Overall performance of APEC IPIs

- APEC members overall outperform the global averages in all aspects of promotional effectiveness
- The greatest area for improvement overall remains in the area of presenting the competitive advantages of the investment destination and comparative data
- Performance on remaining indicators varied significantly from case to case

	WORLD		APEC	
	OECD AVG	Non-OECD AVG	OECD AVG	Non-OECD AVG
<b>Overall Promotional Effectiveness</b>	<b>86%</b>	<b>54%</b>	<b>84%</b>	<b>62%</b>
<i>Web Prominence</i>	87%	63%	88%	64%
<i>Corporate Roles and Support</i>	78%	57%	88%	62%
<i>Contact Information</i>	82%	63%	85%	74%
<i>Promotional Effectiveness</i>	90%	45%	81%	54%

# Typical pitfalls in area of promotion

- **Providing minimal ways for investors to contact someone and follow up with questions**
- **Not clearly identifying the role the IPI plays in investment process or specific services available to investors**
- **Presenting information flatly and not making a clear argument for your country as an investment destination**
- **Not using keywords or structuring pages for easy search engine categorization and listing**
- **Not being proactive about marketing opportunities such as using RSS feeds or other viral marketing tools**



# Evaluating promotional effectiveness

- **Anticipate and answer investor concerns and questions**

- Are you providing the key information that investors are looking for?
- Does your site succeed in meaningful engagement with investors?
- Are you able to anticipate concerns and provide potential solutions?

- **Make the case for your country!**

- Does your content highlight the key strategic and comparative advantages of investing in your country?
- Do you provide potential investors with data and information that support your argument?
- Are there case studies or testimonials that would be effective for you to use?

# Evaluating promotional effectiveness

- **Clear branding and communication of your services**
  - Is your organization and your role in the investment process clearly described?
  - Is your branding and communications strategy clear and consistent?
  - Can investors quickly and easily understand the services that you provide?
  
- **Comprehensive and accurate contact information and links**
  - Can investors quickly and easily understand who to contact with their inquiries?
  - Are there links to related and relevant organizations?

# Key points for content and marketing

- Content should complement and support marketing messages
- Find suitable places to post marketing material without doing a “hard sell”
- Be aware of the indirect link between content and marketing
- Make sure that you have a process in place for coordinating marketing activities and goals with content development and management

# How to proactively reach investors

Once you have focused on establishing an effective online presence, it becomes important to market your Web site.

- Promote site with an effective search engine marketing strategy and optimize your pages for search
- Use other strategies such as viral marketing, cross-linking, partnerships and blogs to extend your reach even further
- Monitor traffic and user profiles and incorporate this data in your content development and marketing activities
- Other Web marketing recommendations: newsletters, client servicing

# Search engines: the players

- US Search Engine – Popularity (April 2009)
  - Google – 72%
  - Yahoo – 16%
  - MSN/Live – 5%
  - Ask – 4%
- Google continues to dominate internationally
- Know the relevant search engines for your target audience and don't forget local search engines as well
  - Ex. Baidu in China, NHN in South Korea, Yandex in Russia, Voila in France, Netsprint in Poland



# Effectively using search engines

- **Know your search engines and their ranking criteria**
  - Ex. Google likes cross-linking from reputable sources and hybrid search engines like Web sites they have reviewed
- **Monitor your placement and listings**
  - *Links pointing to your site:* go to Google and type `link:insertyoursitehere.org`
  - *Number of pages indexed in Google:* go to Google and type the following command in the search box `site: insertyoursitehere.org`
- **Enhance your visibility**
  - Go beyond automated bots, consider human edited directories and resource listings (Yahoo directories, Wikipedia, etc.)
  - Be proactive and submit your sitemap to Google

# Optimizing for search engines

## ■ Keywords

- Research search terms and carefully select relevant keywords (Use Google Adword's Keyword Tool → [www.google.com/sktool](http://www.google.com/sktool) )
- Typical keywords include: country name, sector, invest in/doing business in, FDI, incentives, investment laws/regulations
- Use them!!! (meta tags, page titles, page text, image titles)

## ■ Design

- Be careful using frames, graphics, images, and splash pages.
- Minimize your click path

## ■ Other issues

- Do not password protect your site
- Obtain simple and logical URLs that relate to site and organization
- Build the number of links that lead to your site

# Paid listings

- You must first determine your budget and the effectiveness of your free search engine placement to be able to decide whether paid listing services make sense for you
- *Paid Inclusion:* can speed up process and guarantees pages will be mixed into free listing results and regularly reviewed; but does not guarantee rank
- *Paid Placement or Advertising:* Buy your way to the top of the advertised listings on a Cost per Click (CPC) or Pay per Click (PPC) basis
- *Key Players:*
  - Google Adwords
  - Yahoo Search Marketing



# Search example



invest in technology in france



Web [Show options...](#)

Results 1 - 10 of about 5,420,000 for [invest in technology in france](#). (0.20 seconds)

## [Invest in France](#)

This is a newsletter published by the **Invest in France** Agency Nordic countries – The ...  
Information **technology** employs 47% of **France's** ICT workforce. ...  
[news.investinfrance-nordic.org/ - 62k](#) - [Cached](#) - [Similar pages](#)

## [IFA : Investing in France in ICT Industry - Development of ICT ...](#)

With its international clusters specialized in microelectronics, software and telecommunications **technology**, **France** offers excellent business opportunities ...  
[www.invest-in-france.org/international/en/ict-information-communication-technology-sector.html](#) - 30k - [Cached](#) - [Similar pages](#)

## [IFA: Sector Publications - International Investment Opportunities ...](#)

With major **investment** and R&D projects, **France** has launched leading research and ... in the communications **technology** industry: **France** Télécom/Orange, ...  
[www.invest-in-france.org/international/en/print/sector-publications.html](#) - 38k - [Cached](#) - [Similar pages](#)  
[More results from www.invest-in-france.org »](#)

Sponsored Links

## [Technology Investment](#)

Get Independent Advice and Analysis  
of Your Favorite Mutual Funds  
[www.morningstar.com/](#)

## [Investing In Europe](#)

Expert advice on choosing the  
right European business location.  
[www.locationeurope.com](#)

# Viral marketing

## Invite your users to spread the word about your site:

- Provide an “email this page to a colleague” on key pages and documents
- Include your Web site address on all email communications
- Provide a link to your newsletter sign-up page in your newsletter
- Use RSS feeds

## Talk to your users:

- Identify groups, sites, discussion boards, listservs and blogs able to reach your users
- Use a search engine to identify them and then run an “alexa check” (alexa.com) to determine which ones have the more traffic
- Subscribe or post on the relevant pages when your site has new content or any major update
- Use Web 2.0 tools to help you get the word out and manage perceptions



# Magnify your reach through partners

- Establish and cultivate partnerships with related Web sites
- Identify all possible ways a user might reach your site, contact those sites and ask them to establish reciprocal links
  - Top referring sites
  - Other reputable sites that link to you
  - Sites with whom you would like to establish reciprocal links
- Ideas for partners:
  - Trade or tourism promotion agencies
  - Sectoral sites
  - Regional sites
  - Business Associations
  - Embassies abroad
  - Related information portals


# Offering an e-mail newsletter

- Why offer an e-mail newsletter?
  - To inform potential investors about latest developments
  - To support existing investors with on-going information
  - To enhance the country's reputation
  - To refer users back to your Web site
  - To build a user base to which you can market
- Some guidelines
  - Offer permission-based newsletter (post newsletter on your site as well)
  - Clearly state your privacy policy
  - Content of the newsletter is key: how-to information, industry information, case studies of FDI
  - Link articles back to Web site
  - Provide unsubscribe link
- Online archives - newsletters are useful sources of reference
- Newsletter text posted on the site can be searched by search engines

# Other tools...

- The Wikipedia Phenomenon
  - Check to see what is listed on your country and under your keywords
  - Submit entries and send in your site's links
- Social Networks and Blogs
  - Fast becoming a cost-effective way to reach a broad audience... but are investors there yet
  - Consider your resources
  - Ex. Facebook, twitter
- Podcasts and Video
  - Potentially useful for interviews and country or sector promotion videos

# Examples: Wikipedia



WIKIPEDIA  
The Free Encyclopedia

navigation

- Main page
- Contents
- Featured content
- Current events
- Random article

search

Go Search

interaction

- About Wikipedia
- Community portal
- Recent changes
- Contact Wikipedia
- Donate to Wikipedia
- Help

toolbox

- What links here
- Related changes
- Upload file
- Special pages


[Make a donation](#) to Wikipedia and give the gift of knowledge!

[article](#) [discussion](#) [edit this page](#) [history](#)

[Log in / create account](#)

## NRW.INVEST

From Wikipedia, the free encyclopedia  
(Redirected from [Invest in North Rhine-Westphalia](#))



This article is an **orphan**, as few or no other articles [link to it](#). Please [introduce links](#) to this page from other [articles related to it](#). (February 2009)


**NRW.INVEST** is the economic development agency of the German State of [North Rhine-Westphalia](#) (NRW). It deals with the acquisition of and support for foreign investors and the international marketing for [NRW](#) as a business location.<sup>[1]</sup> As One-Stop-Agency for foreign investors, NRW.INVEST supports mainly international companies with their investment projects and settlements in [NRW](#) throughout the entire settlement process.<sup>[2]</sup> <sup>[3]</sup> NRW.INVEST maintains two **subsidiaries** in [Japan](#) and the [USA](#) as well as six **representative offices** in [China](#), [India](#), [Korea](#) and [Turkey](#). The sole shareholder of NRW.INVEST is the State of [North Rhine-Westphalia](#).

**Contents** [\[hide\]](#)

- 1 The Mission
- 2 Activities / Service
- 3 Activities Abroad
- 4 Foreign Direct Investments in NRW
- 5 References
- 6 External links

### The Mission [\[edit\]](#)

As business location [North Rhine-Westphalia](#) (NRW) is in direct competition with the major European metropolitan regions [Greater London](#), [Île-de-France](#), and [West-Nederland](#) as well as other strong business locations worldwide.<sup>[4]</sup> <sup>[5]</sup> Acknowledging the importance of foreign investments in times of [globalization](#), NRW.INVEST aims to boost the location of foreign companies in NRW.<sup>[6]</sup>





# Examples: Facebook Page



Doing Business

Become a Fan


View Updates

Wall Info Photos Boxes Featured Links


Doing Business Just Fans

**Fans**

6 of 5,577 fans See All



Darek Kryczka



Amin Jamal



Leila F. Search



Medea Ioseliani



Pablo Halkyard



Naim Vrenezi

**Events**

2 past events See All

Doing Business in Second Life  
<http://slurl.com/secondlife/This%20...>  
Thursday, October 30 at 2:00pm

Release of Doing Business 2009  
The World Bank Group  
Tuesday, September 9 at 8:05pm

**Doing Business**  Become a Fan



**Doing Business**



**Doing Business 2009 -- Full report now available for download!**

Azerbaijan was the top reformer in doing business, while Eastern Europe and Central Asia led the world's regions in regulatory reforms, according to Doing Business 2009. Download the entire 211-page report to learn more about reforms and other changes to the business environment in 181 economies...

February 17 at 11:50am · Share



**Doing Business**




**Paying Taxes 2009 - The Global Picture**

This is the third Paying Taxes publication based on the "paying taxes" indicator from the Doing Business project. The project assesses the ease of paying taxes as part of a broader analysis of regulations relevant to domestic, small- to medium-sized companies in 181 economies around the world...

December 19, 2008 at 9:49am · Share



**Doing Business**



**Doing Business in Small Island Developing States 2009**

A new report from Doing Business finds that a third of small island developing states introduced regulatory reform to make doing business easier last year...

## Examples: Video

Broadcast Yourself™  
Worldwide | English

[Sign Up](#) | [QuickList \(0\)](#) | [Help](#) | [Sign In](#)

[Home](#) | [Videos](#) | [Shows](#) | [Channels](#) | [Community](#)

## INVEST IN REPUBLIC OF MACEDONIA

www.investinmacedonia.com

0:03 / 0:38

This is a video response to [Macedonia - Timeless \( Russian version \)](#)

**miloradBG**  
 April 08, 2009  
[\(more info\)](#)

Macedonia prides itself with its educated, highly-qualified, and ethical workforce that is available to foreign investors. The average gross monthly salary is €430. Educational standards at technic...

URL

Embed

► More From: **miloradBG**

▼ Related Videos

- Macedonia - Timeless ( Russian version )**  
 3,576 views  
 miloradBG
- MACEDONIA - Euro Baeuties**  
 224 views  
[propertyinmacedonia](#)
- Vasil Iljov govori za Antickite Makedonci 2/2**  
 95 views

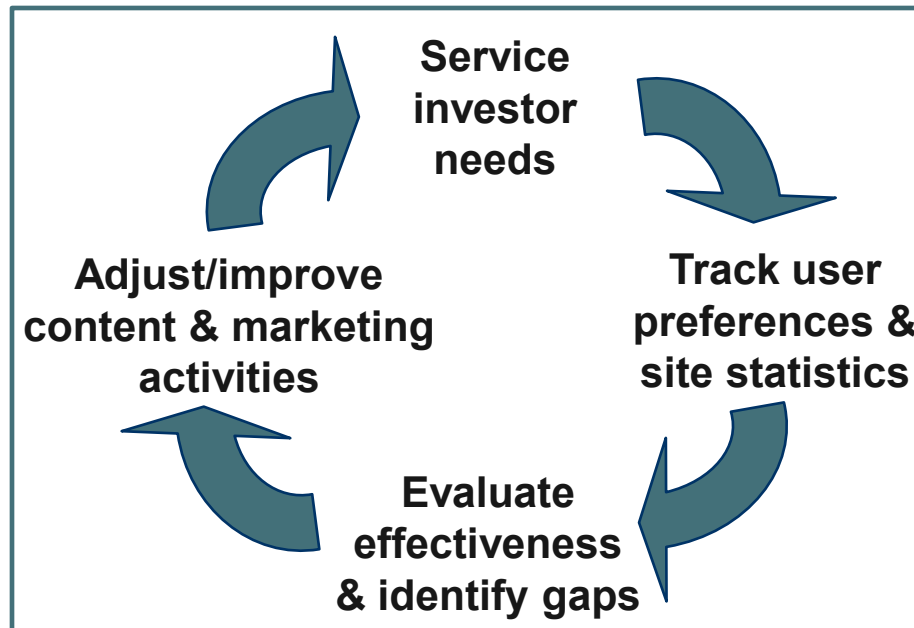


# Monitoring your Web site traffic

- It is important to know if your Web site is working (quantitative analysis) as well as who is visiting your site (qualitative analysis)
- Website traffic analysis is about collecting, analyzing, and interpreting the following data:
  - How the traffic arrives at your site
  - Which users make up the traffic
  - How users interact with your site
  - What the results were of the visits
  - Most popular areas of your site
- Choose a web site monitoring system that is in line with your needs (Google Analytics, WebTrends, Omniture SiteCatalyst)
- Some are free...

