

BRAMPTON MEANS BUSINESS *NOW*

**INVESTMENT ATTRACTION
FDI AFRICA AND THE CARIBBEAN MARKETS
2021 STRATEGY**

**COMMITTEE OF COUNCIL
JUNE 23, 2021**



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AFRICA AND THE CARIBBEAN MARKETS

Foreign Direct Investment (FDI)

THE TOP 5 CONSIDERATIONS AFRICA AND CARIBBEAN INVESTORS VALUE:

1. **COST ECONOMICS**
2. **THE ABILITY TO SELL THE PRODUCT/SERVICE**
(STRONG ESTABLISHED SUPPLY AND DISTRIBUTION CHANNELS)
3. **CULTURAL DIVERSITY** (QUALITY OF LIFE)
4. **FRIENDLY IMMIGRATION POLICIES**
5. **ACCESS TO TALENT**

Foreign Direct Investment (FDI)

SECTOR FOCUS

INNOVATION AND TECHNOLOGY

FOOD AND BEVERAGE

COUNTRY FOCUS

AFRICAN MARKET: NIGERIA, GHANA, AND KENYA

**CARIBBEAN MARKET: JAMAICA, TRINIDAD & TOBAGO, DOMINICAN REPUBLIC,
BARBADOS, ANTIGUA & BARBUDA, AND ST. LUCIA**

Next Steps

- **SERIES OF VIRTUAL WEBINARS ACROSS THE CARIBBEAN (SUMMER & FALL 2021)**
- **VIRTUAL FDI MISSION – NIGERIA (NOVEMBER 2021)**
 - **ABSOLUTELY CARIBBEAN (NOVEMBER 2021)**
 - **TECH BEACH RETREAT SUMMIT (FALL/WINTER 2021)**
 - **WEST AFRICA VIRTUAL EXPO (JUNE 2021)**
 - **AI EXPO AFRICA (SEPTEMBER 2021)**