

A Cutting-Edge Platform to Drive Economic Transformation



OIC BUSINESS INTELLIGENCE CENTRE (OBIC)



Digitalization of Investment Promotion Services

OBIC Capacity Building Programme
26-28 September 2023, Istanbul, Turkey

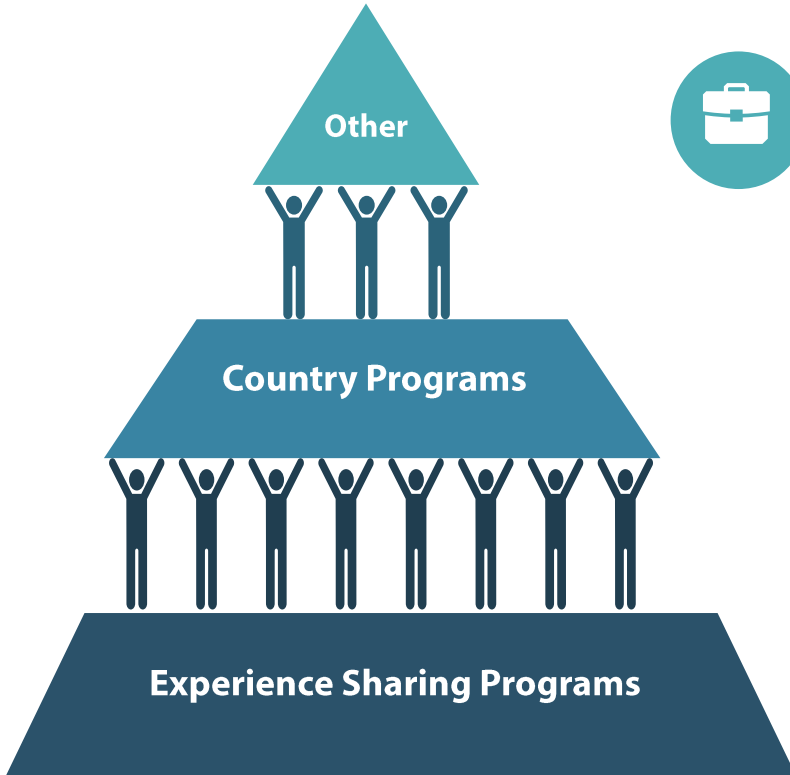
Agenda

- Introducing IsDB's ITAP program
- Key achievements supported by IsDB's ITAP program
- IsDB's partnerships on digitalization of investment promotion
- Importance of digitalizing investment promotion services
- Using digital tools to promote and facilitate investment
- Key success factors for digital transformation in investment promotion
- Success stories of digital initiatives by IPAs
- IsDB's ITAP: Way Forward

Introducing IsDB's ITAP program

- The Investment Promotion Technical Assistance Program (ITAP) is one of the RCI's flagship programs and most successful capacity development initiatives aimed to promote investments in IsDB MCs.
- **Objectives**
 - Enhance the technical capacity of IsDB Member Countries' (MCs) investment promotion agencies (IPAs); and intermediaries to improve their investment climate;
 - Attract domestic and foreign investment to contribute to sustainable development.
- **Focus Areas**
 - Investment Promotion Capacity Development Programs.
 - Country Technical Assistance Programs (TA).
 - Sharing Experience on Best practices.
 - IPAs Knowledge Transfer Program / Staff Exchange in the Field of Investment Promotion.
 - Investment Knowledge and Promotional Events (Publications, Conferences, Webinars and Seminars).
 - Knowledge Products & Research in the Field of Investment Promotion.

Key achievements supported by IsDB's ITAP program



- 40 capacity development programs.
- Over 2,000 investment promotion professionals benefited from ITAP.
- IIA Program with UNCTAD
- Annual Report on Investment Climate and Opportunities in OIC MCs
- Investment Promotion Events: IPAs Policy Dialogue Forum with ICDT, the World Investment Forum with UNCTAD, WAIPA World Investment Conference (WIC), Business Forum with AIM.



