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%

![Internet Users in the World by Geographic Regions](image_url)

Source: Internet World Stats - 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.

Source: Development Counsellors International
An effective marketing tool for investment promotion

- 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.

Source: Development Counsellors International
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

Stage 1: Define project
- Identify location drivers & key location factors

Stage 2: Long listing (generally 8-20 locations)
- Compare assessment of locations to identify strongest fit with key location factors (generally a mix of cost and quality factors)

Stage 3: Short listing (generally up to 5)
- More detailed assessments, which may include cost modeling and clear assessment of strengths, weaknesses, and tradeoffs
- Market visits, site visits, and financial modeling

Stage 4: Site selection (generally up to 3 locations with various sites)
- Regulatory compliance, site acquisition, building, and recruitment

Stage 5: Market entry & establishment
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
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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Research</td>
<td>76.9</td>
</tr>
<tr>
<td>Investment Opportunities</td>
<td>49.0</td>
</tr>
<tr>
<td>Sectors</td>
<td>37.8</td>
</tr>
<tr>
<td>News</td>
<td>32.7</td>
</tr>
<tr>
<td>Spotlights</td>
<td>26.9</td>
</tr>
<tr>
<td>Political Risk Information (PRI-Center)</td>
<td>24.8</td>
</tr>
<tr>
<td>Privatization Information</td>
<td>23.8</td>
</tr>
<tr>
<td>Events</td>
<td>15.0</td>
</tr>
<tr>
<td>Directories</td>
<td>11.9</td>
</tr>
<tr>
<td>Partners</td>
<td>11.6</td>
</tr>
</tbody>
</table>

Most Frequently Conducted User Tasks

<table>
<thead>
<tr>
<th>Task</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducting general market research</td>
<td>57.5</td>
</tr>
<tr>
<td>Identifying potential investment opportunities</td>
<td>51.7</td>
</tr>
<tr>
<td>Staying abreast of the latest FDI trends, news and events</td>
<td>48.3</td>
</tr>
<tr>
<td>Getting the information to support specific investment decisions</td>
<td>47.6</td>
</tr>
<tr>
<td>Identifying support services or government contacts</td>
<td>39.0</td>
</tr>
<tr>
<td>Identifying risk mitigation options and PRI providers</td>
<td>25.7</td>
</tr>
<tr>
<td>Promoting my country as an investment destination</td>
<td>25.3</td>
</tr>
<tr>
<td>Promoting specific investment opportunities</td>
<td>18.8</td>
</tr>
<tr>
<td>Other</td>
<td>3.1</td>
</tr>
</tbody>
</table>
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.
- However, among APEC non-OECD there remains a need to strengthen fundamentals.

<table>
<thead>
<tr>
<th></th>
<th>World OECD AVG</th>
<th>World Non-OECD AVG</th>
<th>APEC OECD AVG</th>
<th>APEC Non-OECD AVG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Performance</td>
<td>89%</td>
<td>59%</td>
<td>87%</td>
<td>69%</td>
</tr>
<tr>
<td>Information Architecture</td>
<td>94%</td>
<td>67%</td>
<td>95%</td>
<td>77%</td>
</tr>
<tr>
<td>Design</td>
<td>93%</td>
<td>68%</td>
<td>93%</td>
<td>78%</td>
</tr>
<tr>
<td>Content</td>
<td>84%</td>
<td>47%</td>
<td>75%</td>
<td>57%</td>
</tr>
<tr>
<td>Promotional Effectiveness</td>
<td>86%</td>
<td>54%</td>
<td>84%</td>
<td>62%</td>
</tr>
</tbody>
</table>
Day 1: Wednesday, June 3, 2009

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

15:45-16:30

Enhancing your content to meet investor needs

Roxanna Faily
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.

