



International Trade Centre

UNCTAD / WTO

Investment Map

For a better identification of investment opportunities

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

This portal aims to assist investment promotion agencies (IPAs) in their targeting activities to define priority sectors for promotion, point out competitor countries for inward investment, and identify potential investors in a given sector.

The strengths of Investment Map lie in its wide geographical coverage, 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 the World Investment Directory, Market Access Map and TradeMap.

Investment Map includes:

- Total FDI flows and stocks for around 200 countries and territories ·
- FDI flows and stocks, broken down by industry (ISIC revision 3) for around 80 countries ·
- Export and import data and indicators of trade performance for around 180 countries ·
- Tariff data applied by 170 countries and faced by 200 exporting countries and territories ·
- Information on the location, sales, employment and parent company for over 70,000 foreign affiliates located in developing countries and economies in transition

The definition of industries in Investment Map is based on the ISIC rev 3 nomenclature. Tariff and trade data are 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). Data on trade and FDI are available for the last four years.

The Market Analysis Section at 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 includes FDI databases developed by UNCTAD; COMTRADE, the UN trade database; and company databases maintained by Dun & Bradstreet; and tariff measures from Market Access Map.

Access information:

Investment Map is accessible on a subscription basis. Please visit the website www.investmentmap.org for more information on getting a temporary password and details on subscription options and fees.

MAS offers partner institutions full technical support and a variety of training programmes on market analysis and strategy formulation using ITC's market analysis tools.

For further information, please contact investmentmap@intracen.org

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Market Analysis Section (MAS)

Enhancing the transparency of global trade and market access, benchmarking export competitiveness and offering leads for business development across product and countries



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The following tables are extracts from Investment Map for Brazil. This screen provides a summary of Brazil's inward FDI, foreign affiliates located in the country, exports, imports and tariffs, organised by industry.

Select Country:

Select Year:

Sectors with Potential to Attract Investment - Brazil

values in USD million / World Investment Directory

Industry	Foreign Direct Investment			Foreign Affiliates		International Trade-2004			Tariffs-2004	
	Inflow 2004	Inward stock 2004	Chg. p.a. since 2001	Number	Number of parents	Exports	Share in world	Imports	Avg. faced	Avg. applied
Total (merchandise & services)	20,265.3	150,964.7	7.4%	11,834	1,807					
Food, beverages and tobacco	5,348.1			898	101	17,265.6	3.9%	1,775.2	29.6%	20.8%
Transport, storage and communications	3,222.6			1,479	400					
Chemicals and chemical products	1,363.0			997	235	5,409.7	0.6%	14,972.7	8.4%	13.8%
Motor vehicles and other transport equipment	1,315.0			722	303	14,666.9	1.3%	5,808.4	13.5%	19.4%
Trade	1,253.4			3,934	839					
Electricity, gas and water	1,182.5			305	36					
Business activities	1,182.2			1,262	508					
Finance	1,068.2			755	81					
Metal and metal products	907.7			623	281	11,476.9	1.7%	3,444.4	8.3%	16.8%
Mining and quarrying	580.6			97	28	5,748.9	4.5%	2,189.3	4.6%	2.6%
Electrical and electronic equipment	520.8			832	370	3,540.0	0.2%	10,335.1	6.3%	9.7%
Construction	324.0			117	60					
Machinery and equipment	313.0			1,010	421	6,136.3	0.8%	6,249.2	6.4%	12.9%
Petroleum	285.2			13	6	2,527.7	0.4%	7,709.6	5.0%	0.0%
Wood and wood products	238.9			190	72	5,890.1	2.5%	908.9	9.0%	12.0%
Non-metallic mineral products	218.8			459	131	1,502.3	1.4%	572.3	12.7%	11.7%
Agriculture and hunting	166.3			173	31	10,782.1	5.3%	2,012.7	12.9%	3.2%
Community, social and personal service activities	156.4			63	33					

Clicking on the Foreign Affiliates "+" button gives information on foreign affiliates located in Brazil.

Select Country:

Sectors with Potential to Attract Investment - Brazil

values in USD million

Industry	Investment		Foreign Affiliated Companies				Trade	Tariffs
	Number	Number of parents	Sales	Employees	Recently established	Leading parent company	Leading parent country	
Total (merchandise & services)	13,800	1,958	848,314.9 (1,480)	1,295,982 (3,152)	922	ABN AMRO HOLDING N.V., NLD	United States	
Wholesale and retail trade	4,516	926	97,922.1 (265)	206,536 (737)	186	CARREFOUR SA, FRA	United States	
Transport, storage and communications	1,869	475	69,478.9 (138)	113,991 (355)	120	BRASLCEL N.V., NLD	United States	
Business activities	1,456	559	30,753.6 (148)	91,267 (533)	141	Monsanto Company, USA	United States	
Other services	1,154	385	10,794.7 (68)	72,537 (245)	57	HSBC HOLDINGS PLC, GBR	United States	
Finance	1,126	89	8,885.8 (55)	95,109 (202)	69	ABN AMRO HOLDING N.V., NLD	Netherlands	
Machinery and equipment	1,112	442	127,537.2 (253)	281,866 (447)	149	GIOVANNI AGNELLI E C. SAPA, ITA	United States	
Chemicals and chemical products	1,090	252	181,975.7 (193)	123,710 (285)	75	BUNGE COÖPERATIEF U.A., NLD	United States	
Food, beverages and tobacco	1,048	107	66,954.9 (72)	138,848 (119)	41	BRITISH AMERICAN TOBACCO P.L.C., GBR	United Kingdom	
Electrical and electronic equipment	982	401	124,299.8 (240)	181,523 (419)	152	GIOVANNI AGNELLI E C. SAPA, ITA	United States	
Motor vehicles and other transport equipment	782	320	92,868.0 (168)	228,373 (317)	121	GIOVANNI AGNELLI E C. SAPA, ITA	United States	
Metal and metal products	705	323	121,035.8 (155)	98,468 (256)	76	ARCELOR SA, LUX	United States	
Other manufacturing	537	259	15,374.5 (63)	21,655 (120)	22	Exxon Mobil Corporation, USA	United States	
Non-metallic mineral products	514	135	31,501.1 (52)	23,030 (71)	11	STE LAFARGE, FRA	France	
Textiles, clothing and leather	325	191	26,200.2 (94)	54,991 (148)	39	GUINNESS PEAT GROUP PLC, GBR	United States	
Electricity, gas and water	286	38	42,183.8 (24)	11,478 (39)	23	EDF INTERNATIONAL, FRA	France	
Rubber and plastic products	272	149	17,887.6 (69)	41,787 (111)	37	PIRELLI E C SPA, ITA	United States	
Wood and wood products	235	90	28,922.8 (46)	20,263 (59)	17	JAPAN BRAZIL PAPER AND PULP RESOURCES DEVELOPMENT CO.,LTD., JPN	Japan	

About ITC: The International Trade Centre (ITC) is the joint technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO) for business aspects of trade development. ITC's mission is to contribute to sustainable development through technical assistance in export promotion and international business development.

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