

# U - LEAD

W I T H E U R O P E

**Developing institutional capacity for attraction of FDI  
in Ternopil region**

**Workshop: Practical aspects of investment promotion  
and support at the local level**

## **How to identify local potentials and needs for investments**

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## Structure of the presentation:

- Compliance with municipality's economic development strategy
- Defining problems / goals you would like to resolve through attraction of (foreign direct) investment
- Analysis of local / regional economy and sector targeting
- Homeworks to be completed
- Discussion

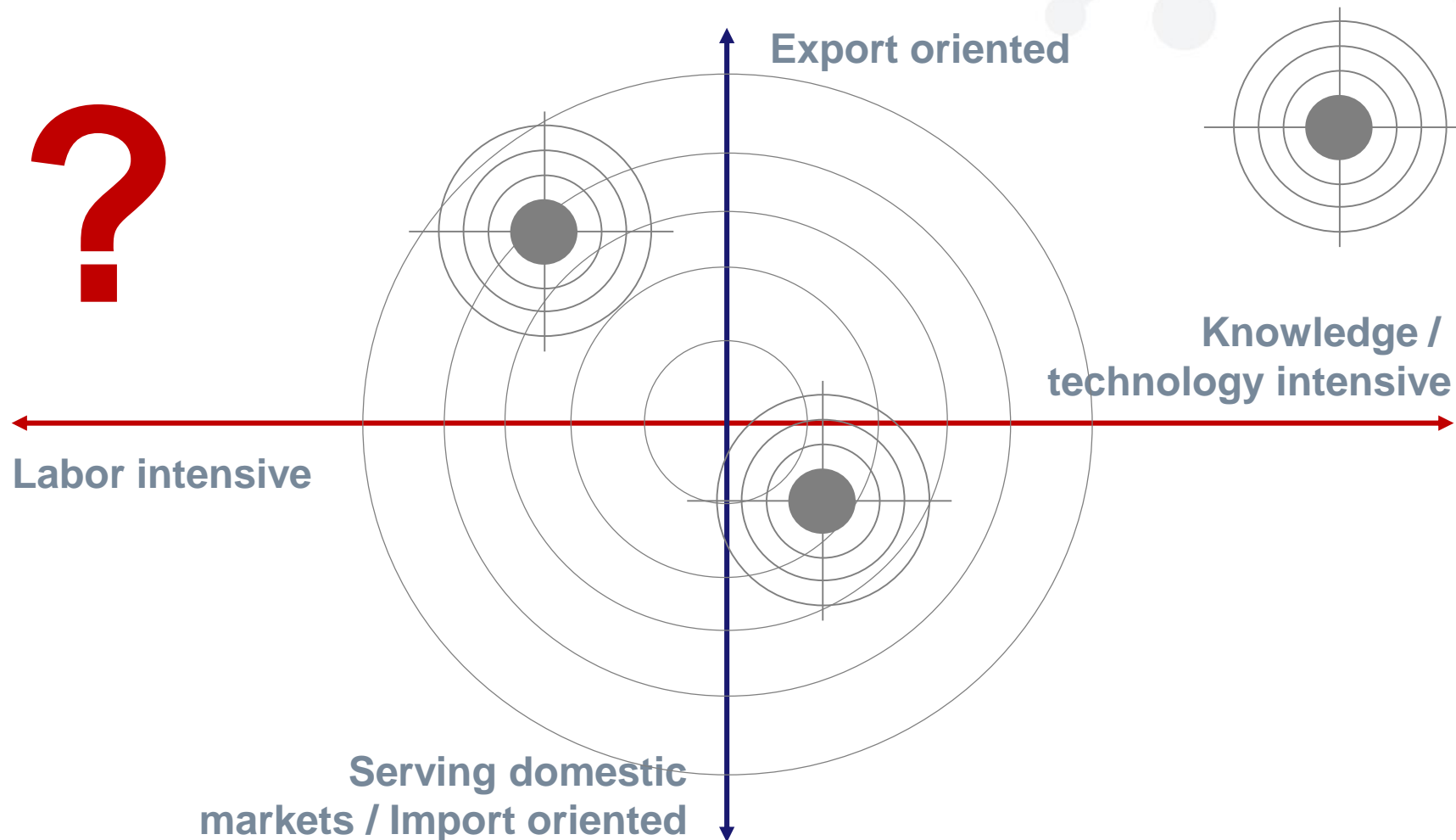
## First you need to have a vision

*Ternopil* is a dynamic city, which provides excellent investment opportunities to endogenous and foreign business, competitive business climate, skilled, productive and technologically capable labor.

*Ternopil* is a prominent location for FDI in Ukraine. Investors choose the city over other locations in Europe for their high-value added operations and export-oriented manufacturing and service functions.

FDI activity has been instrumental in helping to restructure, upgrade and revive the local economy.

# Define what impact you expect



# What do we sell to investors?

## The best (local) factor conditions available

- *Labor / skills*
- *Land / market-ready property*
- *Specialized knowledge*

## Other important prerequisites

- *Stable political and social environment*
- *(Advanced) business infrastructure*
- *Acceptable business-related legislation*
- *Potential productivity gains*
- *(Easy) access to target markets*

## Information & services

## Homeworks to be completed

- **Socio-economic profile of the community**
- **Economic development strategy**
- **Sector profiles / structured description of local economy**
- **Industrial real estate available to investors**
- **Define target sectors / or at least sectors you do not support**
- **Info and promo materials for investors**
- **Services to investors / investment promotion specialits**



THE MINISTRY OF REGIONAL DEVELOPMENT,  
CONSTRUCTION, HOUSING  
AND COMMUNAL SERVICES



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