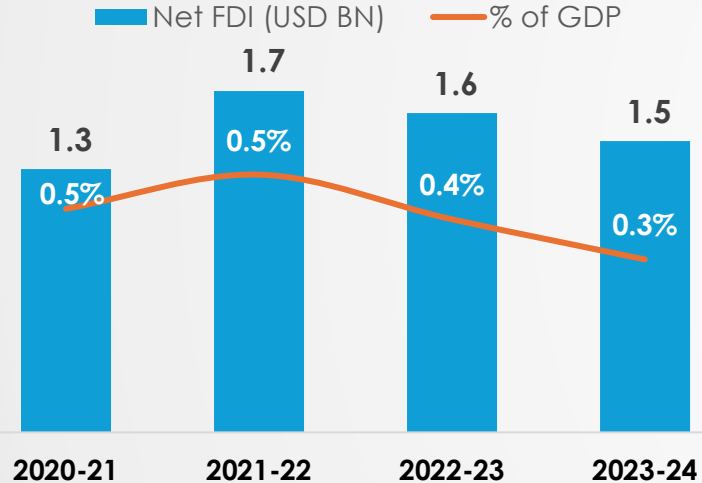


Bangladesh “FDI HEATMAP”

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”

 **BIDA is building Bangladesh’s FDI Heatmap!**



PARTNERING WITH INDUSTRY EXPERTS TO
MAP CRITICAL SECTORS & SUB-SEGMENTS
IDENTIFY PRIORITY COUNTRIES, REGIONS & ANCHOR INVESTORS