# User tracking and marketing

- **Web analytics enable marketers to effectively target prospects or customers**
- **It shows the source of potential customers**
- **It allows them to examine click path analysis, hence optimize traffic to specific pages**
- **It provides data on what kind of content users request**
- **Feeds back into the continuous improvement process to develop those aspects which need focus**



# Web analytics – what can be measured?

## Basics

- Unique visitors
- # of visits
- User's time spent on site
- Page views
- % increase from period to period
- #s increase from period to period
- Cumulative data over period
- Searched terms

# Web analytics – what can be measured?

## Geographical statistics

- Visitors from top countries
- % of visitors from each country

## More complex information

- Search engines and entry/exit pages
- Unique v. return visits
- Key words used to search
- Documents downloaded
- Other feedback mechanisms

# References

## Web sites devoted to online marketing strategies

- [Searchenginewatch.com](http://Searchenginewatch.com)
- [Marketingprofs.com](http://Marketingprofs.com)
- [Searchenginestrategies.com](http://Searchenginestrategies.com)
- Search engine forum: [top25web.com/bbs/index.php](http://top25web.com/bbs/index.php)
- [Seochat.com](http://Seochat.com)
- Blogs: John Battelle ([battellemedia.com](http://battellemedia.com))

**Day 2: Thursday, June 4, 2009**

**Module 2: Online Promotion: Effectively  
Using the Web for Investment Promotion**

**11:15-12:15**

**Web site clinic**

*Thomas Tichar*

## Web Clinic - Invest Ukraine

During this website clinic you will be asked to look at a series of screen shots and answer related questions. You will be evaluating the effectiveness of InvestUkraine and will be asked to draw upon some of the lessons learned during both Module 1 and 2 of the workshop. There is no single right answer; rather, the aim is to stimulate discussion, practice using some of your critical evaluation skills, and to learn from the perspectives of your peers.

InvestUkraine was not chosen as a result of performance but rather as an example because it effectively highlights key issues that have been discussed during the past sessions.

The screenshot shows the InvestUkraine website with a blue-themed header. The header includes a search bar, a globe, the InvestUkraine logo, and the tagline "INVEST IN EASTERN EUROPE'S GREATEST MARKET!". Below the header is a navigation menu on the left with links like "Main page", "About Ukraine", and "Investment Opportunities". The main content area features "REASONS TO INVEST IN UKRAINE" and "UKRAINE'S COMPETITIVE ADVANTAGES" with bullet points and images. On the right, there is an "INVESTMENT REQUEST" section, a "CALENDAR" for June 2009, and "LATEST NEWS" in Russian.

search...

InvestUkraine  
UKRAINIAN CENTER FOR FOREIGN  
INVESTMENT PROMOTION

INVEST IN EASTERN EUROPE'S GREATEST MARKET!

RU UA

currency % weather

Main page  
Welcoming Words from Director  
About Ukraine  
Investment Opportunities  
About InvestUkraine  
Publications  
Partners  
News  
Events  
Press Center  
Site Map  
Useful Links  
Contacts

Welcome to our new website!

REASONS TO INVEST IN UKRAINE:  
UKRAINE'S COMPETITIVE ADVANTAGES

- 47 million consumers – the greatest market in Eastern Europe
- Highly competitive, well-educated, skilled workforce
- Strategic location at the crossroads of East-West and North-South trade routes
- Ideal platform for manufacturing and exporting both to Russia and to the EU
- Extensive transport infrastructure with railroad system, Black Sea ports, and PanEuropean Transport Corridor roadways
- Dynamic economic growth in the past five years—one of the highest in Europe
- Developed value-added industries with strong technical capabilities
- Concentration of specialized knowledge, network of universities and scientific research centers
- Many investor success stories including such companies as

Kyiv 17:00:06

INVESTMENT REQUEST

Investor's Inquiry Form

CALENDAR

<< JUNE 2009 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

LATEST NEWS

- Подготовка к Евро-2012: Европейский инвестиционный банк поможет Украине
- Всемирный банк увидел свет в конце украинского туннеля

Jun. 19, 2009, Kyiv

1. Imagine that you are doing an evaluation of the Ukraine as a possible investment destination. Your research brings you to the InvestUkraine website where you are able to look at some key web pages (see screen shots below).

- What key messages do you get from their site?

.....

.....

.....

.....

- Are you convinced by the value proposition?

.....

.....

.....

.....

- Do you have the country –specific information that you need? If not, then what type of information would be useful?

.....

.....

.....

.....



## InvestUkraine homepage:





**INVEST IN EASTERN EUROPE'S GREATEST MARKET!**



[Main page](#)  
[Welcoming Words from Director](#)  
[About Ukraine](#)  
[Investment Opportunities](#)  
[About InvestUkraine](#)  
[Publications](#)  
[Partners](#)  
[News](#)  
[Events](#)  
[Press Center](#)  
[Site Map](#)  
[Useful Links](#)  
[Contacts](#)

**Jun. 19, 2009, Kyiv**

**Round Table  
Energy maintenance of enterprises:  
not only gas?**



Welcome to our new website!

**REASONS TO INVEST IN UKRAINE:**  
**UKRAINE'S COMPETITIVE ADVANTAGES**



- 47 million consumers – the greatest market in Eastern Europe
- Highly competitive, well-educated, skilled workforce
- Strategic location at the crossroads of East-West and North-South trade routes



- Ideal platform for manufacturing and exporting both to Russia and to the EU
- Extensive transport infrastructure with railroad system, Black Sea ports, and PanEuropean Transport Corridor roadways
- Dynamic economic growth in the past five years—one of the highest in Europe



- Developed value-added industries with strong technical capabilities
- Concentration of specialized knowledge, network of universities and scientific research centers
- Many investor success stories including such companies as Kraft Foods, Coca-Cola, Hewlett Packard, Cargill, Knauť, Yazaki, McDonalds and Raiffeisen Bank

**ABOUT INVESTUKRAINE**

- InvestUkraine is a "one-stop shop" state budget investment promotion agency of Ukraine.
- We are an independent non-profit organization, a liaison between the Government and prospective and current investors.
- We also promote Ukraine as an investment destination worldwide through networking, conferences and events, media relations, Ukraine's diplomatic missions abroad, and creative leadership.
- InvestUkraine, located in Ukraine's capital Kyiv, features a multilingual staff, and reports to an external Supervisory Board composed of members from the public and private sectors.
- Our Mission is to help Ukrainian economy become more productive and globally competitive by increasing the inflow of strategic foreign direct investments.

[More about InvestUkraine](#)

Kyiv 17:00:06

**INVESTMENT REQUEST**

 [Investor's Inquiry Form](#)

**CALENDAR**

<< JUNE 2009 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**LATEST NEWS**

- [Подготовка к Евро-2012: Европейский инвестиционный банк поможет Украине](#)
- [Всемирный банк увидел свет в конце украинского туннеля](#)
- [ЕБРР хочет инвестировать в Украину 1 млрд. евро](#)

**LATEST EVENTS**

- [Round Table Energy maintenance of enterprises: not only gas?](#)
- [The 4th International Investment Forum \(Ternopil\)](#)
- [F.I.A.S.P.A. 2009 – Международный Форум услуг и оборудования для городских администраций](#)

**PHOTO OF THE DAY**



The director of InvestUkraine Ihor Nikolaiko is making a speech at the investment business-forum "Investments in real estate and construction-2009"

## InvestUkraine About Page - General

Main page

Welcoming Words from Director

About Ukraine

Regions

History

Culture

Interesting Facts about Ukraine

Investment Opportunities

About InvestUkraine

Publications

Partners

News

Events

Press Center

Site Map

Useful Links

Contacts

Jun. 19, 2009, Kyiv

Round Table  
Energy maintenance of enterprises:  
not only gas?

Welcome to our new website!

**GENERAL INFORMATION**

**Geographical Location:** Central-East Europe

**Our Neighbors:**

- Hungary (EU Members)
- Poland (EU Member)
- Romania (EU Member)
- Slovakia (EU Member)
- Russia
- Belarus
- Moldova

**Sea Access:** the Sea of Azov, the Black Sea

**Area:** 603 700 km<sup>2</sup>

**Population:** 48 457 000 (2001)

**Labor Force:** 20 500 000

**Capital:** Kyiv (Soviet version: Kiev)

**Ethnic Groups**

- Ukrainians 77,8%
- Russians 17,3%
- Poles, Romanians, Greeks, Byelorussians, Moldovans, Jews, Crimean Tatars, Armenians and others 5%

**Language:** Ukrainian

**Religion:**

- Orthodox 76%
- Greek Catholic 13, 5%
- Muslims 8, 2%
- Other 2,3%

**Time Zone:** GMT + 2 hours

**Currency:** Hryvnya (UAH)

**Holidays:**

- New Year's Day – January 1
- Christmas – January 7
- Women's Day – March 8
- Labor Day – May 1
- Easter
- Trinity Day
- Victory Day – May 9
- Mother's Day – second Saturday of May
- Constitution Day – June 28
- Independence Day – August 24

**NOTE:** If any of the above official holidays falls on Saturday or Sunday, it is customary for the following Monday to be an official day off. The Cabinet of Ministers of Ukraine may also transfer Monday or Friday working days on a preceding or following Saturday if any of the above holidays fall on correspondingly Tuesday and Thursday.

**Sources:** [Ukrainian State Statistics Committee](#)

Kyiv 17:13:07

**INVESTMENT REQUEST**

[Investor's Inquiry Form](#)

**CALENDAR**

<< JUNE 2009 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**LATEST NEWS**

- [Подготовка к Евро-2012: Европейский инвестиционный банк поможет Украине](#)
- [Всемирный банк увидел свет в конце украинского туннеля](#)
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**LATEST EVENTS**

- [Round Table Energy maintenance of enterprises: not only gas?](#)
- [The 4th International Investment Forum \(Ternopil\)](#)
- [F.I.A.S.P.A. 2009 – Международный Форум услуг и оборудования для городских администраций](#)

**PHOTO OF THE DAY**

The director of InvestUkraine Ihor Nikolaiko is making a speech at the investment business-forum "Investments in real estate and construction-2009"



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## CULTURE

In various areas of Ukraine traditional means of decoration were developed in dwelling design (color decor, wall paintings, woodcarving and stone carving) and new national crafts (plastic processing of architectural details, relief ornament).

Traces of several cultural-historical epochs were preserved on the territory of Ukraine. From times of primitive-communal system we got the unique remains of dwellings made of bones, remains of the Stone Tomb (near the village Terpinnya in Zaporizhzhya region), the most ancient stone sculptures. The culture of Scythians and Sarmatians left numerous barrows and sites of ancient settlement. The ruins of the Greek settlements were found on the Crimean peninsula. The Old Russian culture was reflected in outstanding architectural monuments of Kiev and Chernihiv. The culture of actually Ukrainian ethnos was generated in the 14-15 centuries. Kyiv, the capital of Ukraine, is considered to be one of the most beautiful cities of the world. Numerous architectural monuments - the remains of the Golden Gates, the Sofia cathedral, the building of Lavra, the church of Spas on Berestov (where the founder of Moscow Yuriy Dolgoruky was buried in 1157), and also bustling Khreshchatyk, the main street of the capital, old quarters of the city, numerous theatres and museums leave unforgettable impression.

The Crimean peninsula is a special natural and cultural area of Ukraine where the range of magnificent landscapes, resorts, and the most beautiful cities - Sevastopol, Yalta, Alushta, Feodosiya, Sudak, Simferopol, Kerch are situated.

Among the architectural monuments of Dnipropetrovsk (founded in 1776) one can see the palace of prince Potyomkin (18 century) and the Preobrazhenskiy cathedral (19 century). Poltava, one of the most ancient cities of Ukraine, that witnessed the defeat of Swedish army by Peter I is famous for the column of Glory built in honor of this event.

Ukraine is also known by the great city Zaporizhzhya with the island of Khortytsya (the cossacks' capital).

The largest libraries represent the unique assemblies of books and magazines. They are: the Central scientific library of I. Vernadskyi of the Academy of sciences of Ukraine (Kyiv), the Central scientific library of Korolenko (Kharkiv), the Central scientific library of S. Stefanyk (Lviv).

