



Sustainable Industrial Areas
INTERNATIONAL CONFERENCE

Addis Ababa | Ethiopia | 8th - 10th of April 2019

ATTRACTIVE BUSINESS ENVIRONMENT: FACTORS AND ENABLERS

International Conference

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Implemented by
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Attractive business environment: the what (factors)



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Macroeconomic factors

Market size and opportunities

Productive infrastructure

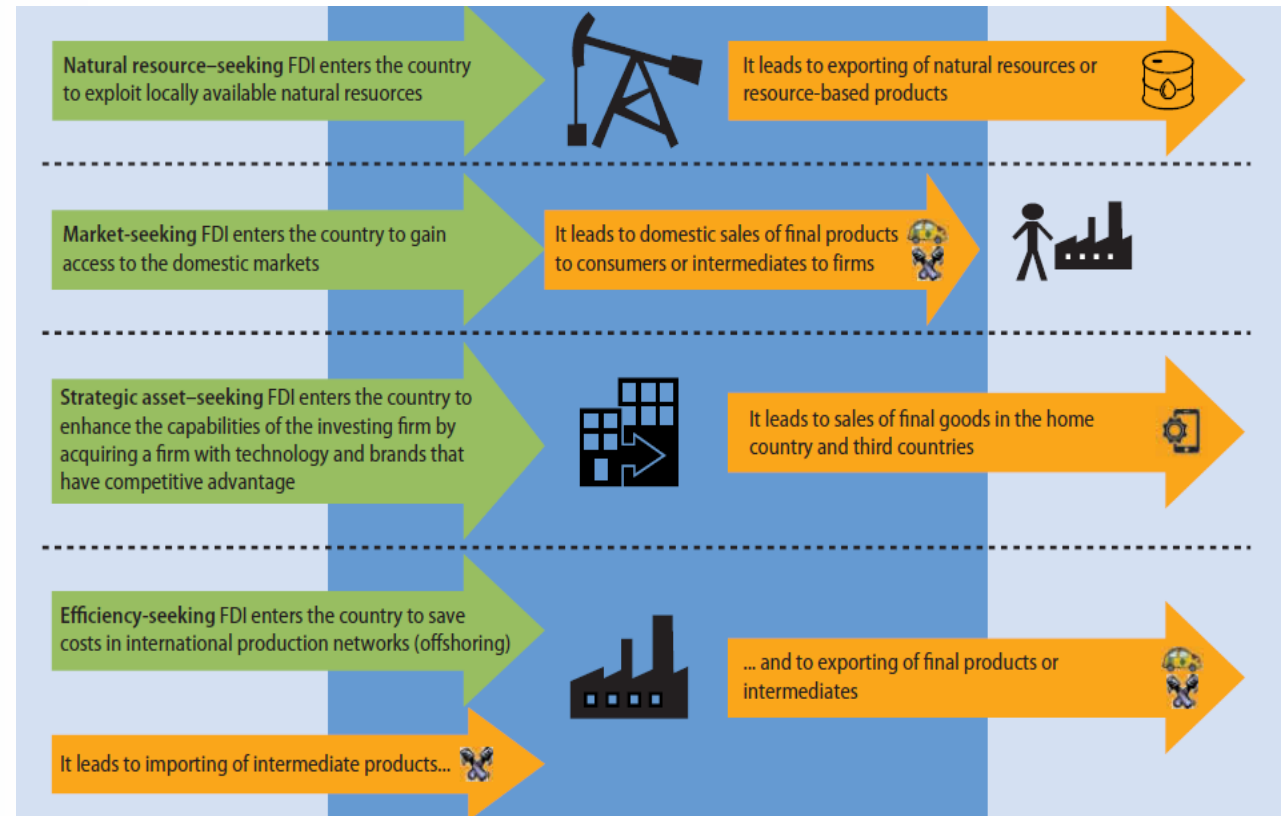
Labour (availability, affordability and quality)

Socio-political stability

Business-friendly regulatory regime

Environmental sustainability, quality/
standards

Foreign investments are heterogeneous!



