

# Competing in a transformed world

## Foreign Direct Investments: Global Trends & Greece

Council on Competitiveness of Greece

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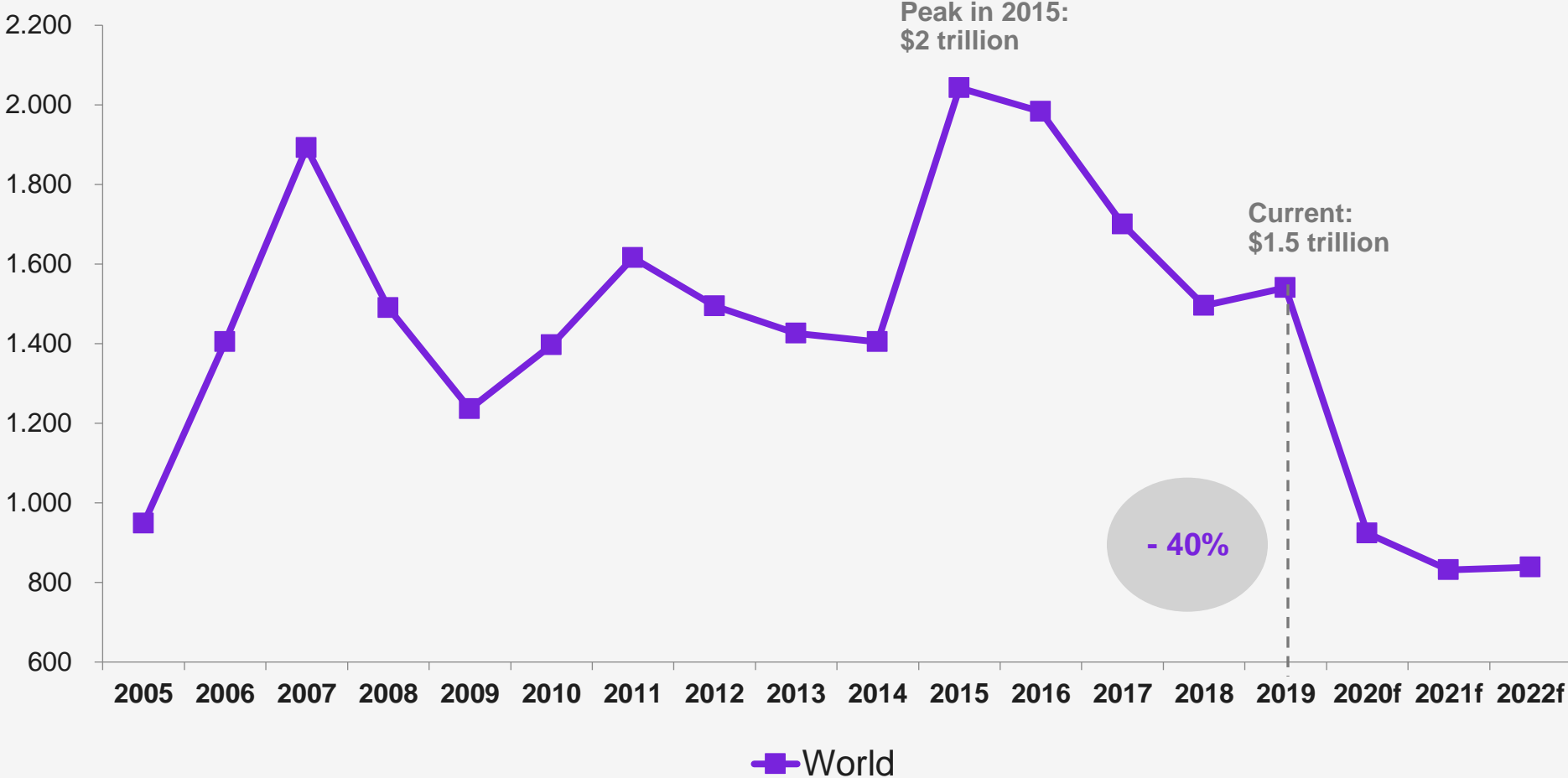
Chairman Emeritus, Kearney  
Founder, Global Business Policy Council

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# Global FDI flows: 2005–2020

