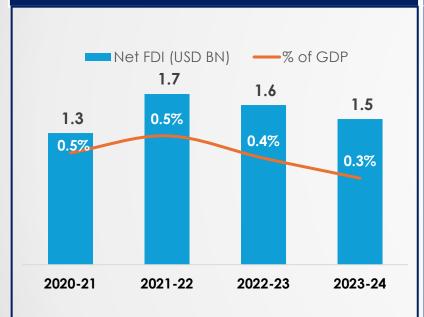


FDI Snapshot: Stagnant FDI inflow into Bangladesh, lack of structured investment promotion

Bangladesh : Declining contribution



Only 45% direct FDI, rest are intercompany loans or reinvestments

Bottlenecks with BIDA's promotion efforts

- Lack of alignment on **priority sectors & segments**.
- Lack of sectoral Insights & analysis.
- Limited visibility on long-term potential sectors.
- Inadequate competitor benchmarking.
- Inability to set specific investment goals.

LEADING to WEAK, AD-HOC investment promotional efforts

Global references & Best Practices



BOI collaboration with Harvard.



Uses **investment heatmaps** to align FDI flows with national goals.



Uses geography based **FDI heatmap** to assess regional investment distribution,



Similar cases of using **prioritization frameworks** to structure FDI inflows.



Creation of a Bangladesh "FDI Heatmap"