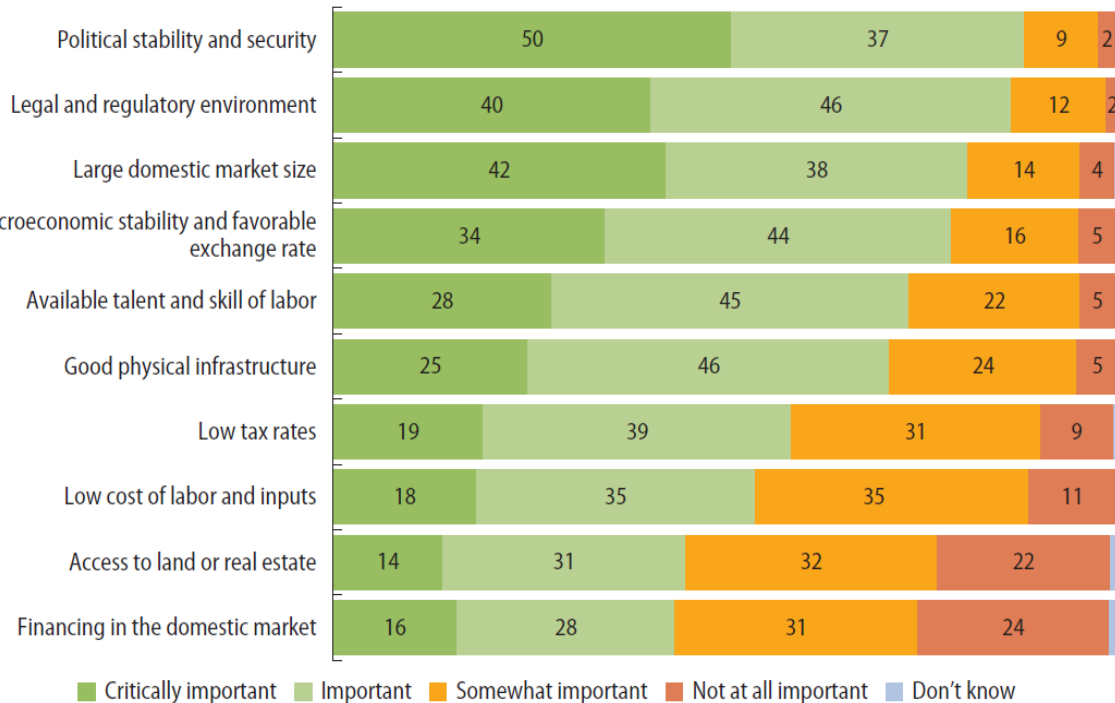
Attractive business environment: the what (factors)



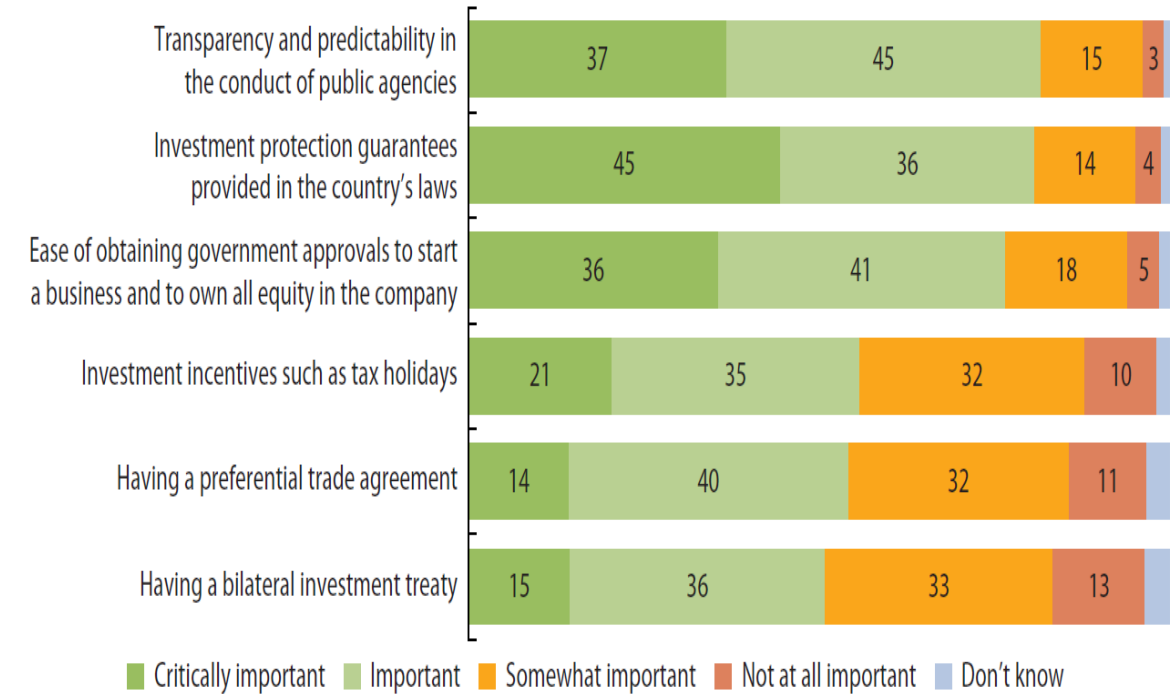
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Factors affecting investment decisions



