

# Investment Promotion

## Western Balkans

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Margit Mischkulnig

# Invest in the Western Balkans -IWB

## Specific Objectives

- Generate 15/20 investments
- Leading to 1500 sustainable jobs
- Generate 80 site visits
- Strengthen the capacity of Investment Promotion Intermediaries ( mainly IPAs)



# Results

**~1.900 companies  
contacted**

**~210 potential  
investors serviced  
upon request**

**75 site visits  
to the region**

**14 investments realized**

**~164mil. EUR investment, 800 direct new jobs**

**IPA's equipped with  
basic tools of  
investment promotion**

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- **FDI Strategy**
  - **Business Plan**
  - **CRM System**

# IWB –Defining features

- Pro active approach to 600/800 potential investors per year
- Best practice investment promotion techniques transferred to IPAs on a sustained basis
- Leveraging the WBG brand to enhance the credibility of the region
- Partnership with other WBG units, Multilateral and Private Sector Organisations

## Mission

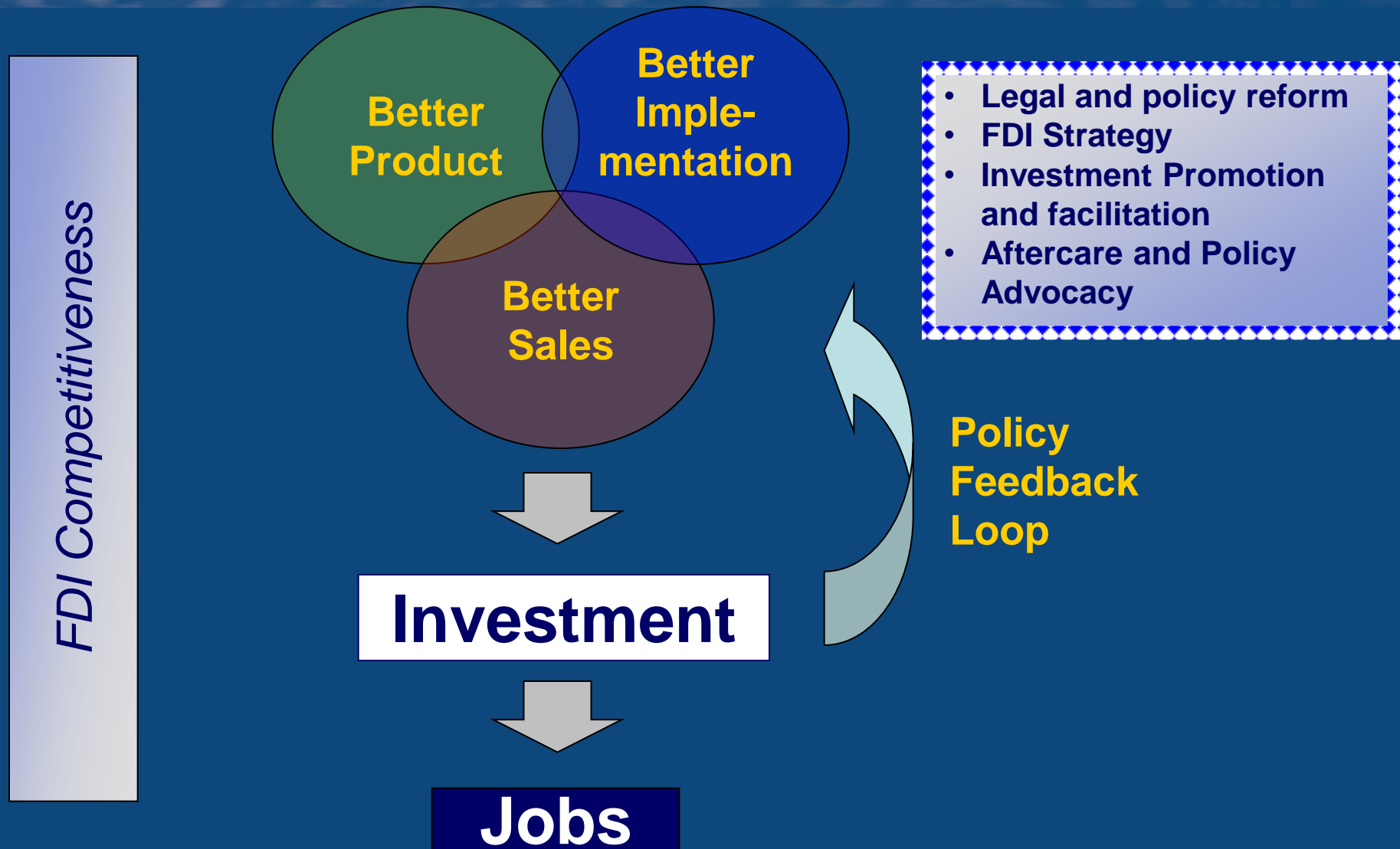
Help countries to improve their business environments

Two complementary practice areas:

**Regulatory  
Simplification**

**Investment  
Generation**

# FIAS –Improving the Business Climate



# FDI prospects for the Western Balkans

## Conditions rarely better

- Central Europe and near neighbours peaking (labour shortages /rising costs)
- Credibility as an investment location for auto components (Johnson Controls, JM, FIAT )
- Explosion in IT enabled services –but region not on the radar screen

# The Future-

- Action required on SKILLS supply
- Action to be taken now
- FIAS and others can help but countries have to take ownership

**Missed Opportunity or thousands of sustainable jobs???**