Multi-party "Private sector" consultation

Financial Institutions







Management Consultants











Business Associations





Development Partners



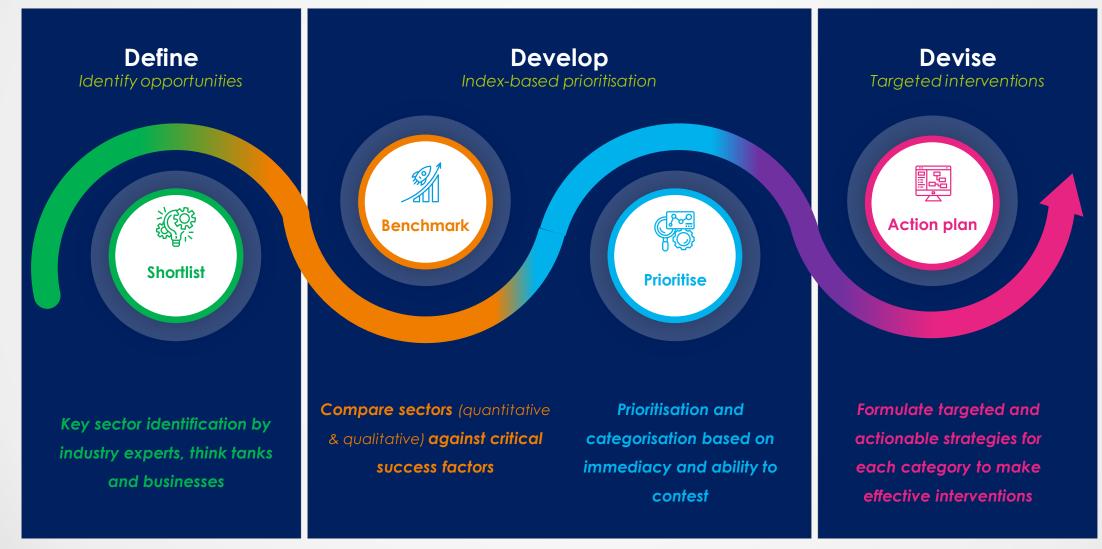








Creation of a Bangladesh "FDI Heatmap": METHODOLOGY





1. Define: Key sector identification

Multi-party "Private sector" consultation

Financial Institutions







Management Consultants











Business Associations





Development **Partners**









19 Sectors shortlisted











Core Apparel

Advanced **Textiles**

Technical Textiles

Renewable Energy

Leather













Automotive & parts

Pharma

Plastic

Light Engineering

Footwear











Electronics

Semicon

Agro processing

Toy

Medical **Devices**









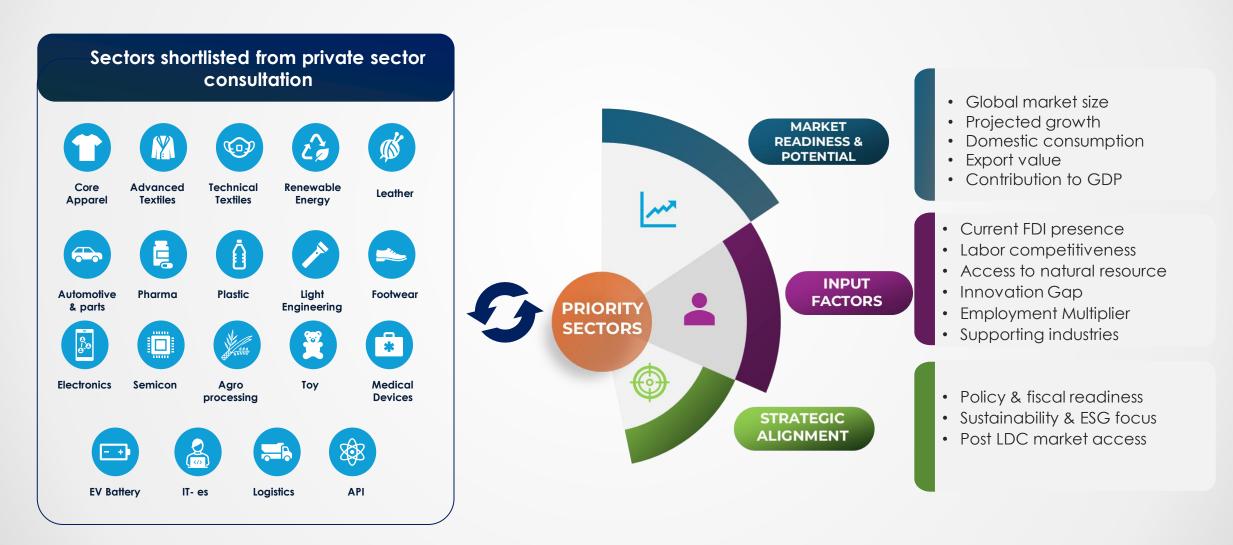
EV Battery

Logistics

API

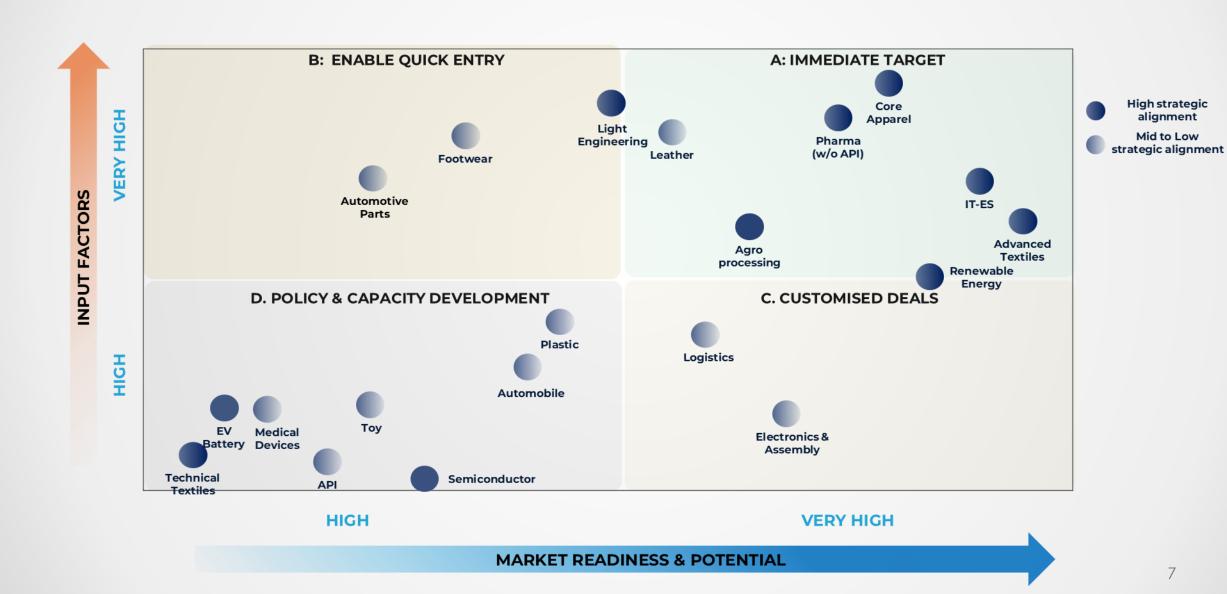


2. Develop: "Index" based scoring to identify priority sectors





2. Putting it altogether: Sector prioritisation and strategies





3. Devise Actions: Bringing the heatmap to life

VERY HIGH

INPUT FACTORS

HIGH

B: ENABLE QUICK ENTRY

- Timeline: ~ 12 months to 18 months
- Focus on creating a simplified, time-bound framework for entry (e.g., licensing, work permits)
- Appoint sector champions within govt. agencies to coordinate efforts and act as SPOC for investors.
- Form inter-agency hit-squads tasked with resolving specific issues.
- Enhance outreach and sector-specific communication highlighting incentives and competitive advantages.

D. POLICY & CAPACITY DEVELOPMENT

- Timeline: ~ 18 months +
- Formulate top-level taskforce in association with private sector to review policy and capability gaps
- Encourage pilot projects with modest financial support to build capacity.
- Build relationships with academia and incorporate sectors in national skills development programs.

A: IMMEDIATE TARGET

- Timeline: ~ 12 months
- Target high-probability target markets and craft FDI pitch highlighting success stories and USPs.
- Activate and engage existing investors to work as "ambassadors" for targeting new investments.
- Collaborate with private sector partners to leverage their clientele database.
- Showcase priority sectors and their opportunities in investment events and forums.

C. CUSTOMISED DEALS

- Timeline: ~12 months to 18 months
- Offer bespoke investment deals that address specific sector challenges.
- Develop production-linked incentives (PLI) to reward investors upon achieving measurable outcomes, such as job creation, export growth, or technology transfer.

HIGH VERY HIGH