- More than 15 long- and short-term technical assistance (TA) programs
- Niger TA Project with the World Bank
- Uganda TA Project with UNIDO
- Guinea TA Project



- Turkey Investment Climate Program
- Malaysia Investment Promotion Program

IsDB's partnerships on digitalization of investment promotion

➤ Workshop on Digitalization of Investment Promotion Services in OIC MCs, 19-20 December 2022, Casablanca, Morocco

- Benefited 32 senior officials of IPAs in 29 IsDB Member Countries.
- Participants recommended the following:
 - ✓ To organize an annual meeting of OIC IPAs.
 - ✓ To share experiences and best practices between IPAs in order to learn about their digital transformation, strengths, weaknesses, opportunities, and threats.
 - ✓ To prepare an annual report on the investment climate and opportunities of OIC countries in collaboration with OIC Institutions and International Organizations.
 - ✓ To elaborate an OIC IPA network platform in order to ease the exchange of experiences.
 - ✓ To organize capacity-building programs online or physically on specialized sectors of investment.
 - ✓ To involve the private sector to be part in all investment activities of OIC organs.



Importance of digitalizing investment promotion services

- Digitalization is one of the trending investment opportunities in the post-pandemic era and has a great impact on the labour market, talent creation and encompasses almost all sectors.
- The main mission of IPAs in OIC MCs is to attract inward investment to boost productivity, enhance overall competitiveness across all sectors, and support sustainable economic growth and development through job creation, trade integration, and transfer of technology and know-how.
- Many IPAs reflected that the pandemic accelerated the use of digital tools to conduct both investment promotion (to target and attract investors) and investment facilitation and aftercare services. The majority use social media campaigns, videoconferencing and internal e-communication.
- Digitalization is influencing the way IPAs operate and conduct their activities, it can lead to strategic internal decisions and reforms. It also helps IPAs to implement new technologies and new business models to become more efficient and improve their performance
- The development of digital tools can prompt IPAs to
 - raise awareness of investment opportunities,
 - share experiences and best practices through digital platforms
 - adopt new techniques for investor outreach and targeting,
 - reduce the number of overseas trips,
 - and adjust their monitoring and evaluation tools as well as their investor servicing and facilitation tools.

Source: OECD

Using digital tools to promote and facilitate investment

IPA functions	Digital tools and practices
Investment promotion	IPA websites, social media, online investment guides (iGuides), digital platforms featuring investment opportunities, digital benchmarking tools, and automated value proposition generation tools.
Investment facilitation	Step-by-step online information portals (eRegulations), investment maps, online single windows (eRegistrations), digital site selection maps, guided virtual tours, digital comparison tools, project monitoring platforms, incentive calculator tools.
Aftercare services and policy advocacy	Customer relations management (CRM) systems, online investor surveys, business linkages matchmaking exchanges, online supplier databases, virtual grievance consultations.

Source: UNCTAD

Key success factors for digital transformation in investment promotion

- An integrated strategy with clear transformation goals.
- Leadership commitment
- People and culture (governmental and organizational level)
- Agility
- Effective monitoring of progress toward defined outcomes.
- Business-led modular technology and data platforms

Success stories of digital initiatives by IPAs

- Online One-Stop Service (OSS) Platform



BIDA's ONE-STOP-SERVICE (OSS)

(B)



85,000 individuals, and organisations sought OSS in 3 years



158 were successful

BIDA OSS

- Launched in **2019**
- Single-window** platform to avail investors' services
- Provides **58** services
- Provides services of **35** entities
- Promotes **private sector** investment
- Advocates **business-friendly** policies



MAJOR SERVICES INCLUDE

- Issuance of Import Registration Certificate
- Issuance of Export Registration Certificate
- Renewal of Import Registration Certificate
- Renewal of Export Registration Certificate
- Land Use Clearance
- Plan Approval
- Large and Specialised Project Clearance
- Issuance of Occupancy Certificate
- DNCC trade license
- Online bank account opening at Sonali Bank



Why Egypt? Investment Map Start a Business Sectors How Can We Help Media Center E-Services

Sign In Reg

How Can We Help INVESTORS SERVICES CENTER

INVESTORS SERVICES CENTER

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Egypt's Investors Services Center (ISC), GAFI eases the way for global investors looking to harness opportunities presented by Egypt's fast-growing domestic economy and the nation's robust competitive advantages as an export hub for Europe, the Arab world and Africa.

It also Help you to obtain all necessary National and Local approvals to facilitate a fast start-up of your operation in Egypt. Gathering representatives from 47 ministries and government agencies authorized to provide all necessary licenses and approvals required for the establishment of businesses.

Main Functions:

- Facilitate the procurement of business licenses.
- Offer technical advice and information to clients planning.
- Introduce a transparent and reasonable fee structure.
- Improve the quality and timeliness of government related processes.