Which investment climate factors?



Source: Investment Competitiveness Report, WBG, 2018 (754 MNCs surveyed)

Attractive business environment: the how (enablers)



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Legal reform: modernizing business rules

**Procedural simplification/optimization:
streamlining, reengineering**

**ICT: e-governance (online registration, e-
filing/payment, esw...)**

**Clustering: industrial parks as pilots for
deeper IC reforms (including on
sustainability)**



Remarkable achievements in Ethiopia



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Clustering: industrial parks as pilots for deeper IC reforms

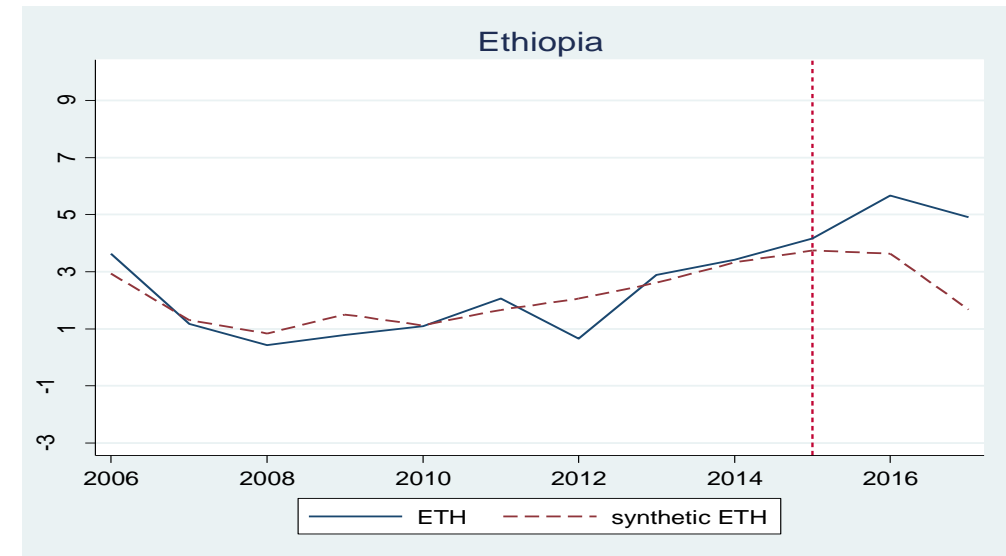
OSS, visa, customs, incentives etc

Targeting: efficiency seeking investors, eco-IPs brand

Legal reform: modernizing business rules

- IP legal regimes, investment law amendments, progressive decisions through EIB etc

Expedited service delivery and post-establishment support



*FDI inflows to Ethiopia in 2016 & 2017 are **\$ 2.9B** higher than it would have been without the reforms*

Room for improvement to deepen and broaden reforms/results



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Further modernizing business rules

Competitiveness of critical and enabling sectors of the economy: logistics, telecom, finance

Efficient business service delivery/ICT: e-governance (online registration, e-filing/payment, esw...)

Linkages

Institutional coordination (at different levels)