



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

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

Specifics of Investment Promotion

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CONSTRUCTION, HOUSING
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Structure of the presentation:

- Target sectors
- Target numbers
- How UkraineInvest and RDA can help
- How you can contribute
- Target audiences for municipal investment promotion
- Discussion

Let's start with target sectors

TWO TYPES OF TARGET SECTORS:

- Priority / important sectors of national / regional economy
- Target sectors for active investment promotion

SECTORS IDENTIFIED BY WORLD CAFE:

- Agrifood / Food processing
- IT
- Automotive
- Logistics & Storage
- Tourism
- Clean / alternative energy

Match with national IPO / UkrainInvest



- Agrifood / Food processing

- IT

- Automotive

- Logistics & Storage

- Tourism

- Clean / alternative energy

- Agribusiness / Agri-tech

- IT

- Manufacturing

- Aerospace and technology

- Infrastructure

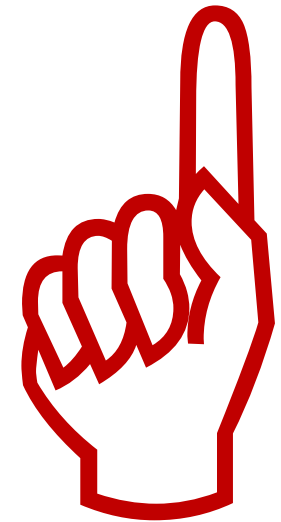
- Energy / Alternative energy

- Fashion

Target numbers



**RDA to facilitate
creation of 10000
new jobs by the
end of 2020**



Ternopil region to improve its position in domestic FDI per capita ranking of Oblasts (from 26 to 5-10)

Disaggregating target numbers

Initial assumptions:

- RDA will facilitate mostly **greenfield** investment projects implemented on **greenfield** industrial sites
- Volume of an average project will be **USD 50** million ...
- ... and will be located on **25 hectares** of industrial site
- Investors will create **50 new jobs** per hectare in average
- RDA's investment prospect to located project ratio will reach **5:1**
- ... and investment inquiry to prospect ratio **6:1**

10 000 new jobs

- 8 implemented projects
- 40 prospects
- Interaction with companies

240

120 inquiries coming
"spontaneously"

- 200 ha of land
- 8 sites / land plots
- 5-8 locations

120 companies actively
contacted by RDA

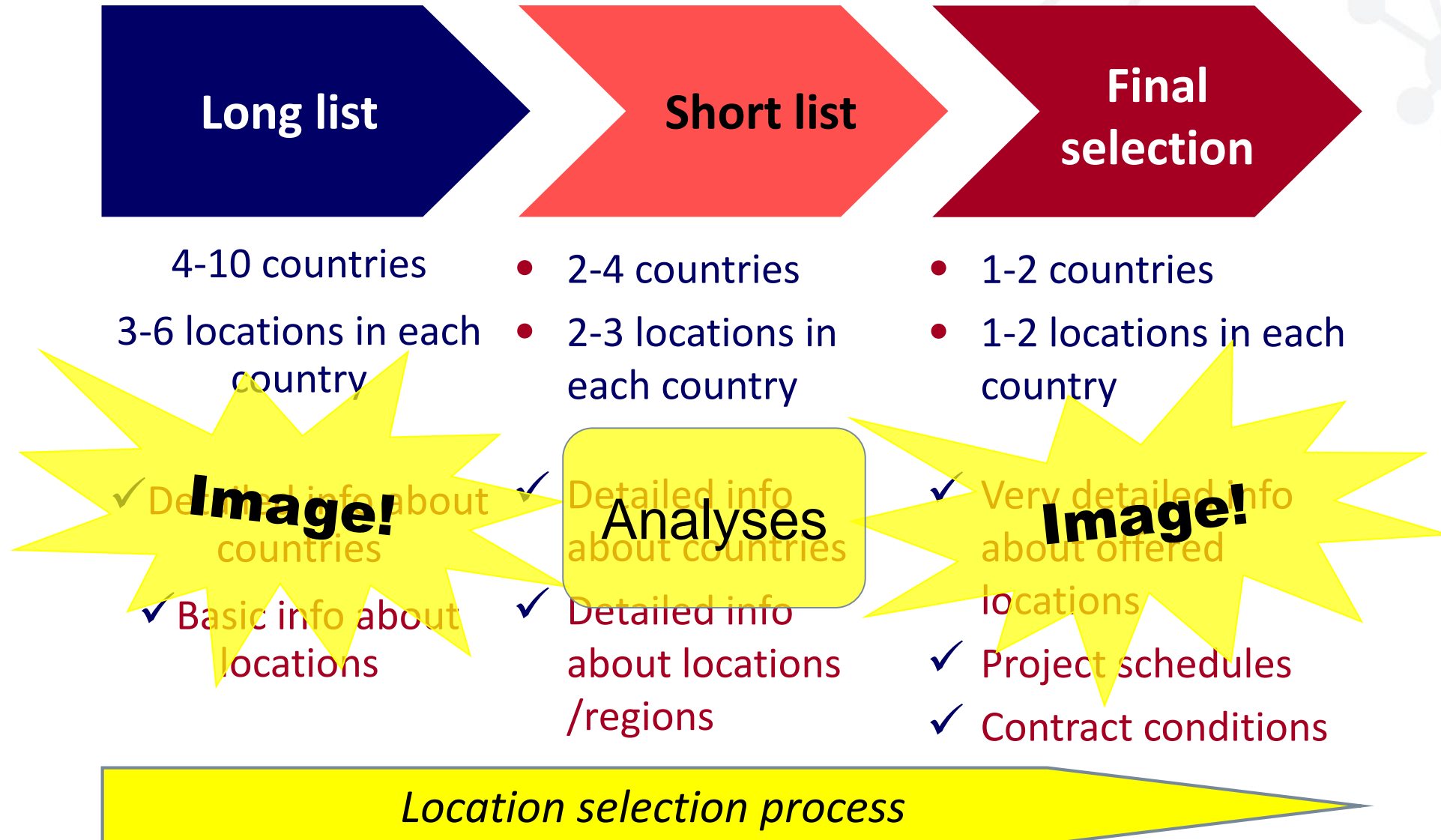
- \$400 million of inward investment
- 60 000 of available human resources