<table>
<thead>
<tr>
<th>Overall Content</th>
<th>WORLD</th>
<th>APEC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OECD AVG</td>
<td>Non-OECD AVG</td>
</tr>
<tr>
<td>Clarity of Purpose</td>
<td>98%</td>
<td>67%</td>
</tr>
<tr>
<td>Core Information Provision</td>
<td>91%</td>
<td>56%</td>
</tr>
<tr>
<td>Sector Information Provision</td>
<td>71%</td>
<td>33%</td>
</tr>
<tr>
<td>Credibility of Information</td>
<td>71%</td>
<td>34%</td>
</tr>
<tr>
<td>Currency of Information</td>
<td>96%</td>
<td>54%</td>
</tr>
<tr>
<td>Downloads</td>
<td>91%</td>
<td>44%</td>
</tr>
<tr>
<td>International Accessibility</td>
<td>95%</td>
<td>69%</td>
</tr>
</tbody>
</table>
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

**Examples of tasks**

- Research investment environment in your country
- Conduct sector research and identify investment opportunities
- Learn about facilitation services and administrative requirements
- General monitoring and staying abreast of country information

**Relevant content**

- Country research, information on incentives, free zones, BITS/IIAs
- Testimonials, sector research, comparative advantages of your country, specific opportunities
- Investment guides, services, contact information, related links
- Events, news, press releases
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
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, FDInet, PRI-center, Rapid Response Unit (RRU)

- **Regional Development Banks**
  - IsDB, AfDB, DBSA

- **Other Multilateral Development Agencies**
  - UNCTAD, UNIDO, ITC

- **Private Sector Companies**
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

Information is an asset if it’s able to be accessed when needed.

Content Management

There is a better way!
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

- IPA services
- Key sectors
- Legal information
- Existing investors
- Business news & trends
- Economic indicators
- Project information
- Investment events

About us | Contact us | Site map | FAQs

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.
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
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 3rd 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 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
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
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
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
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.

<table>
<thead>
<tr>
<th>Overall Promotional Effectiveness</th>
<th>OECD AVG</th>
<th>Non-OECD AVG</th>
<th>OECD AVG</th>
<th>Non-OECD AVG</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WORLD</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OECD AVG</td>
<td>86%</td>
<td>54%</td>
<td>84%</td>
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</tr>
<tr>
<td>Non-OECD AVG</td>
<td>87%</td>
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<tr>
<td><strong>APEC</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>OECD AVG</td>
<td>78%</td>
<td>57%</td>
<td>88%</td>
<td>62%</td>
</tr>
<tr>
<td>Non-OECD AVG</td>
<td>82%</td>
<td>63%</td>
<td>85%</td>
<td>74%</td>
</tr>
<tr>
<td>Promotional Effectiveness</td>
<td>90%</td>
<td>45%</td>
<td>81%</td>
<td>54%</td>
</tr>
</tbody>
</table>

*OECD: Organisation for Economic Co-operation and Development, OECD AVG: OECD Average, Non-OECD AVG: Non-OECD Average*
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
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

  - 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:insertyourwebsite.org
  - *Number of pages indexed in Google*: go to Google and type the following command in the search box site: insertyourwebsite.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 \[www.google.com/sktool\])
  - 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

Google search for "invest in technology in france" 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 - 52K - 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 >

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

NRW.INVEST

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.  

NRW.INVEST supports mainly international companies with their investment projects and settlements in NRW throughout the entire settlement process. 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.

The Mission

As business location North Rhine-Westphalia (NRW) is in direct competition with the major European metropolitan regions Greater London, Ile-de-France, and West-Nederland as well as other strong business locations worldwide. Acknowledging the importance of foreign investments in times of globalization, NRW INVEST aims to boost the location of foreign companies in NRW.
Examples: Facebook Page

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

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 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

INVEST IN REPUBLIC OF MACEDONIA

This is a video response to Macedonia - Timeless (Russian version)
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…
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.

User tracking and marketing:
- Service investor needs
- Adjust/improve content & marketing activities
- Evaluate effectiveness & identify gaps
- Track user preferences & site statistics
- Adjust/improve content & marketing activities
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
Web sites devoted to online marketing strategies

- Searchenginewatch.com
- Marketingprofs.com
- Searchenginestrategies.com
- Search engine forum: top25web.com/bbs/index.php
- Seochat.com
- Blogs: John Battelle (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.
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 About Page - General

GENERAL INFORMATION

Geographical Locations: Central and East Europe

Our Neighbours:
- Hungary (EU Member)
- Poland (EU Member)
- Romania (EU Member)
- Slovakia (EU Member)
- Russia
- Belarus
- Moldova

Sea Access: the Sea of Azov, the Black Sea

Area: 603,790 km²

Population: 40,427,500 (2001)

Labor Force: 29,500,000

Capital: Kyiv (Soviet version: Kiev)

Ethnic Groups:
- Ukrainians 77.0%
- Russians 17.0%
- Poles, Romanians, Greeks, Byelorussians, Moldovans, Jews, Crimean Tatars, Armenians and others 5%

