

Table 1. Major Functions of An Investment Promotion Agency

Function		Objective	Activities
Image Building		To create the perception of a country as an attractive site for international investment	<ul style="list-style-type: none"> • advertising • PR events • mass media campaigns abroad • investor forums • maintaining relationships with journalists and business partners • developing the agency's website
Investment Targeting/Generation		To create investment leads that target investment into specific sectors, development areas, or companies.	<ul style="list-style-type: none"> • identification of potential investors • matchmaking • direct mailing, telephone campaigns • seminars for targeted investors
Provision of Investment Services	Pre-Investment Services	To facilitate a foreign investor's entry into the economy; to assist in analyzing investment decisions	<ul style="list-style-type: none"> • information provision • "one-stop-shop" registration/approval service • sectoral analyses • various assistance in obtaining sites, suppliers etc.
	Post-Investment or Aftercare Services	To assist a foreign investor in maintaining his business in a good standing, facilitating reinvestment decisions in the future	<ul style="list-style-type: none"> • legal or other advisory support to on-going foreign investment projects • dealing with bureaucracy etc.
Policy Advocacy		To improve an investment climate by establishing an effective feedback between a foreign investor and government	<ul style="list-style-type: none"> • surveys of private sector • participation in task forces • policy and legal proposals to authorities • lobbying