Services offered through the ISC :

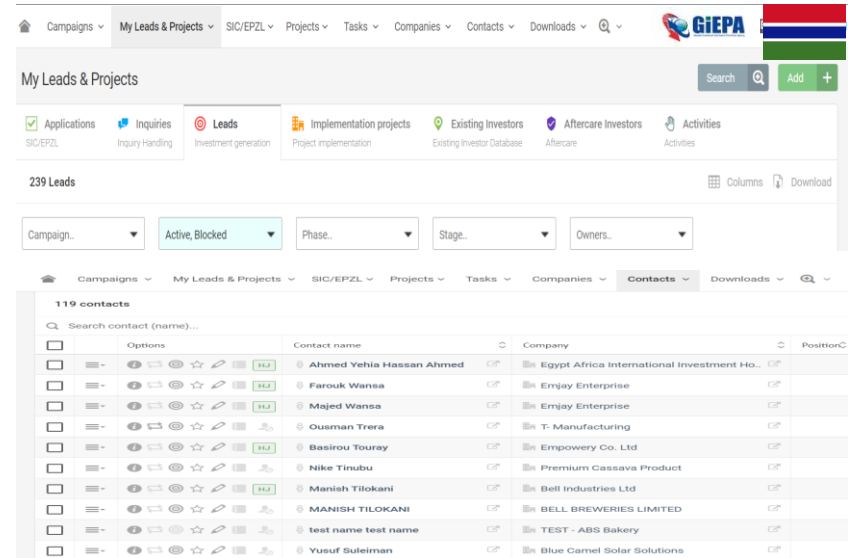
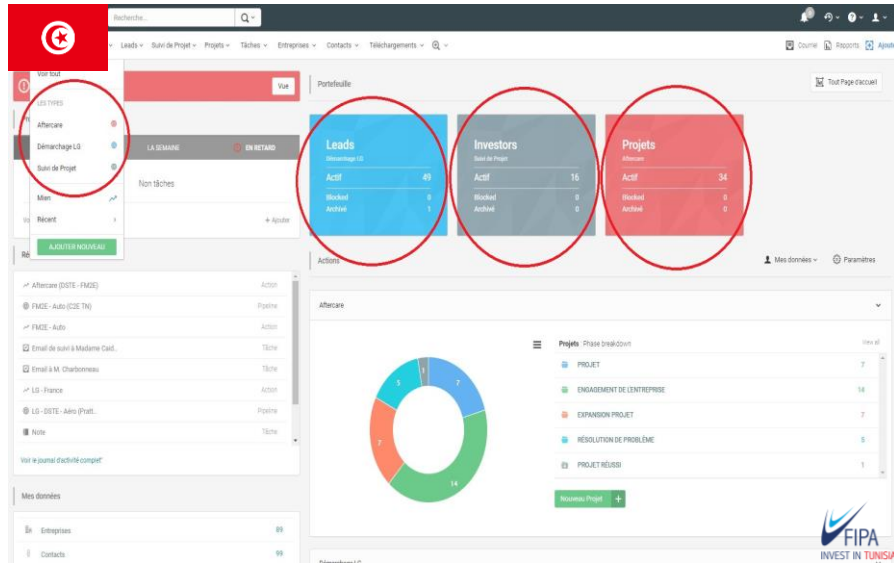
first : Incorporation Establishment Services:

See Also

- Investors Disputes Settlement Center
- INVESTORS SERVICES CENTER**
- FAQ
- What can we do for You
- CSR
- Egyptian Expatriates Investment Unit
- Investors Agents

