



# Investment Development

## Knowledge Management Approach



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# How to Get Foreign Investments in Oman?


1. What Products/Services We Need?
  2. Find Best Source Co or Mix [Apply Business Intelligence]
  3. Strategic Planning Approach [Propose Incentives, Market Analysis, Profits, Funding, ROI]
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# Investment Needs Assessments

<u>Activity</u>	<u>1995</u>	<u>2000</u>	<u>2020</u>
Oil	33.5	25.9	9.0
Gas	1.5	5.0	10.0
Agriculture	3.0	3.5	3.1
Fishing	1.1	1.0	2.0
Mining & Quarrying	0.6	0.6	2.0
Manufacturing	5.4	6.8	15.0
Electricity & Water	1.7	4.3	2.0
Building, Construction & Real Estate	3.2	6.9	10.0
Trade & Tourism	14.1	17.8	18.0
Transportation & Communication	7.0	8.6	8.0
Banks, Insurance and Financial Services	7.9	4.3	8.0
Other Private Services*	8.3	3.2	5.0
Public Services	13.9	12.6	10.0
<b>Gross Domestic Product</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



# Identify Risks

- Sources of Funds
  - Expenses
  - Logistics Planning
  - Bureaucracy, Approvals, Licenses, etc.
  - Training Assets
  - Apply Ishikawa PM Model
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# Global Business Knowledge

- European Companies [Select Right Partner. Ex: Novo Nordisk]
  - Korea, China [Product Model]
  - US Partner Company [Modify Approach]
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# What to Offer?

- Business Culture, Partners
  - Free Zones
  - Assets and Start-up Cost
  - Purchase Order and Market Contracts
  - Funding Sources
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# US Partners

- Offer ROI Forecast, Show Profits
  - Identify Specific Needs of Technology, Management, and Funding
  - What to Offer US Partner, Local Partner, Incentives, Potential
  - Identify Risks to US Partner
  - Utilize Resources
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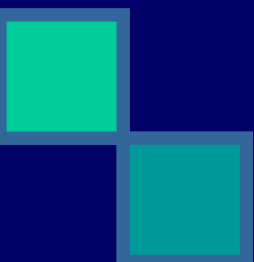



# One Screen Approach

- One source for Steady Planning and Be Consistent
  - Follow Up
  - Initiate First Step
  - Address All Requirements
  - Resolve Conflicts
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# CASE1: Jamaica

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- Jamaica Free Zone Authority
  - Investment Solicitations
  - Success Factors
  - Incentives that Worked [Labor, Training, No Tax, No Tariff, Re-Export, Preferential Contracts, Stand Alone Model]
  - Tourism and Resorts [Half Moon Expansion]
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## Case 2: Morocco

- Mixed Investment Model
  - Product from Korea
  - Technology from Germany
  - Marketing in Morocco, region and Europe
  - Management of Operations
  - Trade Facilitation & Regional Tariff Agreements
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