## INVESTMENT REQUEST



## CALENDAR

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## LATEST NEWS

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## PHOTO OF THE DAY



The director of InvestUkraine **Ihor Nikolaiko** is making a speech at the investment business-forum "Investments in real estate and construction-2009"



## InvestUkraine About Page – Interesting Facts About Ukraine

<ul style="list-style-type: none"> <li>Main page</li> <li>Welcoming Words from Director</li> <li>About Ukraine <ul style="list-style-type: none"> <li>Regions</li> <li>History</li> <li>Culture</li> <li>Interesting Facts about Ukraine</li> </ul> </li> <li>Investment Opportunities</li> <li>About InvestUkraine</li> <li>Publications</li> <li>Partners</li> <li>News</li> <li>Events</li> <li>Press Center</li> <li>Site Map</li> <li>Useful Links</li> <li>Contacts</li> </ul>	<p>Welcome to our new website!</p> <h3>INTERESTING FACTS ABOUT UKRAINE</h3> <p><b>THE INTERNATIONAL FESTIVAL "TERRA HEROICA 2007"</b></p> <p>On October 5-7, 2007 in Kamyanets-Podilsky the III International military-historical festival "Terra Heroica 2007" took place. The organizers of the festival were the Festival Agency "Town hall", Kamyanets-Podilsky city council and Department of military-cultural anthropology.</p> <p><a href="#">Read more...</a></p> <p><b>UKRAINE'S ORIGINAL CONSTITUTION WAS AMONG THE FIRST IN EUROPE</b></p> <p>The document "Pact and Constitution of the Rights and Freedoms of the Zaporizhyan Cossack Forces" prepared by Hetman Pylyp Orlyk in 1710 is considered the first Ukrainian constitution.</p> <p><a href="#">Read more...</a></p>	<p>Kyiv 17:36:39</p> <h3>INVESTMENT REQUEST</h3> <p> <a href="#">Investor's Inquiry Form</a></p> <h3>CALENDAR</h3> <p>&lt;&lt; JUNE 2009 &gt;&gt;</p> <table border="1"> <thead> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> </tr> <tr> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> </tr> <tr> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> </tr> <tr> <td>28</td> <td>29</td> <td>30</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <h3>LATEST NEWS</h3> <ul style="list-style-type: none"> <li>Подготовка к Евро-2012. Европейский инвестиционный банк поможет Украине</li> <li>Всемирный банк увидел свет в конце украинского туннеля</li> <li>ЕБРР хочет инвестировать в Украину 1 млрд. евро</li> </ul> <h3>LATEST EVENTS</h3>	Sun	Mon	Tue	Wed	Thu	Fri	Sat		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
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## InvestUkraine Publications

<ul style="list-style-type: none"> <li>Main page</li> <li>Welcoming Words from Director</li> <li>About Ukraine</li> <li>Investment Opportunities</li> <li>About InvestUkraine</li> <li>Publications <ul style="list-style-type: none"> <li>Newsletters</li> <li>Presentations</li> <li>Expert's opinion</li> <li>Brochures &amp; Leaflets</li> <li>Joint publications</li> </ul> </li> <li>Partners</li> </ul>	<p>Welcome to our new website!</p> <h3>PUBLICATIONS</h3> <p>"InvestUkraine: the country's "One-Step Shop" for foreign investors"</p> <p>Ihor Nikolaiko's Interview in the Ukrainian Market Review # 7-8 July-August 2007</p>	<p>Kyiv 17:40:33</p> <h3>INVESTMENT REQUEST</h3> <p> <a href="#">Investor's Inquiry Form</a></p> <h3>CALENDAR</h3> <p>&lt;&lt; JUNE 2009 &gt;&gt;</p> <table border="1"> <thead> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> </tr> <tr> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> </tr> <tr> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> </tr> <tr> <td>28</td> <td>29</td> <td>30</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <h3>LATEST NEWS</h3>	Sun	Mon	Tue	Wed	Thu	Fri	Sat		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
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**Інвестиції**  
**сотрудничество**

# В режиме привлечения иностранных инвестиций



Украинский центр содействия иностранному инвестированию, известный инвесторам под брендом InvestUkraine, был основан в 2005 году постановлением Кабинета Министров Украины от 2 августа 2005 года №666. Фактическая его деятельность началась в марте 2006 года. 31 мая 2006 года InvestUkraine был передан в сферу управления Государственного Агентства по вопросам инвестиций и инноваций. О работе InvestUkraine, основной целью которого является улучшение инвестиционного имиджа Украины, создание благоприятных экономических, правовых и организационных условий для успешной работы иностранных инвесторов, рассказывает его директор ИГОРЬ НИКОЛАЙКО.

— Игорь Владимирович, возглавляемый Вами InvestUkraine действует уже более полутора лет. За это время проделана большая работа по формированию инфраструктуры, налаживанию партнерских отношений с профильными организациями в других странах. Какое место в общей государственной системе работы с иностранными инвестициями на сегодняшний день занимает InvestUkraine?

— InvestUkraine является "единым окном" для инвестора по вопросам предоставления информации и помощи в проблемных вопросах процесса регистра-

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Jun. 19, 2009, Kyiv

Welcome to our new website!

### PRESS RELEASES

**INVESTUKRAINE PRESENTED ITS CONCEPT OF INVESTMENT DISPUTES SETTLEMENT**

SEOUL - Novemeber 12-13, 2007 InvestUkraine presented its conception of the work of the Bureau of appeals and pre-court settlement of investment disputes between investors and state authorities at the international seminar "Investment agreements and international investment disputes in the global trade era: features and opportunities." The seminar was organized by the Ministry of Justice of South Korea. Delegates from USA, Pakistan, India and Chile were also present at the seminar.

**INVESTUKRAINE HONORED GRADUATES OF LED'S TRAINING PROGRAM FOR FDI PROFESSIONALS**

KYIV - InvestUkraine in partnership with the United States Agency for International Development (USAID) Local Economic Development Project (LED) honored the graduates of the third cycle of LED's Training Program for Foreign Direct Investment ("FDI") Professionals.

**UKRAINE-NORTH AMERICA INVESTMENT FORUM TO BE HELD IN NEW YORK AT THE BEGINNING OF JUNE 2007**

The Ukraine-North America Investment Forum will be held at the New York Marriott Marquis Times Square from June 4-6, 2007. The event is expected to be the largest investment conference in North America this year specifically focused on the Ukrainian market.

[Read more...](#)

Kyiv 19:45:12

### INVESTMENT REQUEST

 [Investor's Inquiry Form](#)

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- ЕБРР хочет инвестировать в Украину 1 млрд. евро

### LATEST EVENTS

2. InvestUkraine highlights investment opportunities and priority sectors. Take a moment to look at the structure and content of these pages (see screenshots below and from previous question). As an investor interested in the information technology sector...

- Do you find the information that you need?

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- Are you convinced of Ukraine's comparative advantage in this sector?

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- What is useful and what is missing?

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- Does this section of the site provide user-friendly and intuitive navigation?

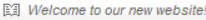


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## InvestUkraine Investment opportunities

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	<b>WHY INVEST IN UKRAINE</b> <ul style="list-style-type: none"> <li>47 million consumers – the greatest market in Eastern Europe</li> <li>Highly competitive, well-educated, skilled workforce</li> <li>Strategic location at the crossroads of East-West and North-South trade routes</li> <li>Ideal platform for manufacturing and exporting both to Russia and to the EU</li> <li>Extensive transport infrastructure with railroad system, Black Sea ports, and PanEuropean Transport Corridor roadways</li> <li>Dynamic economic growth in the past five years—one of the highest in Europe</li> <li>Developed value-added industries with strong technical capabilities</li> <li>Concentration of specialized knowledge, network of universities and scientific research centers</li> <li>Many investor success stories including such companies as Kraft Foods, Coca-Cola, Hewlett Packard, Cargill, Knaf, Yazaki, McDonalds and Raiffeisen Bank</li> </ul>		<b>INVESTMENT REQUEST</b>  <a href="#">Investor's Inquiry Form</a>																																										
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## InvestUkraine Priority sectors

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	<b>PRIORITY SECTORS</b> <b>Ukraine's Key Value Chains / Strategic Sectors</b>		<b>INVESTMENT REQUEST</b>  <a href="#">Investor's Inquiry Form</a>																																										
	<p>InvestUkraine has developed the final draft of the proactive FDI Attraction Strategy, a 3-year plan (2007-2010) that focuses its work on the following key value chains / strategic sectors which will bring long-term economic development of Ukraine</p>		<b>CALENDAR</b> << JUNE 2009 >> <table border="1"> <thead> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> </tr> <tr> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> </tr> <tr> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> </tr> <tr> <td>28</td> <td>29</td> <td>30</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Sun	Mon	Tue	Wed	Thu	Fri	Sat		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
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		<ul style="list-style-type: none"> <li>Machinery / Automotive</li> <li>Consumer electronics</li> <li>ICT/High Tech</li> <li>Agriculture / Food processing</li> <li>Aerospace / aircraft</li> <li>Alternative energy</li> <li>Tourism and development of hotel infrastructure</li> </ul>	<b>LATEST NEWS</b> <ul style="list-style-type: none"> <li>Подготовка к Евро-2012: Европейский инвестиционный банк поможет Украине</li> <li>Всемирный банк увидел свет в конце украинского туннеля</li> <li>ЕБРР хочет инвестировать в Украину 1 млрд. евро</li> </ul>																																										
	<p>Given that increased prosperity is the ultimate measure of economic performance, InvestUkraine's core goal is to maximize the flow of the type of FDI needed to most positively impact on sustaining increased prosperity for the regions of Ukraine.</p> <p>A key priority for InvestUkraine is to bridge the gaps in the economic disparities between the regions of Ukraine. Consequently, InvestUkraine through strong regional partnerships is committed to accelerating regional development through effective investment promotion and product development.</p>																																												
	<b>Strategic project selection / evaluation criteria:</b> <ul style="list-style-type: none"> <li>Potential to strengthen key Ukrainian value-chains</li> <li>Export potential</li> <li>Value-added potential</li> <li>Employment potential</li> <li>Technology and innovative potential</li> <li>Local input / sourcing potential</li> <li>Local strategic linkages potential</li> <li>Upgrade potential</li> </ul>																																												
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## InvestUkraine – search results

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**Jun. 19, 2009, Kyiv**  
  
**Round Table  
Energy maintenance of enterprises:  
not only gas?**

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Search Keyword:

☒ Any words
☐ All words
☐ Exact phrase

Ordering:

Search Keyword information technolo  
Total 47 results found. Search for [ information technolo ] with

Results 1 - 30 of 47

1. [Round Table Energy maintenance of enterprises: not only gas?](#)  
(События/События - English)  
19.06.2009

2. [Ukraine-Italy within the framework of «FIASPA 2009»](#)  
(Новости/Новости центра - English)  
On May 14-15th in a conference hall of the Ukrainian Chamber of Commerce and Industry the International forum of services and the equipment for city administrations «FIASPA 2009» took place

3. [Baltic Business Forum – 2009](#)  
(События/События - English)  
22.04.2009

4. [Development of Ukrainian-Belgium relations](#)  
(Новости/Новости центра - English)  
Despite decrease in rates of foreign investments inflow in Ukraine, 2009 remains favorable for improvement international economic relations, adoption of foreign investment experience, establishment of

5. [More than 10 billion dollars of FDI were invested in Ukrainian economy in 2008](#)  
(Новости/Новости инвестиций - English)  
In 2008 foreign investors invested 10 billion and 991,1 million dollars of foreign direct investments in the economy of Ukraine, which is by 25,3% more than in 2007, according to the State statistics

6. [Attraction of Japanese investments](#)  
(Новости/Новости инвестиций - English)  
Ukraine is interested in attraction of Japanese investments in energy, transport and agrarian industries.

7. [German company is investing more than 100 million Euros in Ukrainian real estate](#)  
(Новости/Новости инвестиций - English)  
The holding company Schmidt Investors (Germany) is planning to invest more than 100 million Euros in buying objects of real estate in Ukraine.

8. [Cooperation of InvestUkraine with the regions](#)  
(Новости/Новости центра - English)  
On the 27-28th of November 2008, the third seminar, which the Center organizes for specialists on investment attraction of regional and municipal state administrations, took place in the conference

9. [Ukrainian Association of Investor Relations. \(UAIR\) was registered in Kyiv](#)  
(Новости/Новости инвестиций - English)  
The initiators of the creation were managing partners of the companies AvantCapital and Investor Relations Agency. That was reported to the UNIAN by the Association.

10. [Ilya Shevlyak headed the Coordination office on preparation and holding Euro-2012](#)  
(Новости/Евро-2012 - English)  
According to the JeyNews's information got from the department of cooperation with mass media of the secretariat of the Cabinet of Ministers, the Cabinet of Ministers created the Coordination of

Kyiv 18:31:26

INVESTMENT REQUEST  
  
[Investor's Inquiry Form](#)

CALENDAR  
  

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JUNE 2009
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LATEST NEWS  
  

- [Подготовка к Евро-2012: Европейский инвестиционный банк поможет Украине](#)
- [Всемирный банк увидел свет в конце украинского туннеля](#)
- [ЕБРР хочет инвестировать в Украину 1 млрд. евро](#)

LATEST EVENTS  
  

- [Round Table Energy maintenance of enterprises: not only gas?](#)
- [The 4th International Investment Forum \(Termopil\)](#)
- [F.I.A.S.P.A. 2009 – Международный Форум услуг и оборудования для городских администраций](#)

PHOTO OF THE DAY

The director of InvestUkraine Ihor Nikolaiko is making a speech at the investment business-forum "Investments in real estate and construction-2009"

11

3. Take on the role of an investor in the process of considering the Ukraine as an investment destination for a specific project. Your work leads you to the InvestUkraine site where you are evaluating whether or not to engage InvestUkraine.

- Does the site compel you to contact InvestUkraine?

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- Do you understand how the agency can help you?

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- Do you know how to contact or who to turn to for inquiries?

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- What works well and what could cause confusion for users?