Marketing effectiveness

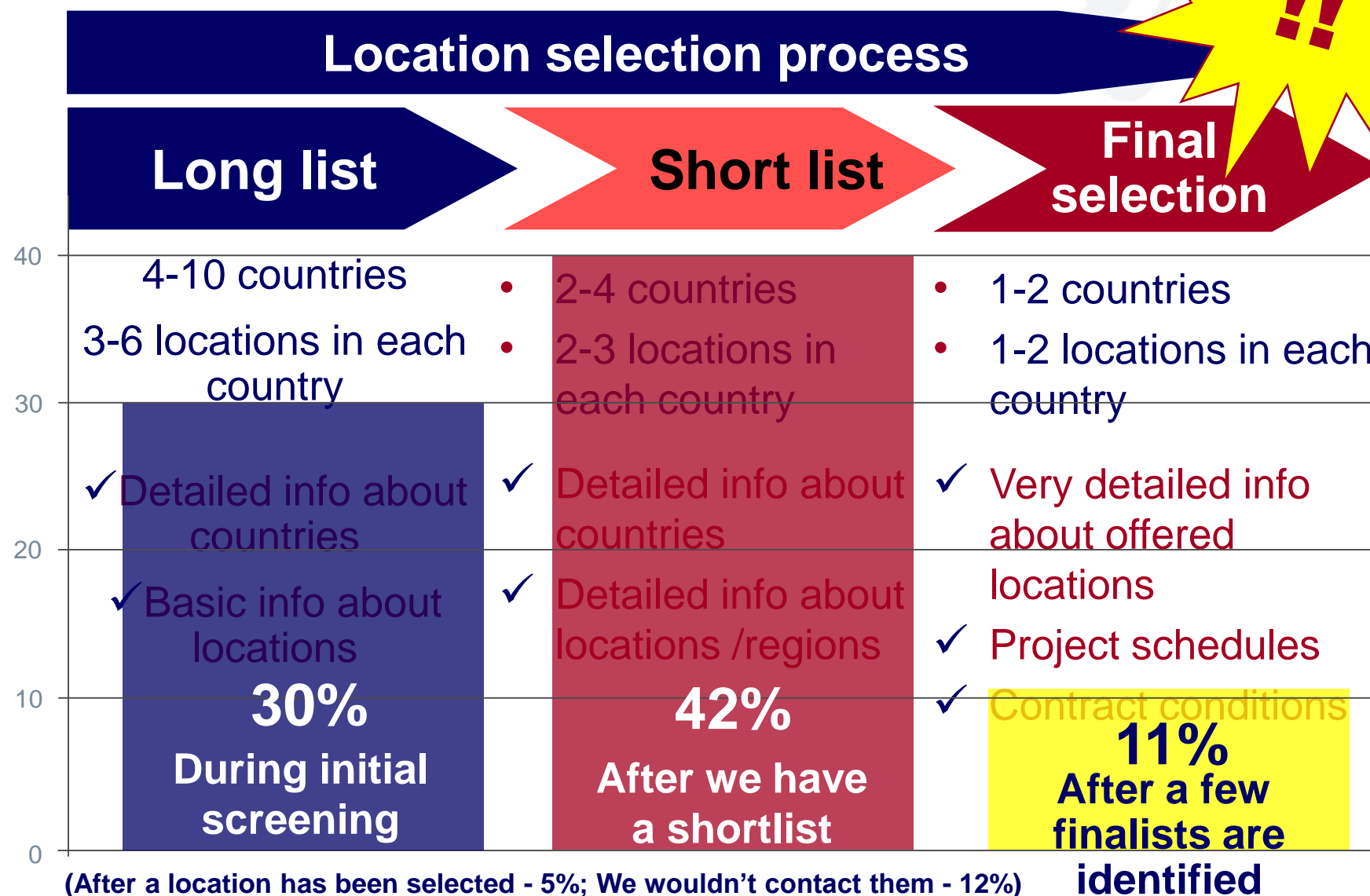
Sources of inquiries for RDA (at least 240 by the end of 2020)

Source	Share	Total	2018	2019	2020
Investment portal	40%	96	-	40	56
UkraineInvest	30%	72	7	30	35
General investment events (forums, fairs)	10%	24	2	10	12
Sectoral events	10%	24	-	4	10
Embassies (foreign in UA)	5%	12	2	5	5
Consultants	5%	12	2	5	5
Other			2	4	4
		240	13	94	123

Site selection process



First contact with IPA



Source: DCI Survey 2017

Target audiences for municipal investment promotion

MNEs



On-line presence

Investment promotion section of municipal website;
Printed info and promo materials;
Participation in investment fairs & events

**Businesses
already located
in municipalities**



Personal contact

Business section of municipal website;
Services of municipal authorities (LED dept.);
Business calling programs & etc.

**National and
Regional IPA**



Institutional relationship

Functional working relationship with IPAs;
Reputation among IPA project managers;
Plus all mentioned above



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U - LEAD

W I T H E U R O P E

Дякую за увагу!