Global FDI inflows, 2005-2019 and 2020-2022 forecast  
Billions of US dollars





## Pre-existing conditions

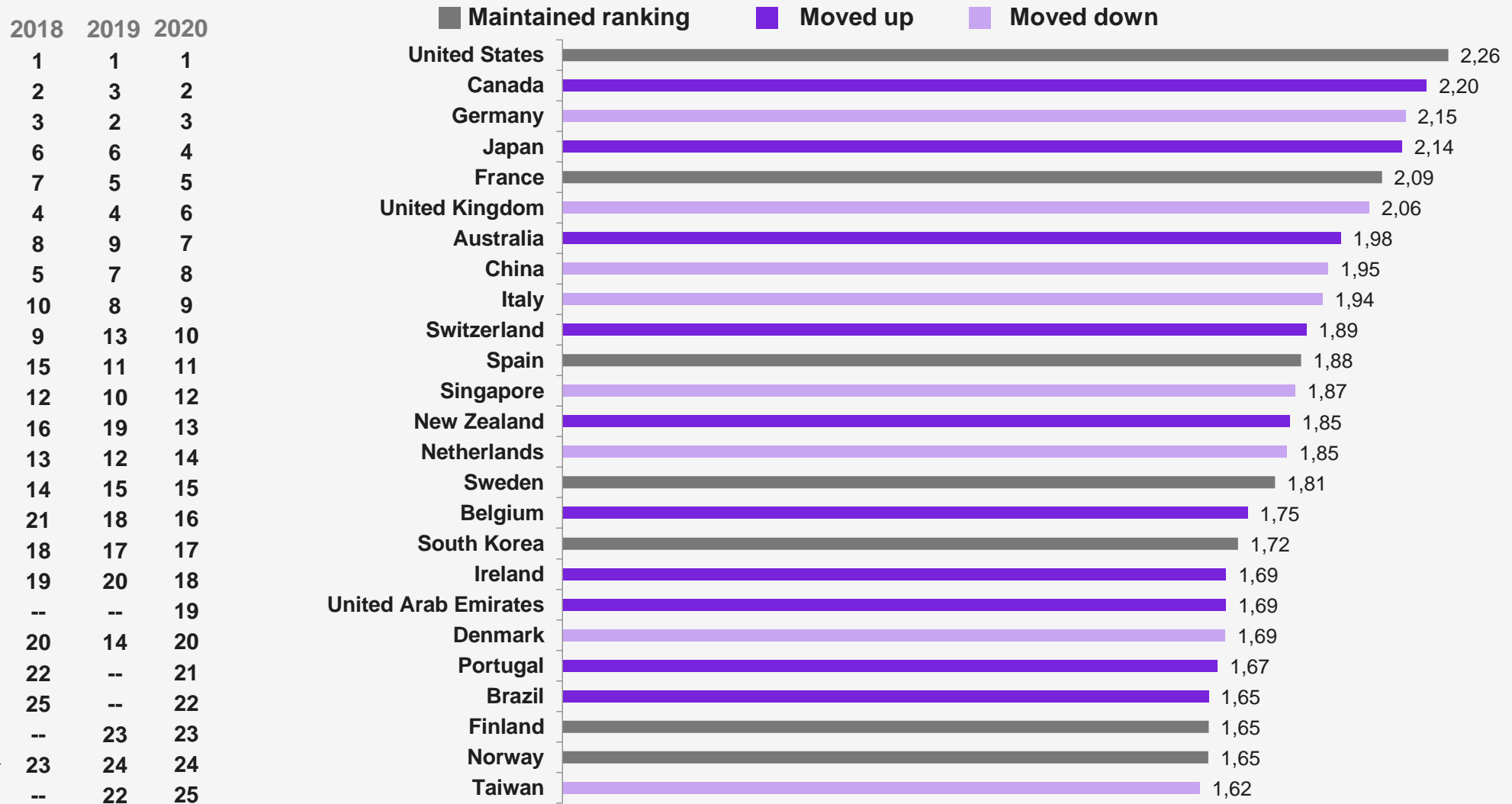
1. Globalization to islandization
2. Multi-localism
3. Investing in a localized world
4. Global supply chain restructuring



# Global supply chain restructuring

1. Rising populism
2. Local and personalized products
3. Industrial policies
4. The Fourth Industrial Revolution
5. Talent and technology

