

Investment Map

For better identification of investment opportunities

Investment Map is an interactive web-based analysis tool that combines statistics on Foreign Direct Investment (FDI), international trade and market access into a single portal. Investment Map allows analyses by country, trading partner and industry. It also includes relevant information on activities of foreign affiliates in developing countries and economies in transition.

This portal aims to assist Investment Promotion Agencies (IPAs) in pinpointing the sectors that have successfully attracted FDI in a country as a guide to identifying priority sectors for promotion. It also helps them identify the countries with whom they compete for foreign investment attraction in a targeted sector and which countries are investing abroad by sector. Moreover, information on foreign affiliates can be useful to domestic enterprises looking to supply to transnational corporations as a stepping stone to accessing international markets and wider export activities.

The strengths of Investment Map lie in **its sectoral level investment data** and **the combined information on investment flows and stocks, trade and tariff data, and activities of foreign affiliates**. Moreover, Investment Map is also linked to other tools such as ITC's Trade Map and Market Access Map, and the World Investment Directory.

Investment Map includes:

- Total FDI flows and stocks for around 200 countries and territories,
- Industry and country breakdown of FDI flows and stocks for more than 110 countries,
- Information on the location, sales, employment and parent company for over 150,000 foreign affiliates located in developing countries and economies in transition,
- Export and import data and indicators of trade performance for more than 220 countries and territories, up to the 6-digit level of the Harmonized System,
- Average tariff data applied by 187 countries and faced by 200 exporting countries and territories, up to the 6-digit level of the Harmonized System.

The definition of industries in Investment Map is based on the ISIC rev. 3 nomenclature. Tariff and trade data is available for more than 5,300 products (6-digit level of the Harmonised System). Information on foreign affiliates covers 1,000 lines of business (US SIC nomenclature).

The Market Analysis and Research section of ITC has developed Investment Map jointly with UNCTAD (www.unctad.org), and in partnership with the Multilateral Investment Guarantee Agency (MIGA) and the World Association of Investment Promotion Agencies (WAIPA). The portal also includes information from UNCTAD, COMTRADE of UNSD, Dun & Bradstreet, Trade Map and Market Access Map.

Thanks to financial contributions from the European Commission and donors to the ITC's Global Trust Fund, **users in developing countries** and territories can register at www.intracen.org/marketanalysis to access ITC's market analysis tools **free of charge**. Users

in developed countries and territories can register to get a one-week free trial access or subscribe for a longer access.

The Market Analysis and Research section of ITC also conducts tailored studies and training programmes on market analysis. For more information, visit www.intracen.org/marketanalysis.

Locations competing for investment attraction in a selected industry

Select Industry: Select Year:

values in US\$ million

Export in

Foreign Direct Investment [See map](#) Company Trade Tariffs

#.	Country	Inward Investment Flow									
		2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
1.	China	3,279.9				8,164.7	7,711.2	7,058.7	6,347.0		
2.	Germany	2,051.4	2,307.4	-131.8	1,580.8	1,649.6	227.6	-1,446.5	90.3	-1,415.4	139.6
3.	Mexico	1,615.8	1,543.3	1,262.4	1,340.7	1,341.8	1,151.7	1,318.6	1,622.1	1,381.0	1,135.9
4.	United States	1,583.0	-93.0	9,590.0	9,726.0	27,740.0	3,981.0	-424.0	1,810.0	-787.0	18,639.0
5.	Thailand	1,415.0	325.9	1,643.1	860.9	1,731.4	1,010.7	797.0	327.4	214.9	981.3

Countries with potential to invest abroad in a selected industry

Select Industry: Select Year:

values in US\$ million

Export in

Foreign Direct Investment [See map](#) Company Trade Tariffs

#.	Country	Outward Investment Stock									
		2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
1.	United States	87,265.0	76,720.0	75,789.0	77,904.0	68,266.0	56,141.0	57,318.0	52,459.0	54,250.0	63,275.0
2.	Japan	71,309.1	65,126.7	67,163.0	65,677.8	57,540.4	57,239.5				
3.	France	11,081.5	11,132.0	10,297.2	19,923.4	26,883.9	20,807.6	20,344.3	20,605.8	14,549.7	15,402.4
4.	Canada	6,054.6	7,445.1	7,566.6	12,739.6	12,777.0	12,206.1	15,451.1	14,800.4	13,365.4	16,454.2
5.	Austria	3,544.1	3,463.4	3,636.5	2,624.8	1,745.0	1,200.9	1,349.8	1,028.1	1,048.7	775.5

Parent Companies based in the USA for a selected industry

Companies headquartered in United States with affiliates in developing countries, summary by parent company in selected industry

Select Industry:

#.	Parent Company	Number	Recently established	Sales	Employees
Total :		2,548	515	1,145,039.3 (842)	996,550 (1,508)
1.	Dph Holdings Corporation	104	8	14,282.3 (10)	21,226 (19)
2.	Motorola Solutions, Inc.	51	1	109,443.6 (9)	36,057 (14)
3.	General Electric Company	49	6	8,983.8 (18)	32,837 (31)
4.	Lear Corporation	45	11	21,958.8 (13)	54,029 (22)
5.	Emerson Electric Co.	39	5	38,350.3 (23)	20,985 (32)
6.	Johnson Controls, Inc.	39	6	8,737.9 (7)	7,868 (10)
7.	Dana Holding Corporation	36	5	4,806.0 (6)	9,133 (16)
8.	Honeywell International Inc.	35	5	10,275.0 (19)	9,974 (25)
9.	TRW Automotive Holdings Corp.	35	7	17,895.7 (20)	15,534 (26)
10.	Meritor, Inc.	35	14	6,095.5 (10)	5,915 (13)

Chinese Foreign Affiliates for a selected industry

Foreign affiliates in China, in selected industry, summary by parent company

Select Industry:

#.	Parent Company	Parent country	Number	Recently established	Sales	Employees
Total :			6,623	3,723	4,264,411.3 (4,513)	5,270,944 (5,538)
1.	Siemens AG	Germany	64	21	27,673.8 (29)	28,573 (47)
2.	PANASONIC CORPORATION	Japan	55	18	56,096.9 (41)	77,100 (52)
3.	HON HAI PRECISION INDUSTRY CO., LTD.	Taiwan Province of China	44	23	155,244.2 (30)	169,346 (31)
4.	HITACHI, LTD.	Japan	39	19	50,652.9 (28)	33,449 (29)
5.	ABB Ltd	Switzerland	25	7	34,493.1 (22)	20,587 (25)
6.	Motorola Solutions, Inc.	United States	24	1	44,575.5 (4)	21,764 (5)
7.	SUMITOMO ELECTRIC INDUSTRIES, LTD.	Japan	24	17	13,635.1 (17)	17,623 (21)
8.	SCHNEIDER ELECTRIC SA	France	22	12	13,684.1 (18)	8,662 (21)
9.	FLEXTRONICS INTERNATIONAL LTD.	Singapore	21	7	54,190.0 (18)	49,840 (19)
10.	Koninklijke Philips Electronics N.V.	Netherlands	20	7	12,643.9 (10)	11,853 (14)
11.	TDK CORPORATION	Japan	20	7	10,566.1 (12)	36,030 (15)
12.	TOSHIBA CORPORATION	Japan	20	7	29,949.8 (9)	15,802 (15)
13.	NIDEC CORPORATION	Japan	19	12	13,041.8 (13)	50,740 (16)
14.	Samsung Electronics Co., Ltd.	Republic of Korea	18	7	151,336.6 (11)	23,580 (15)