

Press Release

Training Workshop on

**“GLOBAL FDI TRENDS, COMPETITIVENESS, AND INVESTMENT PROMOTION
TECHNIQUES AND FUNCTIONS”**

**Victoria, Seychelles
19 October 2012**

Seychelles has been on a steady economic growth path with a stable macroeconomic environment characterized by average GDP growth rates of 4.2% for the past 5 years, low inflation rates, and close to full employment. With the bold economic reforms aiming to improve the business and investment climate implemented over the past few years, Seychelles' ranking on the Doing Business report has jumped 6 positions between 2011 and 2012. With unparalleled opportunities in the sectors of fisheries, financial services, and tourism, a highly educated population, and a business-friendly environment, Seychelles promises investors a smooth investment journey.

COMESA Regional Investment Agency (RIA) is encouraging this process by carrying-out capacity-building activities with Seychelles' Investment Promotion Agency, **the Seychelles Investment Board (SIB)**. Following various other interventions which were implemented by RIA and SIB such as the development of SIB's new website, a Virtual One-Stop-Shop study, the development of publications, and others, a training workshop is being organized on the 23rd and 24th of October 2012 thanks to the support of the Regional Integration Support Programme. The training will cover the following topics:

- New trends in FDI and hot topics
- World overview of FDI
- New determinants of competitiveness
- Site selection and the corporate decision-making process from the company's point of view
- The role of mergers and acquisitions, re-investment, green field investment, and globalization of the supply-chain in FDI
- The challenges facing an investment agency today
- The importance of a focused value proposition
- Newest best practices in investment promotion
- Innovative and realistic lead generation
- Today's investment promotion techniques and functions
- Selling techniques
- Success stories

For further information please contact:

Seychelles Investment Board

Sabrina Agathine
+248 429 5500
sabrina.agathine@sib.gov.sc

COMESA Regional Investment Agency

Mohamed Aref
Research Analyst
+202 2405 5428
maref@comesaria.org