Success stories of digital initiatives by IPAs

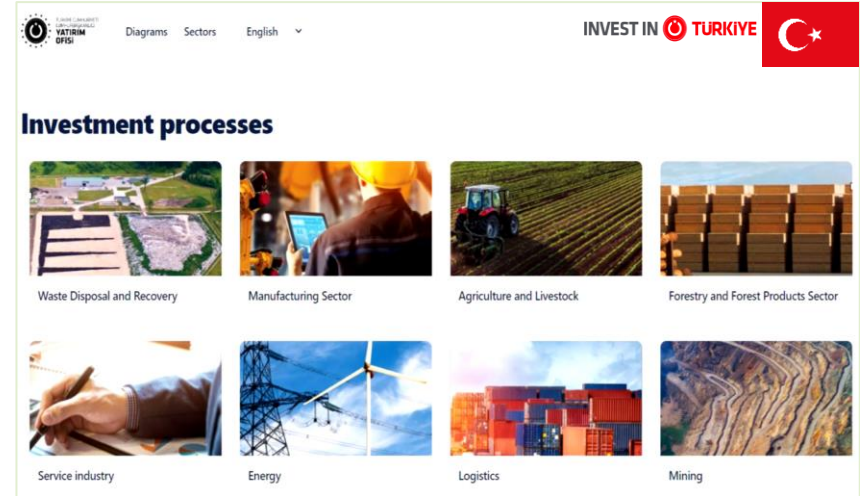
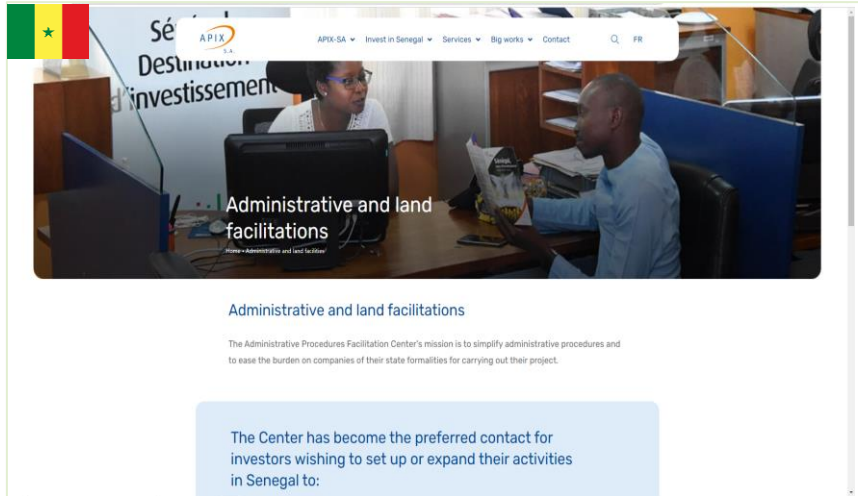
- Migration to a New Management System - CRM



Success stories of digital initiatives by IPAs

Digitalizing IPA processes of activities:

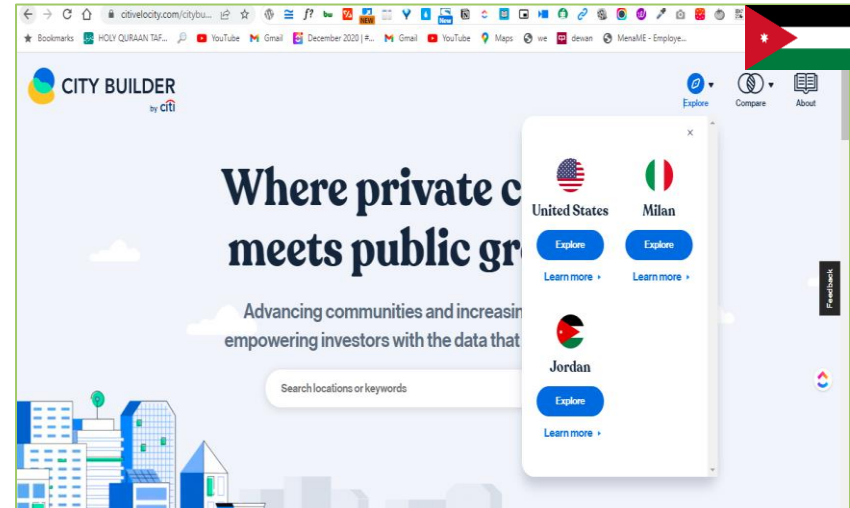
- Sectoral Investment Processes
- Administrative Procedures Facilitation



Success stories of digital initiatives by IPAs

Adoption of digitalized systems for projects management:

- Project Monitoring
- Building Digital Partnership



IsDB's ITAP: Way Forward

- **The second edition of the Annual Report on “The Role of IPAs in the Digital Economy and the Digitalization of Investment Services”.**
- The purpose of this report is to
 - assess the level of digitalization of IPAs in OIC countries,
 - identify key challenges related to digitalization,
 - Identify good digitalization practices across IPAs in OIC countries,
 - and propose a set of policy recommendations for the consideration of policymakers, IPAs and stakeholders.



IsDB's ITAP: Way Forward

➤ OIC Business Intelligence Centre (OBIC)

- Join efforts with ICIEC and other partners for the establishment of pilot hubs in Saudi Arabia, Türkiye and Indonesia to achieve:
 - Advisory services and information sharing in coordination with IPAs and
 - Capacity development programs related to digitalization and business intelligence
- Promote long-term and sustained support for the digital transformation in investment promotion services through expanding the existing network of partnerships and forging new partnerships with external stakeholders.



OBIC PARTNERS





Thank you