Language: Ukrainian

Religion:
- Orthodox 76%
- Greek Catholic 13.5%
- Protestants 4.5%
- Other 2.3%

Time Zone: GMT + 2 hours

Currency: Hryvnia (UAH)

Holidays:
- New Year’s Day – January 1
- Christmas – January 7
- Women’s Day – March 8
- Labor Day – May 1
- Defender
- Victory Day – May 9
- Defender’s Day – Second Saturday of May
- Constitution Day – June 20
- 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 of Friday working days on a preceding or following Saturday of any of the above holidays fall on corresponding Tuesday and Thursday.

Sources: Ukrainian State Statistics Committee
InvestUkraine About Page – Regions

InvestUkraine About Page – History
CULTURE

The original culture of Ukrainians was created with the formation of the Ukrainian nationality in the 14-15 centuries. Many elements of traditional culture were preserved in national architecture - rural peasant creativity, family ceremonialism and art crafts, wedding ceremonial and the like are very popular and widespread in Ukraine.

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

The interior of a modern Ukrainian dwelling is characterized by using household ceramics, embroidered towels, rugs, carpets, etc. Various kinds of national graphic art develop on the basis of a centuries-old national life. The Ukrainian decorative art (pattern fabrics and embroidery, colorful carpets, wooden products, ceramics, wall paintings, stamping etc.) is very popular and widespread in Ukraine and abroad.

Traces of several cultural-national epochs were preserved on the territory of Ukraine. From 1569 to 1667, when the kozak system of military organization was implemented, the Cossack审美 was preserved. In the 17-18 centuries, the main centers of Ukrainian culture were the cities of Kiev, Poltava, Odesa, Odessa, Kharkiv, and others. The culture of the 19th century saw the emergence of national romanticism and the development of Ukrainian painting.

In the 20th century, Ukrainian culture experienced a significant development, especially in the areas of literature, theater, music, and fine arts. The Ukrainian language became an integral part of the cultural life of Ukraine, and the Ukrainian culture gained international recognition.

Round Table Energy maintenance of enterprises: not only gas

Jun. 19, 2009, Kyiv

LATEST NEWS

1. "Lend Lease" lviv - 2009, "Lend Lease" lviv - 2009
2. "Lend Lease" lviv - 2009, "Lend Lease" lviv - 2009
5. "Lend Lease" lviv - 2009, "Lend Lease" lviv - 2009
15. "Lend Lease" lviv - 2009, "Lend Lease" lviv - 2009
17. "Lend Lease" lviv - 2009, "Lend Lease" lviv - 2009
27. "Lend Lease" lviv - 2009, "Lend Lease" lviv - 2009

PHOTO OF THE DAY

The director of InvestUkraine Ihor Nikolaenko is making a speech at the investment business-forum "Investments in real estate and construction-2009"
InvestUkraine About Page – Interesting Facts About Ukraine

INTERESTING FACTS ABOUT UKRAINE

THE INTERNATIONAL FESTIVAL “TERRA HEROICA 2007”

On October 5-7, 2007 in Kamianets-Podilskyi the III International military-historical festival “Terra Heroica 2007” took place. The organizers of the festival were the Festival Agency “Town hall”, Kamianets-Podilskyi city council and Department of military-cultural anthropology.

Read more...

UKRAINE’S ORIGINAL CONSTITUTION WAS AMONG THE FIRST IN EUROPE

The document “Part 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.

Read more...

InvestUkraine Publications

"InvestUkraine is the country’s “One-Stop Shop” for foreign investors", the Harrisburg Interview in the Ukrainian Herald Review, P.7, 6-August 2007

Investment Opportunities

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"InvestUkraine is the country’s “One-Stop Shop” for foreign investors", the Harrisburg Interview in the Ukrainian Herald Review, P.7, 6-August 2007

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Инвестиции

В режиме привлечения иностранных инвестиций

Украинский центр содействия иностранному инвестированию, известный иностранный бизнесмен Игорь Николаенко, был основан в 2005 году постановлением Кабинета Министров Украины от 2 августа 2005 года №668. Фактическая же деятельность началась в марте 2006 года. 31 мая 2006 года InvestUkraine был передан в сфере управления Государственного Агентства по вопросам инвестиций и инноваций.

