

 Early Warning System

IADB-RG-T3999

Digital Communications Campaign to Attract Foreign Direct Investment  
to the Caribbean



## Quick Facts

<b>Financial Institutions</b>	Inter-American Development Bank (IADB)
<b>Status</b>	Approved
<b>Bank Risk Rating</b>	C
<b>Borrower</b>	Regional
<b>Sectors</b>	Industry and Trade, Law and Government, Technical Cooperation
<b>Investment Type(s)</b>	Advisory Services, Grant
<b>Investment Amount (USD)</b>	\$ 0.61 million
<b>Project Cost (USD)</b>	\$ 0.81 million



### **Project Description**

Development and implementation of an online marketing campaign with a focus on investor lead generation and conversion to projects. In deciding to invest, most investors begin their site selection process at the regional level before narrowing their focus to a specific country within the selected region. By promoting the region as a place for investment, the Caribbean will increase the likelihood of attracting an investor into any given country. This initiative includes the development of regional investor perception surveys, which will inform a regional digital marketing campaign. Regional promotional tools and methods for online promotion will be developed and capacity building for the partners to this project will be undertaken to ensure sustainability.



## Investment Description

- Inter-American Development Bank (IADB)



## Contact Information

### ACCOUNTABILITY MECHANISM OF IADB

The Independent Consultation and Investigation Mechanism (MICI) is the independent complaint mechanism and fact-finding body for people who have been or are likely to be adversely affected by an Inter-American Development Bank (IDB) or Inter-American Investment Corporation (IIC)-funded project. If you submit a complaint to MICI, they may assist you in addressing the problems you raised through a dispute-resolution process with those implementing the project and/or through an investigation to assess whether the IDB or IIC is following its own policies for preventing or mitigating harm to people or the environment. You can submit a complaint by sending an email to [MICI@iadb.org](mailto:MICI@iadb.org). You can learn more about the MICI and how to file a complaint at <http://www.iadb.org/en/mici/mici,1752.html> (in English) or <http://www.iadb.org/es/mici/mici,1752.html> (Spanish).