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## InvestUkraine Welcoming words from the director

<ul style="list-style-type: none"> <li>Main page</li> <li>Welcoming Words from Director</li> <li>About Ukraine</li> <li>Investment Opportunities</li> <li>About InvestUkraine</li> <li>Publications</li> <li>Partners</li> <li>News</li> <li>Events</li> <li>Press Center</li> <li>Site Map</li> <li>Useful Links</li> <li>Contacts</li> </ul>	Welcome to our new website!		Kyiv 18:05:48																																										
	<b>JOIN EUROPE'S MOST DYNAMIC MARKET!</b>		<b>INVESTMENT REQUEST</b>																																										
	<p>We want you to consider investing in Ukraine, Eastern Europe's largest and fastest-growing market. Whether you wish to establish a production facility, find highly skilled human capital, expand into new markets, or seek new business opportunities, Ukraine is one of Europe's most exciting and promising locations. InvestUkraine is ready to help you start your business and to expedite your path to success.</p> <p><u>My team and I</u> look forward to meeting you in Ukraine.</p> <p>Sincerely,</p> <p>Director</p> <p>InvestUkraine</p>		Investor's Inquiry Form																																										
	<b>CALENDAR</b>		<b>CALENDAR</b>																																										
	<p>&lt;&lt; JUNE 2009 &gt;&gt;</p> <table border="1"> <thead> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> </tr> <tr> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> </tr> <tr> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> </tr> <tr> <td>28</td> <td>29</td> <td>30</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Sun	Mon	Tue	Wed	Thu	Fri	Sat		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					<b>LATEST NEWS</b>
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		<ul style="list-style-type: none"> <li>Подготовка к Евро-2012: Европейский инвестиционный банк поможет Украине</li> </ul>																																											







## About InvestUkraine

<ul style="list-style-type: none"> <li>Main page</li> <li>Welcoming Words from Director</li> <li>About Ukraine</li> <li>Investment Opportunities</li> <li>About InvestUkraine</li> <li>Our Team</li> <li>Membership</li> <li>Investor Testimonials</li> <li>Publications</li> <li>Partners</li> <li>News</li> <li>Events</li> <li>Press Center</li> <li>Site Map</li> <li>Useful Links</li> <li>Contacts</li> </ul>	Welcome to our new website!		Kyiv 18:10:38																																										
	<b>ABOUT INVESTUKRAINE</b>		<b>INVESTMENT REQUEST</b>																																										
	<b>Who We Are</b>		Investor's Inquiry Form																																										
	<p>Founded with the support of the Government of Ukraine (Ukrainian version) in August 2005, InvestUkraine is an independent non-profit investment agency of Ukraine. We are a liaison between the Government and prospective and current investors.</p>		<b>CALENDAR</b>																																										
	<p>We also promote Ukraine as an investment destination worldwide through networking, conferences and events, media relations, Ukraine's diplomatic missions abroad, and creative leadership. InvestUkraine, located in Ukraine's capital Kyiv, features a multilingual staff, and reports to an external Supervisory Board composed of members from the public and private sectors.</p>		<p>&lt;&lt; JUNE 2009 &gt;&gt;</p> <table border="1"> <thead> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> </tr> <tr> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> </tr> <tr> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> </tr> <tr> <td>28</td> <td>29</td> <td>30</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Sun	Mon	Tue	Wed	Thu	Fri	Sat		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
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<b>Our Mission</b>		<b>LATEST NEWS</b>																																											
<p>to help Ukrainian economy become more productive and globally competitive by increasing the inflow of strategic foreign direct investments</p>		<ul style="list-style-type: none"> <li>Подготовка к Евро-2012: Европейский инвестиционный банк поможет Украине</li> <li>Всемирный банк увидел свет в конце украинского тоннеля</li> <li>ЕБРР хочет инвестировать в Украину 1 млрд. евро</li> </ul>																																											
<b>Our services</b>		<b>LATEST EVENTS</b>																																											
<p>InvestUkraine provides professional services to prospective and current investors free of charge.</p>		<ul style="list-style-type: none"> <li>Round Table Energy maintenance of enterprises: not only gas?</li> <li>The 4th International Investment Forum (Ternopil)</li> </ul>																																											
<p>Our team is ready to:</p> <ul style="list-style-type: none"> <li>Provide information about investment opportunities</li> <li>Assist with identifying and locating project sites, vendors, service providers, and other resources</li> <li>Initiate contact with potential investment partners and maintain investment projects database</li> <li>Liaise with government agencies and officials</li> <li>Link investors with regional and local community leaders</li> <li>Bureau of appeals and pre-Court settlement of disputes</li> </ul>																																													
<div> <div> <p><b>Jun. 19, 2009, Kyiv</b></p> <p><b>Round Table</b></p> <p><b>Energy maintenance of enterprises: not only gas?</b></p> </div> <div> <p>About InvestUkraine's Services</p> </div> </div>																																													

<p>Welcoming Words from Director</p> <p>About Ukraine</p> <p>Investment Opportunities</p> <p>About InvestUkraine</p> <p>Our Team</p> <p>Membership</p> <p>Investor Testimonials</p> <p>Publications</p> <p>Partners</p> <p>News</p> <p>Events</p> <p>Press Center</p> <p>Site Map</p> <p>Useful Links</p> <p>Contacts</p>	<h2>OUR TEAM</h2> <h3>MANAGEMENT</h3> <div>  <p><b>NIKOLAIKO Ihor</b> Director</p> <p>+380 44 537 7313 <a href="mailto:inikolaiko@investukraine.org">inikolaiko@investukraine.org</a></p> <p>Director is in charge of the general management of InvestUkraine, coordinates the work of deputies, and manages the work of the legal department.</p> </div> <div>  <p><b>KHOPERSKYY Serhiy</b></p> <p>Deputy Director for investor services and regional cooperation</p> <p>+380 44 537 7318 <a href="mailto:khoperskyy@investukraine.org">khoperskyy@investukraine.org</a></p> <p>Deputy Director manages the work of the Investor Services Department and the Department of Regional Cooperation.</p> </div> <div>  <p><b>HANTSYAK-KASKIV Olena</b></p> <p>Deputy Director for marketing</p> <p>+380 44 537 7318 <a href="mailto:phantsyak-kaskiv@investukraine.org">phantsyak-kaskiv@investukraine.org</a></p> <p>Deputy Director for marketing manages the work of the Marketing Department.</p> </div>
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**Jun. 19, 2009, Kyiv**

**Round Table**  
**Energy maintenance of enterprises:**  
**not only gas?**

## About InvestUkraine – Testimonials

<ul style="list-style-type: none"> <li>Main page</li> <li>Welcoming Words from Director</li> <li>About Ukraine</li> <li>Investment Opportunities</li> <li>About InvestUkraine</li> <li>→ Our Team</li> <li>→ Membership</li> <li>→ Investor Testimonials</li> <li>Publications</li> <li>Partners</li> </ul>	Welcome to our new website!		Kyiv 18:31:31																																										
	<b>INVESTOR TESTIMONIALS</b> <b>PHILIPPE COSTEMALE SPEAKING FAVORABLY OF THE UKRAINIAN EXPERIENCE</b>		<b>INVESTMENT REQUEST</b> <a href="#">Investor's Inquiry Form</a>																																										
		<p>"We strongly believe that this region [Zakarpatska oblast] can become a kind of Silicon Valley of electronic manufacturing in Europe. It could be the powerhouse of electronic manufacturing serving the European market. All the investors are monitoring our experience in this country."</p> <p>—Philippe Costemale, General Director of Jabil Circuit Ukraine</p> <p>BBC News</p>	<b>CALENDAR</b> << JUNE 2009 >> <table border="1"> <thead> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> </tr> <tr> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> </tr> <tr> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> </tr> <tr> <td>28</td> <td>29</td> <td>30</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Sun	Mon	Tue	Wed	Thu	Fri	Sat		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
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Companies like Jabil are bringing hi-tech jobs to the region																																													

## InvestUkraine Contact Us

<ul style="list-style-type: none"> <li>Main page</li> <li>Welcoming Words from Director</li> <li>About Ukraine</li> <li>Investment Opportunities</li> <li>About InvestUkraine</li> <li>Publications</li> <li>Partners</li> <li>News</li> </ul>	Welcome to our new website!	
	<b>INVESTUKRAINE'S NEW OFFICE</b>	
		<b>WELCOME!</b> InvestUkraine (Ukrainian Center for Foreign Investment Promotion) 36, Rayevskoho Str. Kyiv 01042 Ukraine Tel: +380 44 537 7313 Fax: + 380 44 537 7311 email: <a href="mailto:info@investukraine.org">info@investukraine.org</a> website: <a href="http://www.investukraine.org">www.investukraine.org</a>

## Potential Investor Inquiry Form

F-mail:	<a href="mailto:info@investukraine.org">info@investukraine.org</a>
E-mail:	<a href="mailto:dkryshenko@investukraine.org">dkryshenko@investukraine.org</a>
Web:	<a href="http://www.investukraine.org">www.investukraine.org</a>
<b>General Info</b>	
Parent company and country of origin (if not confidential)	
Industry	
Short description of the company product(s)	
Short description of the project planned to be located in Ukraine	
Export Orientation (% of the product export expected)	
Is it a new investment in Ukraine? (if not, please indicate it is an expansion or co-location)	
Amount planned to be invested, Euro (range approximation)	
<b>Investment location criteria</b>	
Size of site needed	
Greenfield/ Brownfield Preference	
Preferred region (Names of the Regions considered, or East/ West/ South/ North, or Proximity to Capital/ Large Cities, or other characteristics)	
Infrastructure on (near) site needed (e.g. major transportation routes/ highways/ railways, natural gas pipelines, powerlines, etc. Please, list all the infrastructure needed)	
Target number of employees	
Workers/ labor qualification needed (please, indicate special qualification criteria when/if needed)	
<b>Additional Info</b>	
How did you get information about InvestUkraine?	
Preferred Language of Communication with IU contacts (only English and German are the options at this point)	
Legal form of a future Ukrainian entity LLC/ JSC/ Other (if decided)	
Partners in Ukraine (if any, if not confidential)	
Additional comments (if any)	
<b>Contacts</b>	
Contact person	
Position of the contact person	
Telephone	
Fax	
E-mail	
Web-site	
<b>Date of Inquiry</b>	

ntial Investor

Inquiry Form

4. Please find below a series of screen shots of searches conducted using Google. Take a moment to look at the search results, search terms and related pages...

- What does InvestUkraine do well here?

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- What could they improve?

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The screenshot shows a Google search interface with the query 'investment ukraine'. The search bar includes a 'Search' button and links to 'Advanced Search' and 'Preferences'. Below the search bar, the results are displayed. On the left, there are several search results, each with a title, a brief description, and a URL. The first result is 'InvestUkraine - REASONS TO INVEST IN UKRAINE:' with a description about promoting Ukraine as an investment destination. The second result is 'Ukraine Gateway' with a description about restrictions on investment. The third result is 'Ukraine: Employment, Business, and Investment Opportunities' with a description about services for those interested in working or investing. The fourth result is a PDF document titled 'Corruption in Ukraine-Final.indd' with a description about the challenges posed by corruption. On the right side of the search results, there is a 'Sponsored Links' section with a link to 'Investor Wants Projects' and a description about an investor looking for projects.

Google investment ukraine Search Advanced Search Preferences

Web Show options... Results 1 - 10 of about 1,640,000 for investment ukraine

**InvestUkraine - REASONS TO INVEST IN UKRAINE:**  
We also promote **Ukraine** as an **investment** destination worldwide through networking, conferences and events, media relations, **Ukraine's** diplomatic missions ...  
[About InvestUkraine](#) - [Investment Opportunities](#) - [News](#) - [Events](#)  
[www.investukraine.org/](#) - 19k - [Cached](#) - [Similar pages](#)

**Ukraine Gateway**  
Virtually no restrictions are made on the form of the contemplated **investment** in **Ukraine**. Capital contributions can be made in cash or in kind (either ...  
[www.ukraine-gateway.org.ua/gateway/gateway.nsf/webcontent/05000000](#) - 25k - [Cached](#) - [Similar pages](#)

**Ukraine: Employment, Business, and Investment Opportunities**  
Contains useful information and services for those interested in working, doing business, and investing in **Ukraine**. Services include an internship program, ...  
[www.tryukraine.com/work.shtml](#) - 40k - [Cached](#) - [Similar pages](#)

**Corruption in Ukraine-Final.indd**  
File Format: PDF/Adobe Acrobat - [View as HTML](#)  
**Investment** in **Ukraine**. Rationale for this Report. The challenges posed by corruption are by no means unique to **Ukraine**. Corruption is a phenomenon ...  
[www.acus.org/docs/071016\\_Corruption,%20Democracy,%20and%20Investment%20in%](#)

Sponsored Links  
[Investor Wants Projects](#)  
Investor is looking for projects.  
Learn more.  
[InvestorsWishList.com?Investors](#)

Google   [Advanced Search](#) [Preferences](#)

Web [Show options...](#) Results 1 - 10 of about 15,800,000 for **agriculture+ukraine**.

**Ukraine: An Agricultural Overview**  
 16 Dec 2004 ... Ukraine agriculture has been evolving since it achieved independence in 1991, following the breakup of the Soviet Union. ...  
[www.fas.usda.gov/pecad/highlights/2004/12/Ukraine%20Ag%20Overview/index.htm](http://www.fas.usda.gov/pecad/highlights/2004/12/Ukraine%20Ag%20Overview/index.htm) - 27k - [Cached](#) - [Similar pages](#)

**National agricultural university of Ukraine**  
 On March 11, 2009 (building #12, room 400) the educational workshop «Problems and perspectives of agricultural sector in Ukraine» was held. ...  
[eng.nauu.kiev.ua/](http://eng.nauu.kiev.ua/) - 38k - [Cached](#) - [Similar pages](#)

**Ukraine Agriculture. Information about Agriculture in Ukraine**  
 A new policy and direction for Ukraine's agricultural sector is necessary. Agriculture poses the greatest challenge to the survival of Ukraine's political ...  
[www.nationsencyclopedia.com/economies/Europe/Ukraine-AGRICULTURE.html](http://www.nationsencyclopedia.com/economies/Europe/Ukraine-AGRICULTURE.html) - 5k - [Cached](#) - [Similar pages](#)

**Agriculture - Ukraine**  
 Ukraine's famous humus-rich black soil accounts for one-third of the world's black soil and holds great potential for agricultural production. ...  
[www.nationsencyclopedia.com/Europe/Ukraine-AGRICULTURE.html](http://www.nationsencyclopedia.com/Europe/Ukraine-AGRICULTURE.html) - 13k - [Cached](#) - [Similar pages](#)

**Sponsored Links**

**Zimbabwean Agriculture**  
 Zimbabwean farmers need your aid  
 Find out how you can help here!  
[www.Zawt.org](http://www.Zawt.org)

**Odessa Ukraine Apartments**  
 All Central - Free Airport Pickup  
 Avoid Expensive Odessa Hotels  
[www.OdessaApts.com](http://www.OdessaApts.com)

**Russian Agriculture**  
 Ag markets, production, farmland  
 Information, research & consulting  
[www.sovecon.ru](http://www.sovecon.ru)

Google   [Advanced Search](#) [Preferences](#)

Web [Show options...](#) Results 1 - 10 of about 49,400,000 for **technology+ukraine**.