О работе InvestUkraine, основной целью которого является улучшение инвестиционного климата Украины, создание благоприятных экономических, правовых и организационных условий для успешной работы иностранных инвесторов, рассказывает его директор Игорь Николаенко.

— 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 общественной деятельности инвесторов иностранных инвестиций на сегодняшний день занимает InvestUkraine?

— InvestUkraine является “чёрным ящиком” для иностранцам вопросов предоставления информации и помощи в проблемах вопросов процесса регистрации...
InvestUkraine – Press releases

PRESS RELEASES

INVESTUKRAINE PRESENTED ITS CONCEPT OF INVESTMENT DISPUTES SETTLEMENT

SEOUL, November 12-13, 2007 InvestUkraine presented its concepts 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 PROGRAMS 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 2009

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...
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?**

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

- **What is useful and what is missing?**

- **Does this section of the site provide user-friendly and intuitive navigation?**
InvestUkraine Investment opportunities

- 45 million consumers – the biggest 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 Pan-European Transpor Conifer roadways
- Dynamic economic growth in the past few 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 successful investment stories including such companies as Kraft Foods, Coca-Cola, Hewlett Packard, Cargill, Knorr, Yasar, McDonalds and Nestle

InvestUkraine Priority sectors

- Machinery / Automotive
- Consumer electronics
- ICT / High Tech
- Agriculture / Food processing
- Aerospace / Aircraft
- Alternative energy
- Tourism and development of hotel infrastructure

InvestUkraine has developed the final draft of the proactive FDI Attraction Strategy, a 5-year plan (2007-2012) that focuses its work on the following key value chains / strategic sectors which will bring long-term economic development of Ukraine:

- Machinery / Automotive
- Consumer electronics
- ICT / High Tech
- Agriculture / Food processing
- Alternative energy
- Tourism and development of hotel infrastructure

Given that increased prosperity is the ultimate measure of economic performance, InvestUkraine’s core goal is to maximize the flow of the foreign investment needed to meet positively impact on sustaining increased prosperity for the regions of Ukraine.

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.

Strategic project selection / evaluation criteria:
- Potential to strengthen key Ukrainian value-chains
- Export potential
- Value-added potential
- Employment potential
- Technology and innovative potential
- Local input / sourcing potential
- Local strategic flagship potential
- Upgrade potential

Round Table Energy maintenance of enterprises: not only gas?

PHOTO OF THE DAY
InvestUkraine – search results

Round Table
Energy maintenance of enterprises: not only gas?

Results 1 - 20 of 47

1. Round Table: Energy maintenance of enterprises: not only gas?
   (Column/Column - English)
   19-06-2009

2. Ukraine key within the framework of e-PASPA 2009
   (Column/Column - 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 e-PASPA 2009 took place.

   (Column/Column - English)
   22-04-2009

4. Development of Ukrainian-Belgian relations
   (Column/Column - 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 16 billion dollars were invested in Ukrainian economy in 2009
   (Column/Column - English)
   In 2009 foreign investors invested 16 billion and 991.1 million dollars of foreign direct investments in the economy of Ukraine, which is by 20.1% more than in 2007, according to the State statistics.

6. Attraction of Japanese Investments
   (Column/Column - English)
   Ukraine is interested in attraction of Japanese investments in energy, transport and agrarian industries.

7. German company is investing more than 160 million Euro in Ukrainian real estate
   (Column/Column - English)
   The holding company Schmidt Investors (Germany) is planning to invest more than 160 million Euros in buying objects of real estate in Ukraine.

8. Cooperation of InvestUkraine with the regions
   (Column/Column - English)
   On the 21-20th of November 2009, the first 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 (UARI) was registered in Kyiv
   (Column/Column - 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. By a Shyshlyk headed the Coordination office on preparation and holding Expo-2012
    (Column/Column - English)
    According to the J. Kryvyi'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...
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?

- Do you understand how the agency can help you?

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

- What works well and what could cause confusion for users?
Welcome to our new website!

JOIN EUROPE’S MOST DYNAMIC MARKET: Eastern Europe’s largest and fastest-growing market. Whether you wish to establish a production facility, find highly skilled human capital that expands 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.

Sincerely,

[Signature]

Director
InvestUkraine

---

About InvestUkraine

About Us
Investment Opportunities
About InvestUkraine
Our Team
Investor Testimonials
Publications
Partners
News
Events
Press Center
Site Map
Useful Links
Contacts

InvestUkraine provides professional services to prospective and current investors free of charge.

