Early Warning System

IADB-RG-T3999

Digital Communications Campaign to Attract Foreign Direct Investment to the Caribbean

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Quick Facts

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

Digital Communications Campaign to Attract Foreign Direct Investment to the Caribbean

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. 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).