**Category:Science and technology in Ukraine - Wikipedia, the free ...**  
 The main article for this category is Science and technology in Ukraine. Sister project - Wikimedia Commons has media related to: Science and technology in ...  
[en.wikipedia.org/wiki/Category:Science\\_and\\_technology\\_in\\_Ukraine](http://en.wikipedia.org/wiki/Category:Science_and_technology_in_Ukraine) - 28k - [Cached](#) - [Similar pages](#)

**Ukraine Technology News - Media Monitoring Service by EIN News**  
 20 May 2009 ... Ukraine Technology News. Service for global professionals. Constantly updated news and information about Ukraine.  
[www.einnews.com/ukraine/newsfeed-ukraine-technology](http://www.einnews.com/ukraine/newsfeed-ukraine-technology) - 91k - [Cached](#) - [Similar pages](#)

**Technology - Ukraine - Latest Press Releases [Page1]**  
 Technology - Ukraine - Latest Breaking News/Press Releases - [Page1]  
[www.prlog.org/cat-technology/ua/](http://www.prlog.org/cat-technology/ua/) - 21k - [Cached](#) - [Similar pages](#)

**Technology Industry: Ukraine Reports Search - Snapdata®**  
 Ukraine Reports Search. Technology Market Industry Data. Reports are designed to support your analysis of market potential for new business. ...  
[www.snapdata.com/index.php?module=country&industry=20&country=ua](http://www.snapdata.com/index.php?module=country&industry=20&country=ua) - 37k - [Cached](#) - [Similar pages](#)

**Sponsored Links**

**Odessa Ukraine Apartments**  
 All Central - Free Airport Pickup  
 Avoid Expensive Odessa Hotels  
[www.OdessaApts.com](http://www.OdessaApts.com)

Google   [Advanced Search](#) [Preferences](#)

Web [Show options...](#) Results 1 - 10 of about 679,000 for **how to invest in ukraine**.

**InvestUkraine - REASONS TO INVEST IN UKRAINE:**  
 Joomla - the dynamic portal engine and content management system.  
[www.investukraine.org/](http://www.investukraine.org/) - 19k - [Cached](#) - [Similar pages](#)

**Six Ways to Invest in the Ukraine -- Seeking Alpha**  
 Mobile TeleSystems (MBT) provides cellular telecommunications services in Russia, Ukraine, Uzbekistan, and Turkmenistan. ...  
[seekingalpha.com/article/54295-six-ways-to-invest-in-the-ukraine](http://seekingalpha.com/article/54295-six-ways-to-invest-in-the-ukraine) - 60k - [Cached](#) - [Similar pages](#)

**Invest in Ukraine | Investment opportunities in Ukraine ...**  
 Investing in Ukraine into growing business sectors. Investment opportunities in Ukrainian banking, agriculture, real estate, tv & media and more.  
[www.investukraine.net/](http://www.investukraine.net/) - 17k - [Cached](#) - [Similar pages](#)

**The crisis is a good time to invest into Ukraine / M&A - Ukrainian ...**  
 Dear Sirs, the following information give you some answers why the crisis is a good time to invest into Ukraine. Why? Please see my commentaries below.  
[blogs.wallstreet-online.de/692-ukrainian-equities-and-fixed-income.../4332-the-crisis-is-a-good-time-to-invest-into-ukraine-m-a.html](http://blogs.wallstreet-online.de/692-ukrainian-equities-and-fixed-income.../4332-the-crisis-is-a-good-time-to-invest-into-ukraine-m-a.html) - [Similar pages](#)

**Sponsored Links**

**High Interest Savings**  
 With Barclays International  
 Get 0.6% AER (0.6% Gross) p.a.  
[www.secure.barclays.co.uk/hisa/](http://www.secure.barclays.co.uk/hisa/)

**Odessa Ukraine Apartments**  
 All Central - Free Airport Pickup  
 Avoid Expensive Odessa Hotels  
[www.OdessaApts.com](http://www.OdessaApts.com)

**Investor Wants Projects**  
 Investor is looking for projects.  
 Learn more.  
[InvestorsWishList.com?Investors](http://InvestorsWishList.com?Investors)

**Flights to Ukraine**  
 Cheap Air Travel Flights  
 from Thailand Worldwide!  
[www.FlightsFromThailand.net](http://www.FlightsFromThailand.net)



## InvestUkraine homepage:

search...



InvestUkraine

UKRAINIAN CENTER FOR FOREIGN INVESTMENT PROMOTION

RU

UA

INVEST IN EASTERN EUROPE'S GREATEST MARKET!

% currencies

weather

Main page

Welcoming Words from Director

About Ukraine

Investment Opportunities

About InvestUkraine

Publications

Partners

News

Events

Press Center

Site Map

Useful Links

Contacts

Jun. 19, 2009, Kyiv

Round Table

Energy maintenance of enterprises: not only gas?



Welcome to our new website!

REASONS TO INVEST IN UKRAINE:

UKRAINE'S COMPETITIVE ADVANTAGES



- 47 million consumers – the greatest market in Eastern Europe
- Highly competitive, well-educated, skilled workforce
- Strategic location at the crossroads of East-West and North-South trade routes



- Ideal platform for manufacturing and exporting both to Russia and to the EU
- Extensive transport infrastructure with railroad system, Black Sea ports, and PanEuropean Transport Corridor roadways
- Dynamic economic growth in the past five years—one of the highest in Europe



- Developed value-added industries with strong technical capabilities
- Concentration of specialized knowledge, network of universities and scientific research centers
- Many investor success stories including such companies as Kraft Foods, Coca-Cola, Hewlett Packard, Cargill, KnauT, Yazaki, McDonalds and Raiffeisen Bank

ABOUT INVESTUKRAINE

- InvestUkraine is a "one-stop shop" state budget investment promotion agency of Ukraine.
- We are an independent non-profit organization, a liaison between the Government and prospective and current investors.
- We also promote Ukraine as an investment destination worldwide through networking, conferences and events, media relations, Ukraine's diplomatic missions abroad, and creative leadership.
- InvestUkraine, located in Ukraine's capital Kyiv, features a multilingual staff, and reports to an external Supervisory Board composed of members from the public and private sectors.
- Our Mission is to help Ukrainian economy become more productive and globally competitive by increasing the inflow of strategic foreign direct investments.

[More about InvestUkraine](#)

Kyiv 17:00:06

INVESTMENT REQUEST


[Investor's Inquiry Form](#)

CALENDAR

<< JUNE 2009 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

LATEST NEWS

- Подготовка к Евро-2012: Европейский инвестиционный банк поможет Украине
- Всемирный банк увидел свет в конце украинского туннеля
- ЕБРР хочет инвестировать в Украину 1 млрд. евро

LATEST EVENTS

- Round Table Energy maintenance of enterprises: not only gas?
- The 4th International Investment Forum (Ternopil)
- F.I.A.S.P.A. 2009 – Международный Форум услуг и оборудования для городских администраций

PHOTO OF THE DAY



The director of InvestUkraine Ihor Nikolaiko is making a speech at the investment business-forum "Investments in real estate and construction-2009"

19

**Day 2: Thursday, June 4, 2009**

**Module 2: Online Promotion: Effectively  
Using the Web for Investment Promotion**

**13:30-14:15**

**Invest Korea "Using the Web  
for Effective Investment Promotion"**

*Eun Heu Kim, Assistant Manager,  
Korea Trade-Investment Promotion Agency*



# Invest KOREA's Online Goals & Strategic Use of the Website

June 4, 2009  
Bangkok, Thailand

# Contents

## 01\_ Introduction

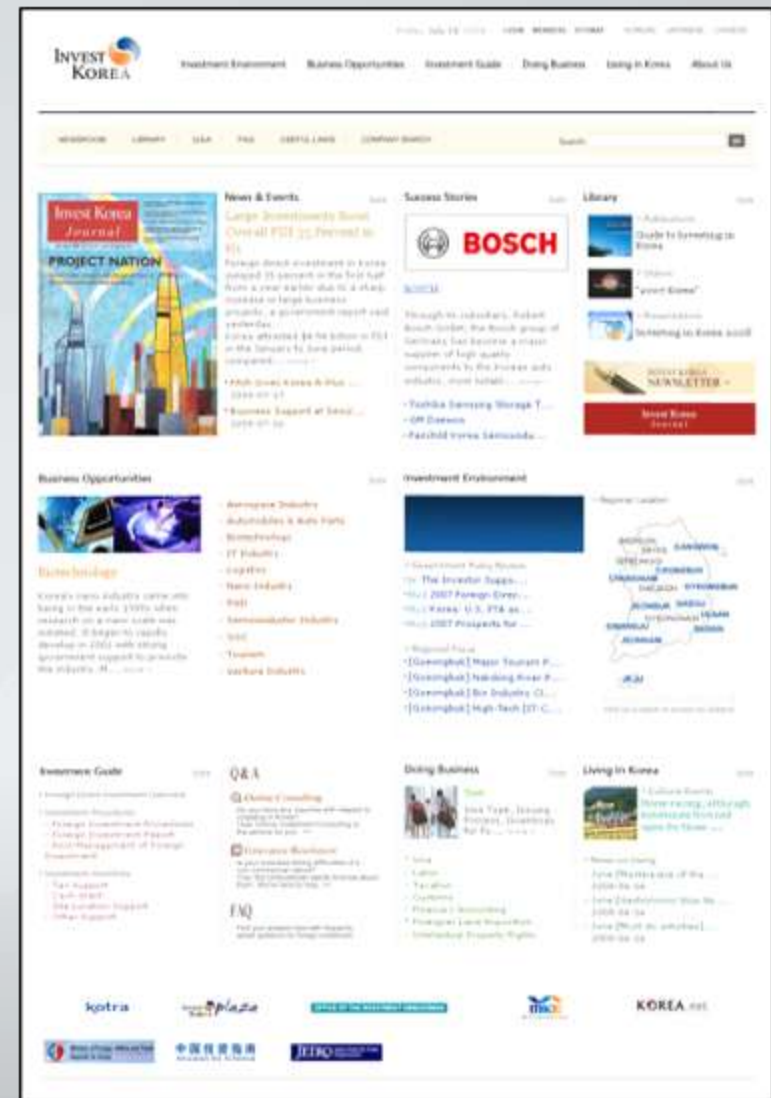
## 02\_ Invest KOREA's Goals

- a) Online support throughout the investment process
- b) Online interaction
- c) Online positioning

## 03\_ Conclusion

# 1. Introduction

- Launched: July 1999
  - URL: [www.investkorea.org](http://www.investkorea.org)
  - KISC (Korea Investment Service Center) → Invest KOREA (2003)
  - Languages: Korean, English, Japanese, Chinese
- 
- Total page views: 667,562
  - Visits: 162,889
  - Avg. time on site: 3 min. 57 sec.
  - New visits: 62.46%
  - Repeat visits: 37.45%
  - Registered members: 1,054 (Q&A)
  - Bounce rate: 48.98%
  - Visitor countries: 178
- (S. Korea > Japan > U.S.A. > China)
- Source: Google Analytics (May 10, 2008-May 10, 2009)



# 1.1 The Tools We Use



- 1) Using the visitor analysis, the most viewed contents were selected to be placed on the main page of the Web site (Ex: Investment Guide, FDI Procedures, Doing Business)
- 2) Using the traffic source, the agency carried out an advertisement strategy utilizing search engines
  - Direct traffic (51.88%), Referring sites (34.31%), Search engines (13.81%)



### Online support throughout the investment process

- ☞ Detailed and comprehensive information detailing the entire investment decision-making process

