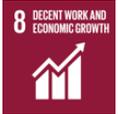




Enhancing governmental capacity to attract expatriate investments into Egypt

ACTION BASICS

Beneficiary	 <p>The General Authority for Investment and Free Zones (GAFI) is the principal governmental body that regulates and facilitates investments in Egypt. GAFI is reporting directly to H.E. the Prime Minister, and offers a variety of support types, including business matchmaking, research, advocacy, market intelligence, investment facilitation and dispute settlement, among many other services.</p> <p><i>In partnership with</i></p>
Partner	 <p>The ANIMA Investment Network is a platform for economic cooperation between Europe, the Middle East and Africa. With their network of 70 member organisations in 20 countries and more than 400 experts and partners, they offer expertise in economic cooperation, investment promotion, impact management, territorial marketing and the mobilization of expatriate talent resources.</p>
Duration	15 months
Sustainable Development Goals	 

MAIN FEATURES

Context & needs	<p>With their contributions in terms of remittances and their substantial capacities for investment, more than 10 million Egyptians residing abroad are an important asset for Egypt's economy. Egyptian policymakers have improved the investment climate in recent years, and have included Egyptian expatriates in Egypt's national sustainable development plans, creating a favourable environment to attract their interest and investment. Changes include a new investment law that introduces tax exemptions and investment advantages.</p> <p>GAFI, in cooperation with the Ministry of Immigration and Egyptian Expatriates Affairs, has turned its focus to encouraging Egyptian expatriate investment that ties with national development goals. Accordingly, GAFI seeks to further strengthen its expertise in attracting expatriate investment. To create an effective action plan to attract Egyptian expatriate investments into Egypt, GAFI has requested assistance in enhancing its institutional capacities to promote and carry out its services, particularly to expatriates. The request came at a timely moment, when the Covid-19 pandemic had impacted investment interests, decisions and trends.</p>
Objectives	<p>General objective</p> <p>The action aims to enhance GAFI's understanding of Egyptian expatriate investments and enhance their institutional capacities to attract them sustainably into Egypt.</p> <p>Specific objectives</p> <ul style="list-style-type: none"> • Enhance GAFI's knowledge of the most relevant best practices for attracting expatriate investment. • Enrich GAFI's knowledge on the enablers and barriers for attracting expatriate investment through exchanges with regional peers. • Equip GAFI with a tailored roadmap, expatriate investment toolkit and communication plan to attract potential Egyptian expatriate investment. • Strengthen GAFI's ability to promote its service to potential Egyptian expatriates investors in the EU.



ACTION PLAN

EUDiF Areas of intervention

- Empowering diaspora organisations based in Europe
- Supporting partner countries in enabling diaspora engagement for development
- Fostering multi-stakeholder partnerships

Capacity development support

- Conduct of assessments, research and/or evaluations**
- **Workshop to assess the institutional needs of GAFI**, their main objectives, preferred tools and target groups to attract Egyptian expatriate investment into Egypt.
 - **Workshop to assess the communication needs and capacities** of GAFI, with support from a communication expert.
- Organisation of knowledge transfer events**
- **Workshop to present existing practices and knowledge** on expatriate investment in the region and internationally.
 - **Peer-learning sessions** with designated peers to exchange concrete steps, enablers, barriers and concrete examples of practices in expatriate engagement for investment.
- Development of strategic documents and/or training tools**
- **Guided workshops to develop a roadmap to attract Egyptian expatriate investment**, including a toolkit that provides relevant background knowledge and a structured framework for decision-making.
- Visibility and communication activities**
- **Development of a communication plan** to guide GAFI on how to increase the visibility of their services, including a toolkit with resources to effectively communicate with target audiences, as well as a corresponding M&E plan.
 - **Pilot testing of one of the tools** in the communication plan, providing GAFI with practical experience in implementation.
- Facilitation of networking and partnerships**

Outputs

- **Summary report** about existing knowledge and best practices on expatriate investment at a national level.
- **Identification of regional and international peers** with whom GAFI can regularly exchange about expatriate investment practices that can be adapted to the case of Egypt.
- **Summary report** about the outcomes of the peer-learning workshops on best practices in expatriate investment.
- **Roadmap document** to guide GAFI's strategy to promote and attract expatriate investment.
- **Communication plan** to increase the visibility of GAFI's services, as well as a toolkit and a corresponding M&E plan.

Expected results

- Increased knowledge within GAFI about best practices in attracting expatriate investments, based on similar experiences of peers from other IPAs and governments in the region and internationally.
- Acquisition of a tailored roadmap for attracting expatriate investments and increased institutional capacity to implement it.
- Increased knowledge about the relevant tools and techniques needed to effectively communicate about the expatriate investment services in GAFI.
- Acquisition of M&E tools to track progress in the communication plan and increased institutional capacity to use them.

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