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



IT-es



Logistics

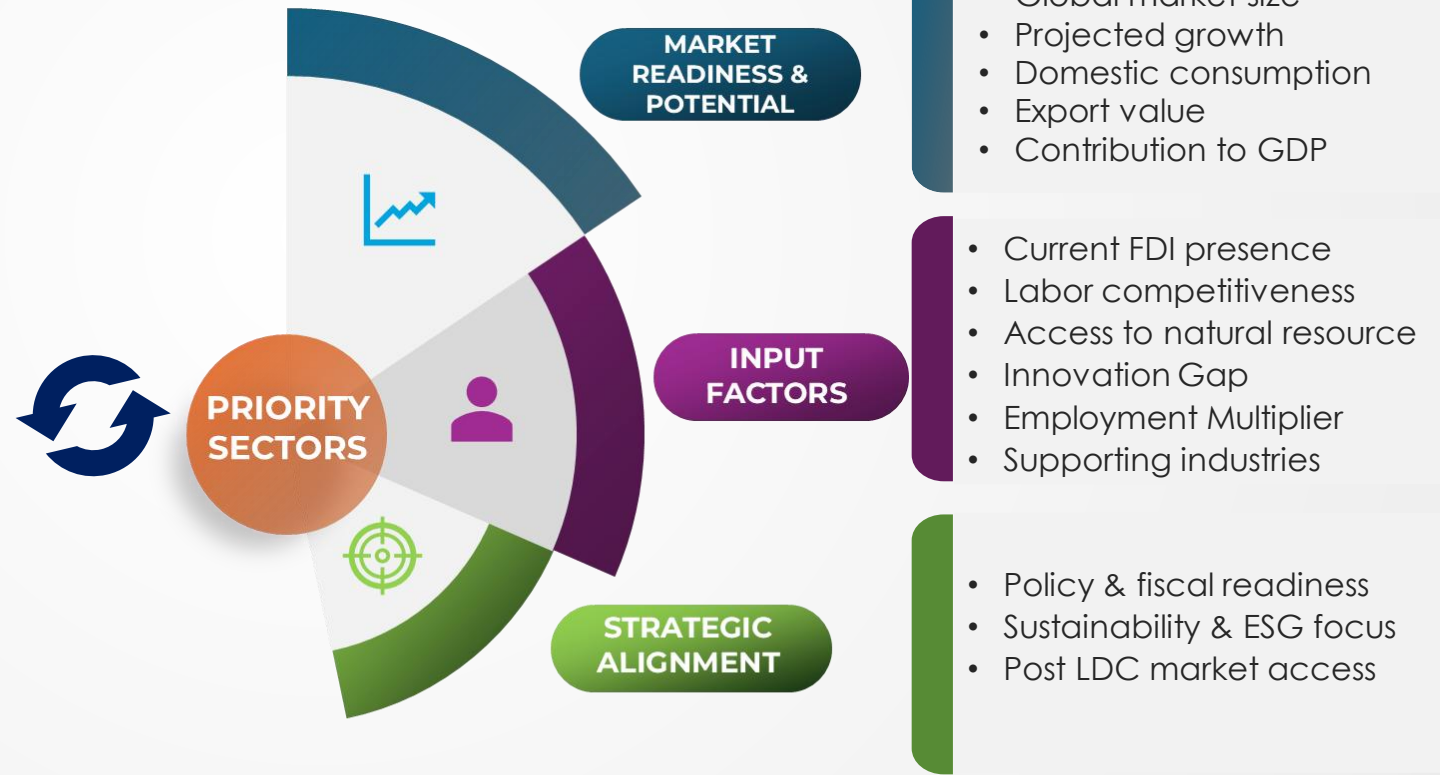


API



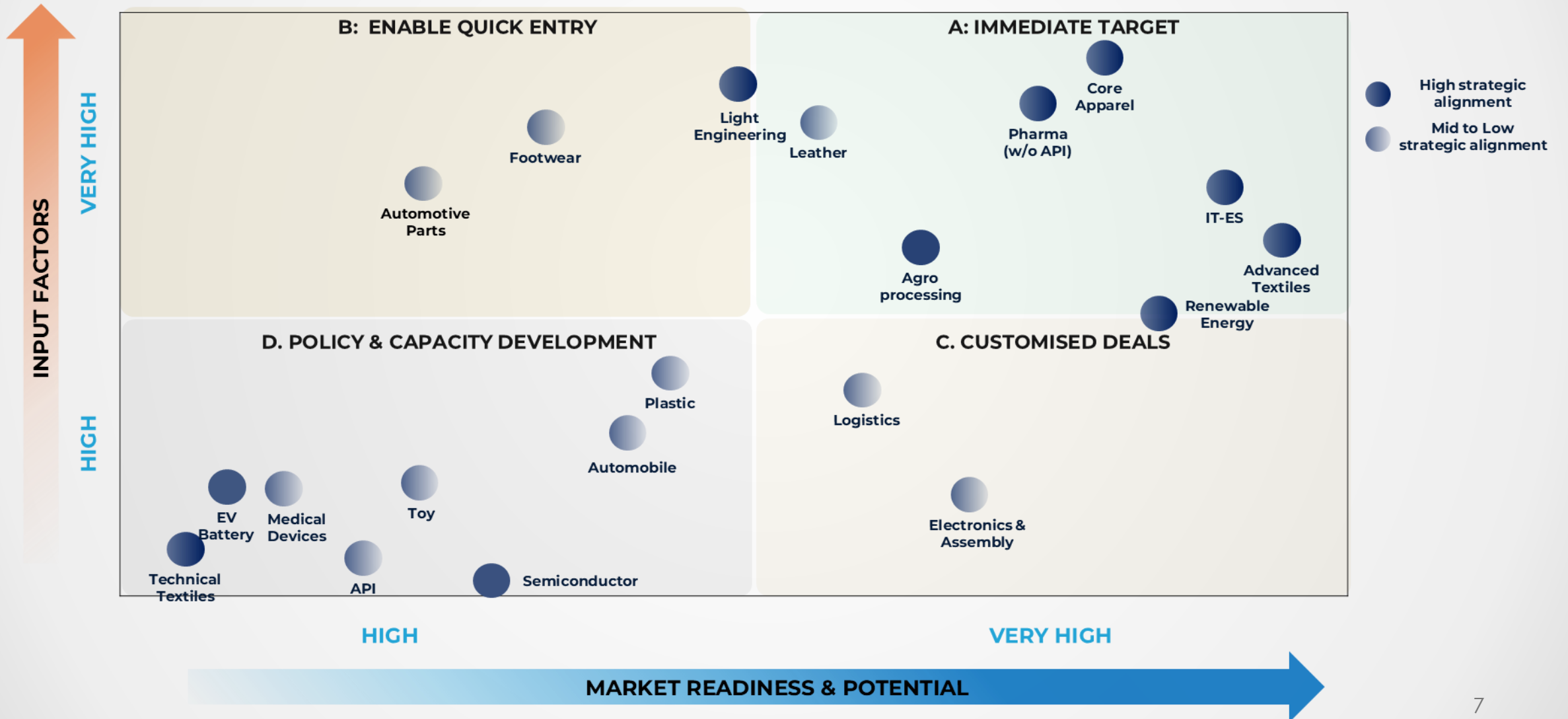
2. Develop :“Index” based scoring to identify priority sectors

Sectors shortlisted from private sector consultation





2. Putting it altogether : Sector prioritisation and strategies





3. Devise Actions : Bringing the heatmap to life