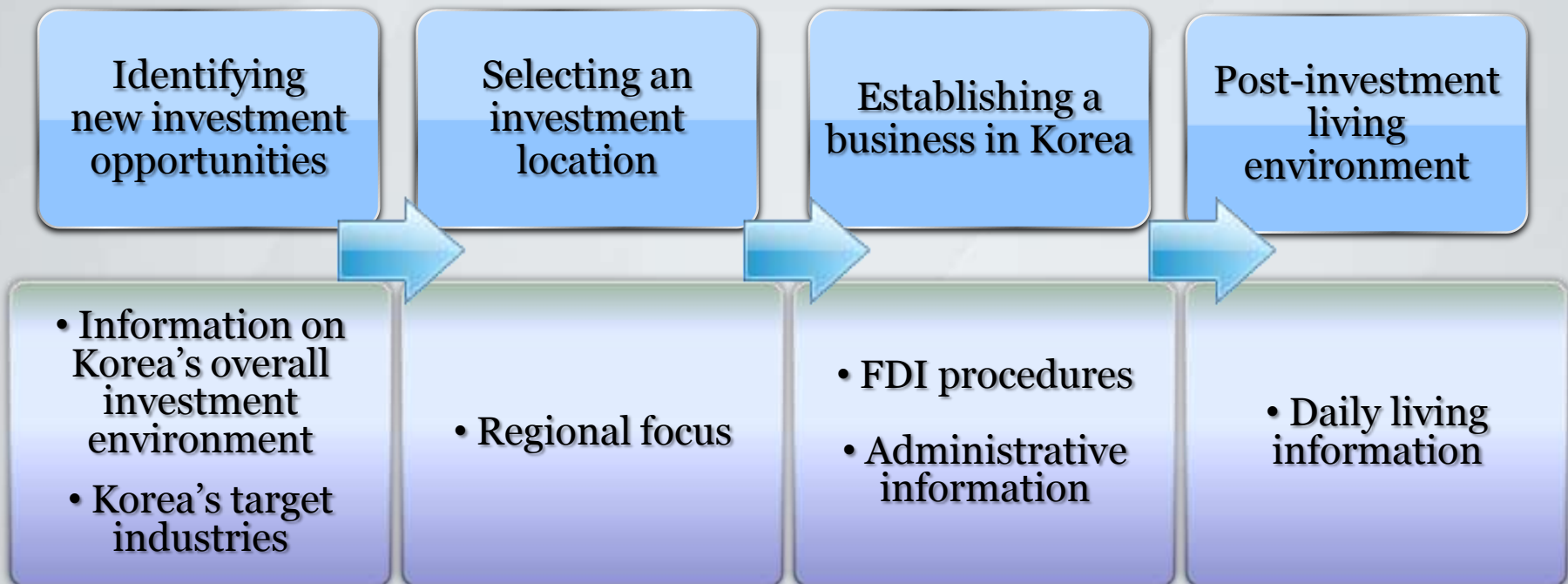
### Online interaction

- ☞ On-line consultation and grievance resolution

### Online positioning among competing FDI destinations

- ☞ Google keyword advertising, Web site banner exchanges

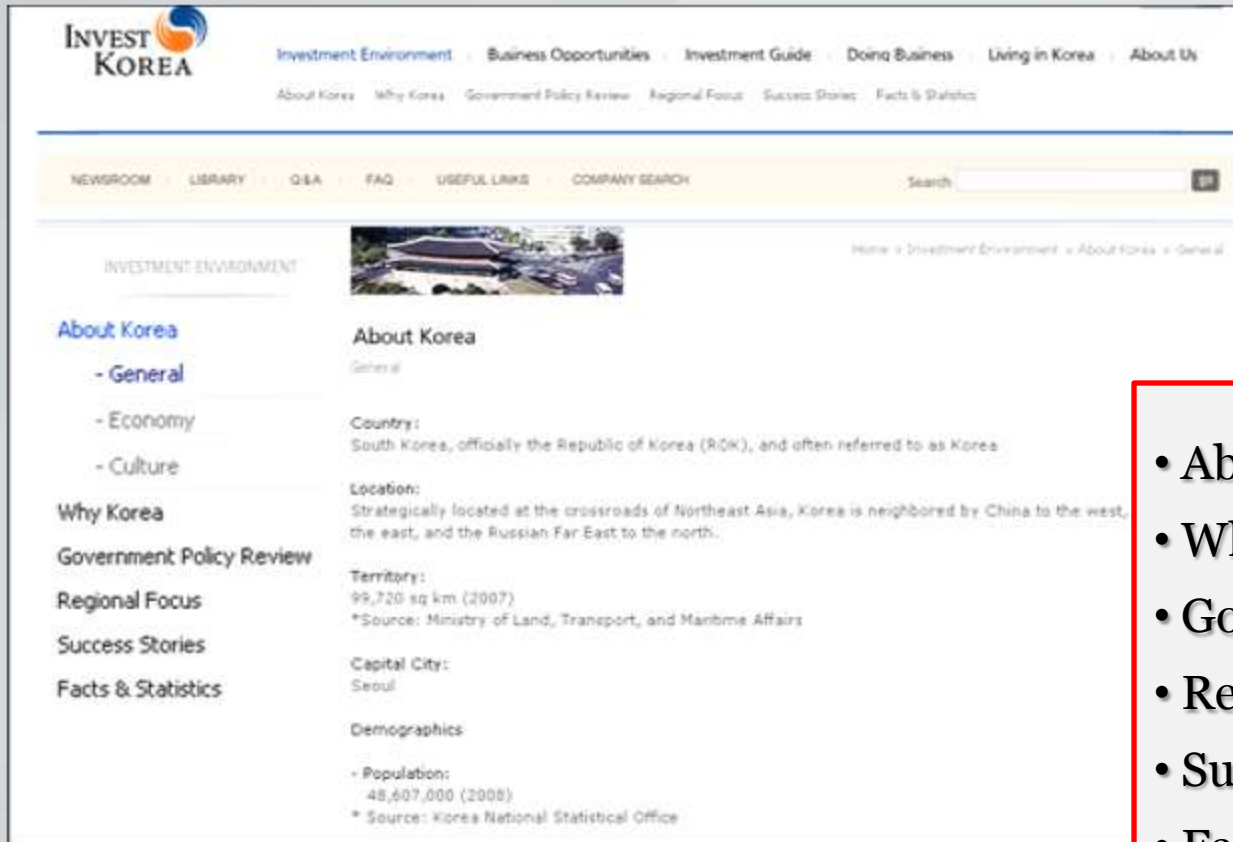
**Menu selections follow each step of the investment process for the benefit of foreign companies**



**Up-to-date news on the Korean economy and Korea's investment environment**



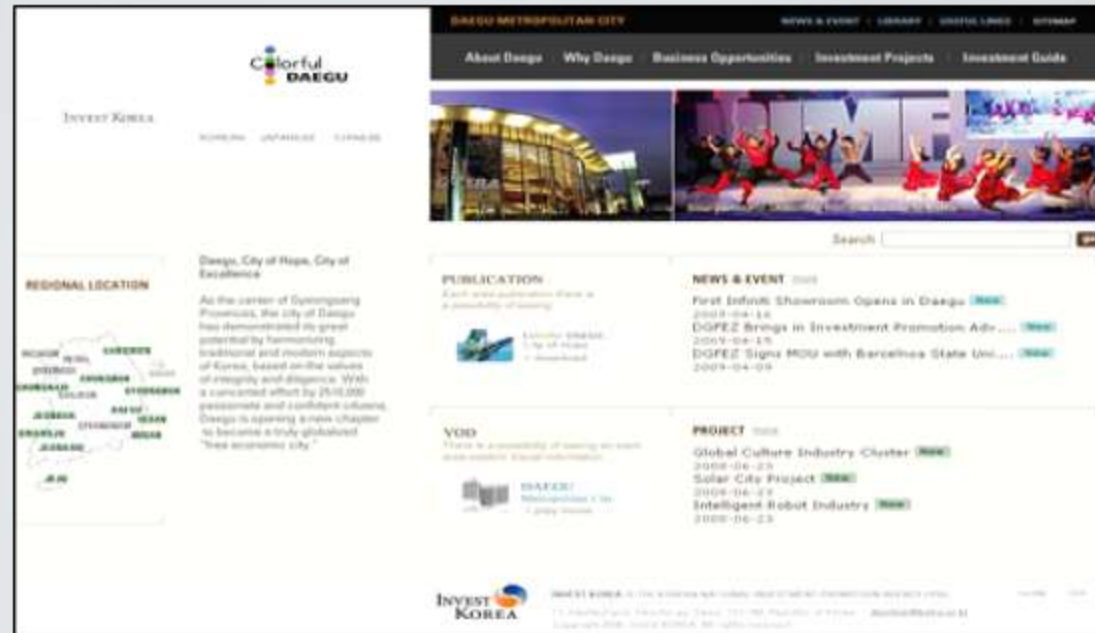
# Information on Korea's Investment Environment



- About Korea
- Why Korea
- Government Policy Review
- Regional Focus
- Success Stories
- Facts & Statistics

# Information on Investment Projects in Korea

## Regional Focus



- Information on Korea's 16 provinces and cities (via links to their Web sites)
- Invest KOREA supports the Web sites of 11 provinces and cities (business opportunities, investment projects, investment guides by region)

☞ **Effects:** Provision of individual regions' investment related information through one channel

### Creating New Business Opportunities



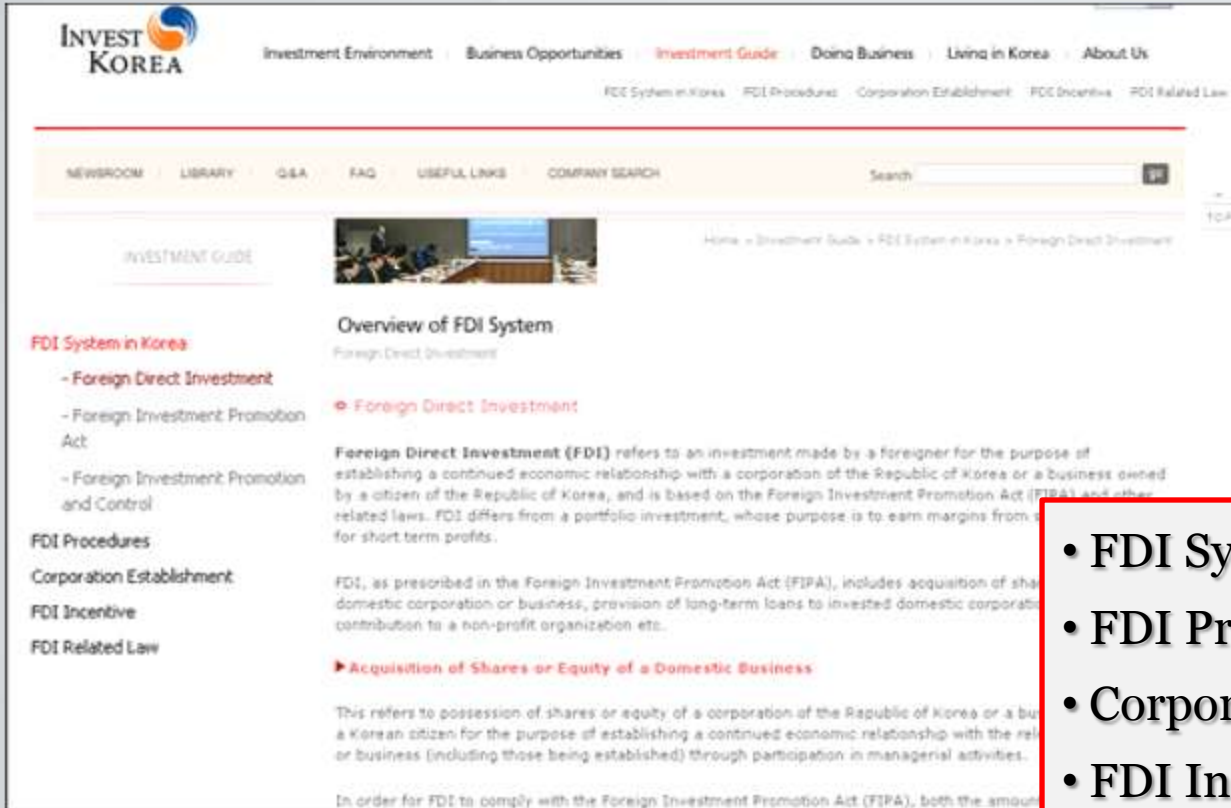
The screenshot shows the Invest Korea website with the following structure:

- Header:** INVEST KOREA logo, navigation links: Investment Environment, Business Opportunities (highlighted), Investment Guide, Doing Business, Living in Korea, About Us.
- Sub-Header:** NEWSROOM, LIBRARY, Q&A, FAQ, USEFUL LINKS, COMPANY SEARCH, Search bar.
- Main Content:**
  - BUSINESS OPPORTUNITIES** (left sidebar):
    - Semiconductor (highlighted)
      - Overview
      - Prime Features
      - Competitive Status
      - FDI System and Policy
      - Promising Investment Sites
      - Case Study of FDI in Korea
    - Display
    - Auto Parts
    - Information and Communications
    - Pharmaceutical/BT
    - Machinery
    - Parts and Materials
    - Aerospace
    - Tourism and Leisure
  - Semiconductor Overview** (main content):
    - Korea's Semiconductor Industry**
    - Market Share in the Global Market**
    - |            |       | 2003 | 2004 | 2005 | 2006 |
|------------|-------|------|------|------|------|
| Non-Memory | Korea | 1.6  | 2.2  | 2.2  | 2.2  |
|            | U.S.  | 54.2 | 54.3 | 55.1 | 55.1 |
|            | Japan | 28.5 | 27.1 | 25.9 | 25.9 |
| DRAM       | Korea | 43.8 | 47.1 | 48.1 | 48.1 |
|            | U.S.  | 19.4 | 16.3 | 16.1 | 16.1 |
|            | Japan | 6.1  | 6.9  | 6.2  | 6.2  |
| NAND Flash | Korea | 48.5 | 56.5 | 63.0 | 63.0 |
|            | U.S.  | 12.4 | 10.9 | 10.0 | 10.0 |
|            | Japan | 37.8 | 29.7 | 22.3 | 22.3 |
| Total      | Korea | 7.9  | 9.9  | 10.6 | 10.6 |
|            | U.S.  | 49.1 | 47.8 | 48.4 | 48.4 |

- Semiconductors
- Displays
- Auto parts
- Information & Communications
- Pharmaceutical/BT
- Machinery
- Aerospace
- Tourism and Leisure
- Fine chemicals