Our team is ready to:
- Provide information about investment opportunities
- Assist with identifying and locating project sites, vendors, service providers, and other resources
- Initiate contact with potential investment partners and maintain investment projects database
- Liaise with government agencies and officials
- Link investors with regional and local community leaders
- Bureau of appeals and pro-Court settlement of disputes

---

Latest News

- Round Table Energy maintenance of enterprises: not only gas?
- The 4th International Investment Forum (Chernivtsi)
About InvestUkraine – Our Team

OUR TEAM

NIKOLAJKO Ihor
Director
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Deputy Director manages the work of the Investor Services Department and the Department of Regional Cooperation.

HANTSYAK-KASKIV Olena
Deputy Director for marketing
+380 44 537 7318
chantsyak-kaskiv@investukraine.org
Deputy Director for marketing manages the work of the Marketing Department.
## Potential Investor Inquiry Form

- **E-mail:** info@investukraine.org
- **E-mail:** dirysachenko@investukraine.org
- **Web:** www.investukraine.org

### General Info
- 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 if it is an expansion or co-location)
- Amount planned to be invested, Euro (range approximation)

### Investment Location Criteria
- 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)

### Additional Info
- 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)

### Contacts
- Contact person
- Position of the contact person
- Telephone
- Fax
- E-mail
- Web-site

### Date of Inquiry
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?

- What could they improve?
InvestUkraine homepage:
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
• 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%)

* Source: Google Analytics (May 10, 2008-May 10, 2009)
### 2. Invest KOREA’s Goals

<table>
<thead>
<tr>
<th>Online support throughout the investment process</th>
</tr>
</thead>
<tbody>
<tr>
<td>✨ Detailed and comprehensive information detailing the entire investment decision-making process</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>✨ On-line consultation and grievance resolution</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online positioning among competing FDI destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>✨ Google keyword advertising, Web site banner exchanges</td>
</tr>
</tbody>
</table>
2.1 Online Support throughout the Investment Process

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

- Identifying new investment opportunities
  - Information on Korea’s overall investment environment
  - Korea’s target industries

- Selecting an investment location
  - Regional focus

- Establishing a business in Korea
  - FDI procedures
  - Administrative information

- Post-investment living environment
  - Daily living information

Up-to-date news on the Korean economy and Korea’s investment environment
2.1 Online Support throughout the Investment Process

Information on Korea’s Investment Environment

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

- 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
2.1 Online Support throughout the Investment Process

Understanding Korea’s FDI System

- FDI System in Korea
- FDI Procedures
- Corporation Establishment
- FDI Incentives
- FDI Related Laws
2.1 Online Support throughout the Investment Process

Investment-related Procedures

- Visa
- Labor
- Taxation
- Customs
- Finance/Accounting
- Foreigner Land Acquisition
- Intellectual Property Rights
- Business Expenses
- Other Supporting Systems
2.1 Online Support throughout the Investment Process

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
2.1 Online Support throughout the Investment Process

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
2.2 Tools for Online Interaction – How Effective?

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
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:
     - 1st: Invest, investment, Korea, South Korea
     - 2nd: Business opportunities, investment guide, living in Korea
     - 3rd: FDI incentives, visa
     - 4th: Name of region in Korea (Busan, Busan Metropolitan City, etc.)

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

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
MAGNIFYING YOUR REACH AND IMPACT THROUGH PARTNERS: MIGA TOOLS

BANGKOK, THAILAND
JUNE 2009
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
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 IPIs...

- **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
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
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

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<thead>
<tr>
<th>Title</th>
<th>Information Type</th>
<th>Source</th>
<th>Sector</th>
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<tr>
<td>Privatization by Auction - Serbia</td>
<td>Opportunities: Privatization</td>
<td>Republic of Serbia Privatization Agency</td>
<td>Non-sector Specific</td>
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<td>(May-07-2009)</td>
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<td>Strategic Partner for RTE Bor Group</td>
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<td>Public Auction - Serbia</td>
<td>Opportunities: Privatization</td>
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<td>Textiles &amp; Leather</td>
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<td>Transport</td>
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</tbody>
</table>
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-inking and promotion
Type of content that you can submit

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

- **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

- **Latest news and upcoming events**
  - Topical and region-specific news
  - Investment-related meetings and conferences
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

www.pri-center.com

www.miga.org

Questions?