+ FDI System and Policy  
+ Case Study of FDI in Korea by industry

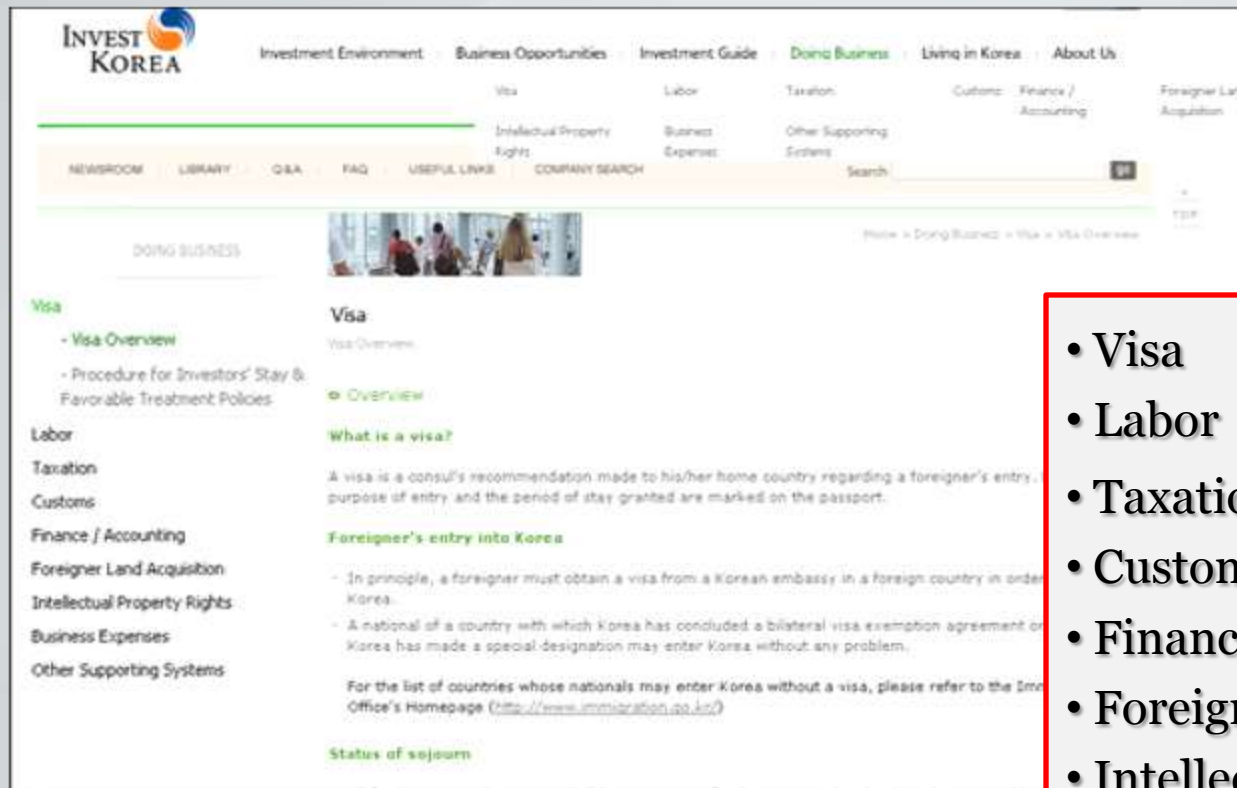
# Understanding Korea's FDI System



The screenshot displays the Invest Korea website's 'FDI System in Korea' page. The header includes the Invest Korea logo and navigation links: Investment Environment, Business Opportunities, Investment Guide (highlighted), Doing Business, Living in Korea, and About Us. Below the header, there are links for FDI System in Korea, FDI Procedures, Corporation Establishment, FDI Incentives, and FDI Related Law. A secondary navigation bar contains links for NEWSROOM, LIBRARY, Q&A, FAQ, USEFUL LINKS, and COMPANY SEARCH, along with a search bar. The main content area features a breadcrumb trail: Home > Investment Guide > FDI System in Korea > Foreign Direct Investment. The page title is 'Overview of FDI System'. A sidebar on the left lists navigation options: FDI System in Korea (selected), FDI Procedures, Corporation Establishment, FDI Incentive, and FDI Related Law. The main text defines Foreign Direct Investment (FDI) as an investment made by a foreigner for the purpose of establishing a continued economic relationship with a corporation of the Republic of Korea or a business owned by a citizen of the Republic of Korea, based on the Foreign Investment Promotion Act (FIPA) and other related laws. It also mentions that FDI differs from a portfolio investment, whose purpose is to earn margins from short-term profits. A section titled 'Acquisition of Shares or Equity of a Domestic Business' explains that this refers to possession of shares or equity of a corporation of the Republic of Korea or a business for the purpose of establishing a continued economic relationship with the Republic of Korea or business (including those being established) through participation in managerial activities. It concludes by stating that in order for FDI to comply with the Foreign Investment Promotion Act (FIPA), both the amount and the purpose of the investment must be approved by the relevant authorities.

- FDI System in Korea
- FDI Procedures
- Corporation Establishment
- FDI Incentives
- FDI Related Laws

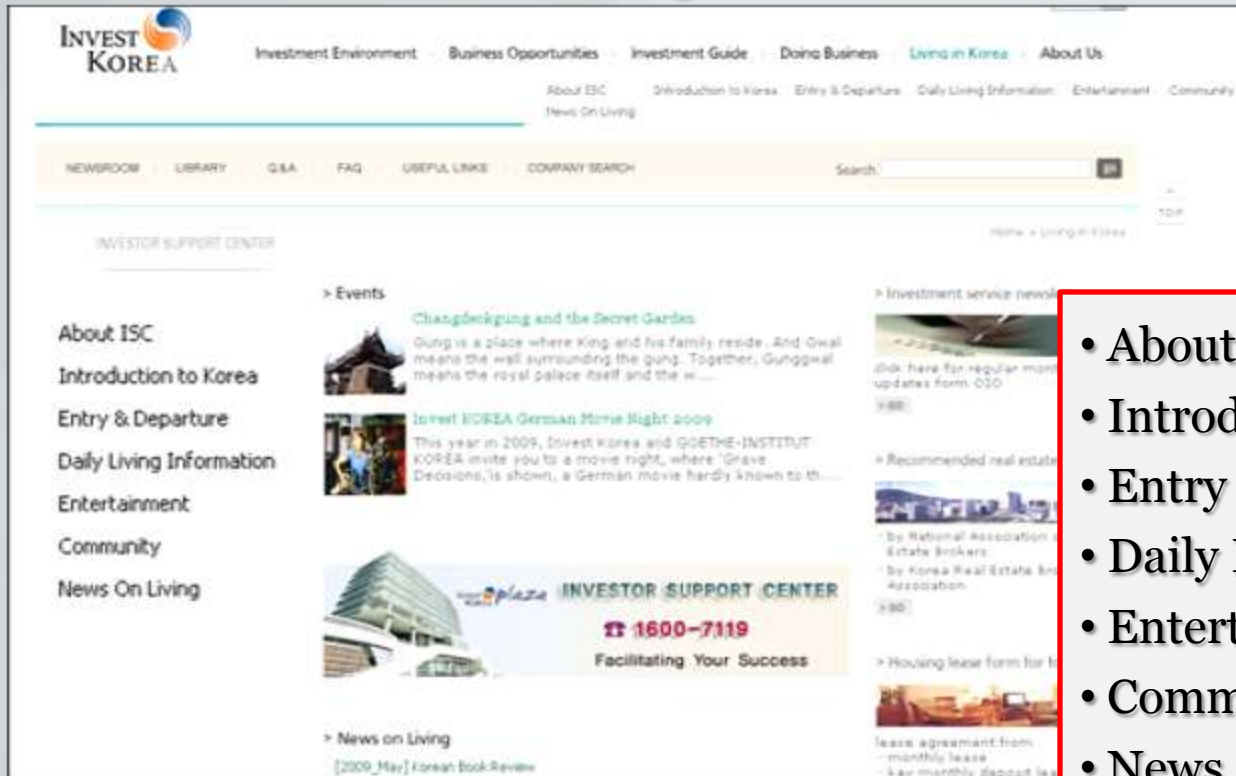
### Investment-related Procedures



- Visa
- Labor
- Taxation
- Customs
- Finance/Accounting
- Foreigner Land Acquisition
- Intellectual Property Rights
- Business Expenses
- Other Supporting Systems



### Post-investment Living Environment



- About ISC (Investor Support Center)
- Introduction to Korea
- Entry & Departure
- Daily Living Information
- Entertainment
- Community
- News on Living

+ Up-to-date news on events and festivals in Korea, restaurants, cultural heritage sites and sites of interest, Korean film review

### Issues at Hand:

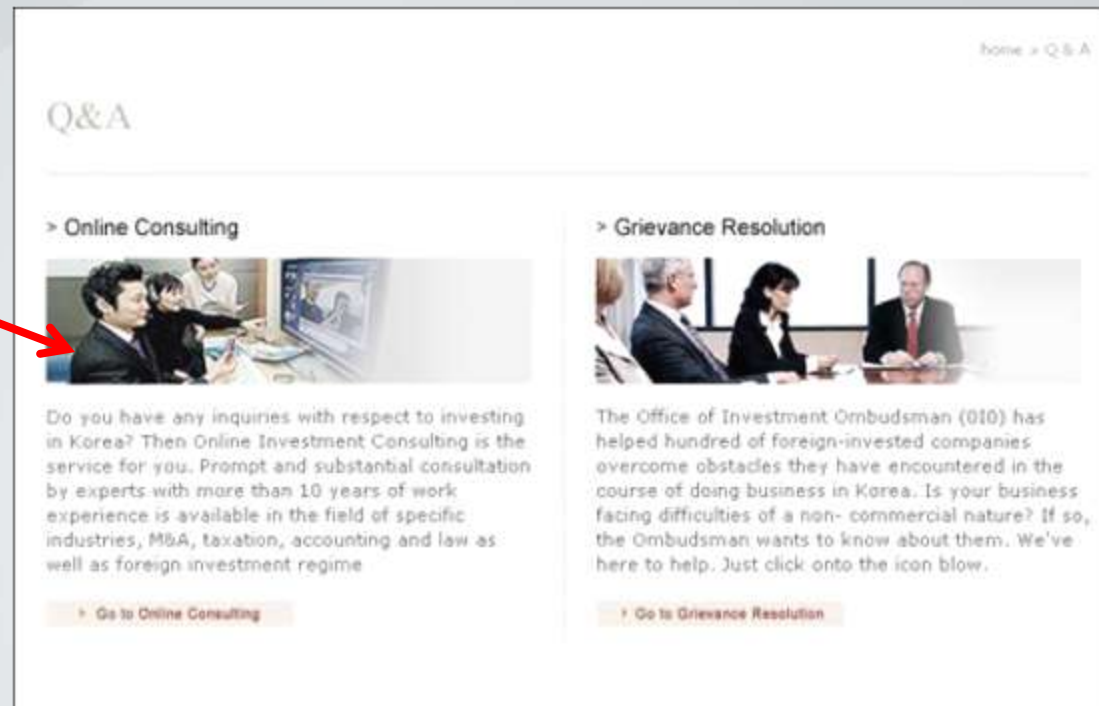
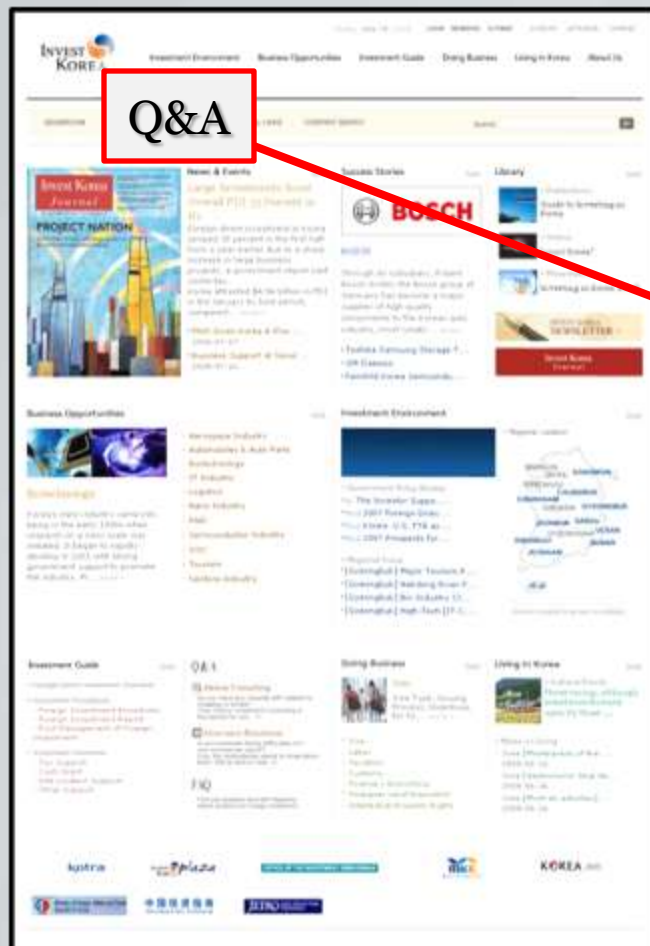
- Weak Information Design

*“Too much information and difficulty regarding how and where to find it”*
- Poor readability

*“No emphasis on important information, blurred text and images”*
- Not User-Friendly

*“Difficult to download large-size documents/files”*

## 2.2 Tools for Online Interaction



**Online Consulting:** Accounting, SOC, Legal, Labor, Tax, Banking & Finance, Stock & Real Estate, FDI procedures, Research & Development, Legislation & Disputes, Industrial complexes, Immigration, Customs clearance, Environment

**Grievance Resolution** → Link to the Investment Ombudsman Web site



### Issues at Hand:

- Lack of user-friendly instructions  
*“Difficult to access because of too much information”*
- Availability and contactability of relevant project managers still need to be ameliorated  
*“Contacting a knowledgeable project manager remains a challenge”*

## 2.1 Online Support throughout the Investment Process



INVEST KOREA

INVESTMENT ENVIRONMENT · BUSINESS OPPORTUNITIES · INVESTMENT GUIDE · DOING BUSINESS · LIVING IN KOREA · ABOUT US

Thursday, February 19, 2009 · LOGIN · MEMBERS · SITEMAP · KOREAN · JAPANESE · CHINESE

NEWSROOM · LIBRARY · OGA · FAQ · USEFUL LINKS · COMPANY SEARCH · SEARCH [ ] GO



one step is All You Need  
INVESTKOREA

FOREX RATES

기준환	달러	엔화
1USD	1450.33	1500.31
1EUR	1600.27	1627.35
100Y	1600.27	1627.35
1CNY	197.24	175.13

SUCCESS STORIES



NOVARTIS

Novartis Korea Ltd.  
Novartis Korea has evolved considerably since predecessor ... more

Invest Korea Journal

The Korean economy, culture, and success stories of foreign company CEOs

GO TO JOURNAL

INVESTOR SUPPORT CENTER

Facilitating Your Success

1600-7119

NEWS & EVENTS



Retail Sales Figures for January 2009  
\* Released by the Distribution and Logistics Division \* Attached document

- Retail Sales Figures for January 2009 09/02/23
- Korea to Build World's First Robot Theme Park 09/02/23
- Foreign Investors to Enjoy More Convenient Travel 09/02/23

INVESTMENT GUIDE ?

ANY QUESTION ?

- FDI System in Korea
- FDI Procedures
- Corporation Establishment
- FDI Incentive
- FDI Related Law

ASK FOR MORE ONLINE CONSULTING!!



TOP EXPERTS WITH EXCELLENT COMPETENCE AND AMPLE EXPERIENCES

- GO TO ONLINE CONSULTING
- GO TO GRIEVANCE RESOLUTION

REGIONAL LINK

Click on each province for detailed web pages



제주도 바로가기 · 경상남도 바로가기 · 경상북도 바로가기 · 충청남도 바로가기 · 충청북도 바로가기 · 충청권 바로가기 · 서울특별시 바로가기 · 경기도 바로가기 · 강원도 바로가기 · 충청권 바로가기 · 경상권 바로가기 · 수도권 바로가기 · 전국 바로가기

REGIONAL FOCUS



[Chungnam] Gongju "Culture Site" Development Project

As part of Comprehensive Development Plan for Baekje Heritage Site ... more

[Chungbuk] "China World" ...

[Chungnam] Gongju "Culture" ...

[Chungbuk] Ochang IT Complex

[Chungbuk] Osong Bio Techno ...

FAKELY SITE

korfa

Invest Plaza

OMBUDSMAN

INKE

KOREA.net

한국투자정보

INVEST KOREA

13, Heolleung-ro, Seodong-gu, Seoul, 137-749, Republic of Korea · [jkonline@kotra.or.kr](mailto:jkonline@kotra.or.kr)  
(Foreign Address: 340-9, Vinsong-dong, Seodong-gu, Seoul, 137-749, Republic of Korea)  
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Privacy Statement · Copyright Protection

## 2.3 Online Positioning among Competing FDI Destinations

### 1) Google Keyword Advertisement

- Purpose: Raise the brand awareness of Invest KOREA
- Project duration: Aug. 1-Dec. 31, 2008 (5 months)
- Selected keywords:
  - 1<sup>st</sup>: Invest, investment, Korea, South Korea
  - 2<sup>nd</sup>: Business opportunities, investment guide, living in Korea
  - 3<sup>rd</sup>: FDI incentives, visa
  - 4<sup>th</sup>: Name of region in Korea (Busan, Busan Metropolitan City, etc.)

### 2) Web site banner exchange with relevant agencies (chambers of commerce, etc.)



As UNCTAD has predicted a 21% decrease in global cross-border FDI for 2009, it is necessary to:

- ✓ **Enhance the promotional effectiveness of the IPA's website**  
“From investment process support to active investment attraction”
- ✓ **Make continuous efforts to understand potential investors' needs and reflect them online.**  
“Done through a questionnaire completed by potential investors  
(Investment Promotion Booths 2008, Foreign Investment Forum March 2009)”
- ✓ **Adapt to the fast changing trends of the Internet** by making full use of Web site analysis tools like “Google Analytics”

**Day 2: Thursday, June 4, 2009**

**Module 2: Online Promotion: Effectively  
Using the Web for Investment Promotion**

**14:15-15:00**

**Magnifying your reach and impact  
with partners: MIGA tools**

*Roxanna Faily/Thomas Tichar*

A faint, stylized globe graphic is visible in the background of the blue banner, showing latitude and longitude lines.

# **MAGNIFYING YOUR REACH AND IMPACT THROUGH PARTNERS: MIGA TOOLS**

**BANGKOK, THAILAND  
JUNE 2009**



# Background - MIGA

- Created in 1988 with a mandate to promote foreign investments into developing countries by providing:
  - Non-commercial risk insurance for investors and lenders
  - Technical assistance to help countries attract and retain FDI (since 2006 part of FIAS)
  - Online investment information dissemination on business operating conditions and investment opportunities in emerging markets





# MIGA's Research & Knowledge Services

- Together serving some 100,000 investors and FDI practitioners, as well as reaching out to over 25,000 newsletter subscribers, on a monthly basis
- MIGA maintains two award-winning online Research & Knowledge services:
  - **FDI.net**, a global knowledge portal for investors to source information on foreign direct investment
  - **PRI-Center**, an information service on political risk management





# MIGA's R&K Services helps *IP*Is...

- **Research:** To stay abreast of the latest developments in FDI and political risk management
- **Marketing and Awareness:** To increase awareness and understanding of a country as an investment destination as well as your organization
- **Targeted Outreach:** To actively promote investment in your country and conduct targeted outreach to investment community
- **Monitoring Investment Risk:** To keep up-to-date on country risk ratings and investment risk perceptions



# Helping you stay abreast of the latest information

## Monitor the latest investment trends

- Thematic and regional reports on trends in FDI
- Latest FDI news and investment-related events/conferences



## Know how your country is perceived

- Country specific pages with macro-economic and business reports, business environment information, legal resources, and more



## Research the competitive landscape

- Latest global investment opportunities
- Database searchable by sector, country, and investment



# Helping you to increase awareness

- Promote your country's strengths with greater content dissemination
- Promote your organization's services through our directories, partner pages, and focused spotlights

The image displays two screenshots of the FDI.net website, illustrating its content and navigation features.

**Left Screenshot (China Page):**

- Header:** FDI.net logo and navigation tabs: sections, countries, opportunities, news, events, partners.
- Left Sidebar:** A list of countries and regions, including Africa, Asia and the Pacific, Europe, Latin America, Middle East, North America, Oceania, and South America.
- Main Content:** A bar chart titled 'GDP per capita (growth (%))' showing data from 2001 to 2009. Below the chart is a table of investment opportunities.
- Table of Investment Opportunities:**

Title	Type	Sector
Opportunities for Foreign Investment in the Sub-Saharan Africa (Apr-01-2009)	Business: Investment guides	Transport
Asia Economic Monitor (December 2008) (Mar-20-2009)	Business: Economic overview	Non-sector specific
Shanghai Economic Review (March 2009) (Mar-17-2009)	Business: FDI trends	Other Services
- Right Sidebar:** A section titled 'Related links' with a list of links.

**Right Screenshot (Sub-Saharan Africa Page):**

- Header:** FDI.net logo and navigation tabs: sections, countries, opportunities, news, events, partners.
- Left Sidebar:** A list of countries and regions, including Africa, Asia and the Pacific, Europe, Latin America, Middle East, North America, Oceania, and South America.
- Main Content:** A section titled 'Tourism in Sub-Saharan Africa' with a paragraph of text and a photograph of a savanna landscape.
- Table of Investment Opportunities:**

Title	Type	Sector	Updated
Investment Opportunities in the Sub-Saharan Africa (Apr-01-2009)	Business: Investment guides	Transport	Apr 01, 2009
Asia Economic Monitor (December 2008) (Mar-20-2009)	Business: Economic overview	Non-sector specific	Mar 20, 2009
Shanghai Economic Review (March 2009) (Mar-17-2009)	Business: FDI trends	Other Services	Mar 17, 2009
- Right Sidebar:** A section titled 'Featured partner' with a logo for 'Boulevard Southern Africa'.

# Helping you monitor investment risk perceptions

- Risk management is a part of any investment decision
- Globally, perceptions of risk are increasing
- Address investor needs and concerns by:
  - Increasing information on country locations
  - Facilitating the investment process by understanding key players in the financing and risk management side

The image displays two screenshots of the pri-center.com website, which is a risk management information service for investors and practitioners.

**Top Screenshot: Montenegro Country Analysis**

The page shows the following sections:

- Country Snapshot:**
  - GNI per capita (US\$): 3,860
  - Starting a Business (number of days): 24
  - Starting a Business (number of procedures): 15
  - Investor Protection Index: 6.2
  - 0 lowest
  - Enforcing C (number)
  - Closing a B (recovery)
- Risk Ratings:**
  - BB+ ( S&P )
  - Ba2 ( Moody's )
  - N/A ( Fitch )
- Risk Analysis:**
  - [Risk Assessment](#)
  - ( ONDD )
- Regional Information**

**Bottom Screenshot: General Site Overview**

The page shows the following sections:

- Research and Tools:**
  - List of the latest studies and the overall environment framework and risk.
  - [Doing Business](#)
  - [Freedom House](#)
  - [Montenegro](#)
  - [Freedom House](#)
  - [Montenegro](#)
- More Features:**
  - ATI's view on Africa and the financial crisis
  - [More](#)
- Country Analysis:**
  - Select a Country
- What's new in PRI:**
  - RiskMap 2009:** In this report, ControlRisks discusses the looming effect of the global credit crisis on political stability and goes in depth on its country ratings. [RiskMap 2009](#) highlights a general increase in political risk.
- Research & Tools:**
  - EFEC Global Readiness Index (2008):** Mar 18, 2009
  - Europe Group Global Trends Quarterly (First Quarter 2009):** Mar 18, 2009
  - International Investment Restructuring: Challenges and the Way Forward (2008):** Mar 18, 2009
  - European Union Returns Global Political Risk:** Mar 12, 2009
- News and Events:**
  - Political Risk - The Risk Squad (Post**
- My PRI-Center:**
  - [PRI-Johannes: Customized e-alerts](#)
  - [PRI-Center Briefing e-newsletter](#)
  - [Sign up or login](#)
- PRI Essentials:**
  - [What is Political Risk Insurance?](#)
  - [Using PRI](#)
  - [Who provides PRI?](#)
- Partners:**
  - berneunion:** Working with members of the
  - LLOYD'S**



# FDI.net case study: Partnering with Serbia Privatization Agency

- **Content partner: Republic of Serbia Privatization Agency**
- Since 2002 provided almost 180 links to investment opportunities in the country:
  - FDI.net promotes these on the site and through FDI Xchange
  - Agency ensures high quality and detailed description of opportunities
  - ✓ Magnifies reach of opportunities already listed on Agency's own site
  - ✓ Promotes agency as a continuous and reliable source of information
  - ✓ Listed among FDI.net content partners page

**Filter by:**

Sector	Region or Country	Information Type
All	Serbia	Opportunities: Privatization

results 1-15 of 178      [Next 15>](#)      [Print Page](#)    [» Show all](#)

<u>Title</u>	<u>Information Type</u>	<u>Source</u>	<u>Sector</u>
<a href="#">Privatization by Auction - Serbia (May-07-2009)</a>	Opportunities: Privatization	<a href="#">Republic of Serbia Privatization Agency</a>	Non-sector Specific
<a href="#">Strategic Partner for RTB Bor Group - Serbia (May-06-2009)</a>	Opportunities: Privatization	<a href="#">Republic of Serbia Privatization Agency</a>	Mining & Quarrying
<a href="#">Public Auction - Serbia (Jan-09-2009)</a>	Opportunities: Privatization	<a href="#">Republic of Serbia Privatization Agency</a>	Agriculture Food & Beverages Heavy machinery Textiles & Leather Transport



# FDI.net case study: Spotlight on Brazil

- Launched in December 2008, highlighting country and sector, investment opportunities and latest reports.
- Feature partner: Firjan**
- Spotlight highlights strength of country's economic growth and interest for investors
- Links to reports, regulatory laws and investment opportunities, including 34 opportunities supplied by partner.
- ✓ Over 1600 page views of spotlight
- ✓ Over 300 page views of partner page
- ✓ Almost 200 click-throughs on Firjan-submitted investment opportunities



# How to work with MIGA

## General relationship

**Make sure that users can access information on you**



- **Ensure that your organization is listed in our directories and that information is correct**

## Content partner

**Make sure that users can access the latest information investment opportunities in your country**

**Benefit from targeted email outreach**

**Build familiarity and credibility with users**



- **Submit the latest information on your investment destination**
  - **Country-specific research and sector data**
  - **Specific investment opportunities**

## Featured partner

**Participate in regional or sector spotlights**

**Have your organization featured in-depth with your own partner page**

**Participate in user communities**



- **Contribute exclusive articles and interviews**
- **Launch a new sector promotion campaign**
- **Cooperate with cross-linking and promotion**



# Type of content that you can submit

## ■ Investment opportunities

- ☐ Sector-specific
- ☐ PPPs
- ☐ Privatizations
- ☐ Joint ventures
- ☐ Green field investments
- ☐ Concessions
- ☐ Tender opportunities

## ■ Latest news and upcoming events

- ☐ Topical and region-specific news
- ☐ Investment-related meetings and conferences

## ■ Business and legal reports

- ☐ Government regulations
- ☐ Investment guides and factor information
- ☐ FDI and country research (including investment climate assessments)
- ☐ Sector/industry reports
- ☐ Investment laws
- ☐ BITs and international investment agreements
- ☐ Political risk analysis



# Requirements for content submission

## **Step 1: Initiation of content partner relationship**

- Fill out content partner form...
- Define type of partnership program ( ex. featured partners)
- Identify timeline and contact people

## **Step 2: Ensure quality standards**

- Must be up-to-date with expiration dates and regular updating
- Information to be vetted and from credible and reliable sources
- Complete descriptions with contact information and sources cited

## **Step 3: Submitting content in appropriate formats**

- Must be hosted online by partners
- Links with appropriate description and related information to be forwarded to identified content coordinator

# Thank You!

Please fill in our partnership program form.

For more information, visit:

[www.fdi.net](http://www.fdi.net)

[www.pri-center.com](http://www.pri-center.com)

[www.miga.org](http://www.miga.org)

## Questions?