# Some bad news and good news for Greece: developed markets dominate the 2020 Kearney FDI Confidence Index again



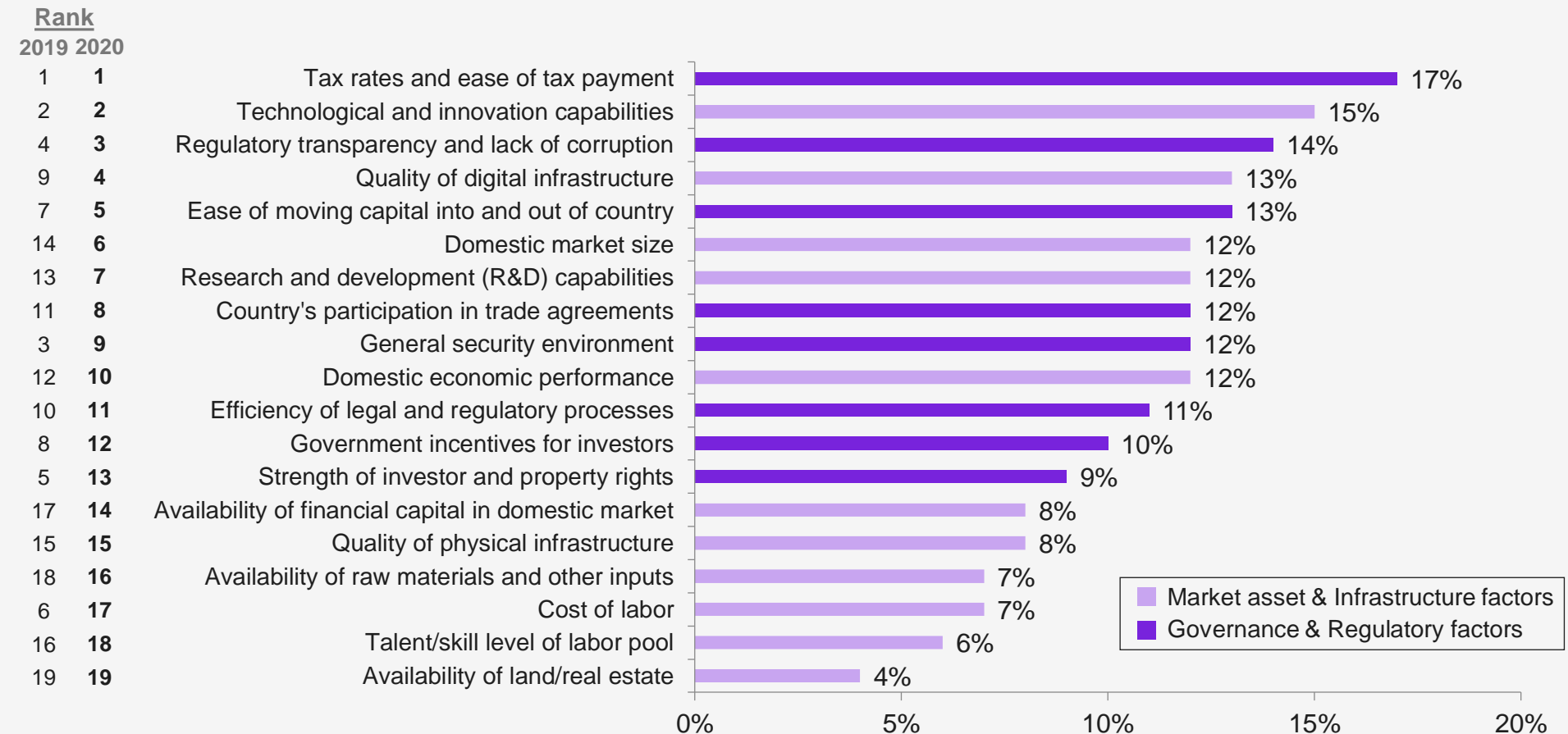
# With 14 countries, Europe retains the greatest share of the top 25 markets



# Tax environment, technological innovation, and regulatory quality remain key determinants of investment, reinforcing developed market dominance

From the factors that you selected, which are the most important overall factors to your company when choosing where to make FDI?

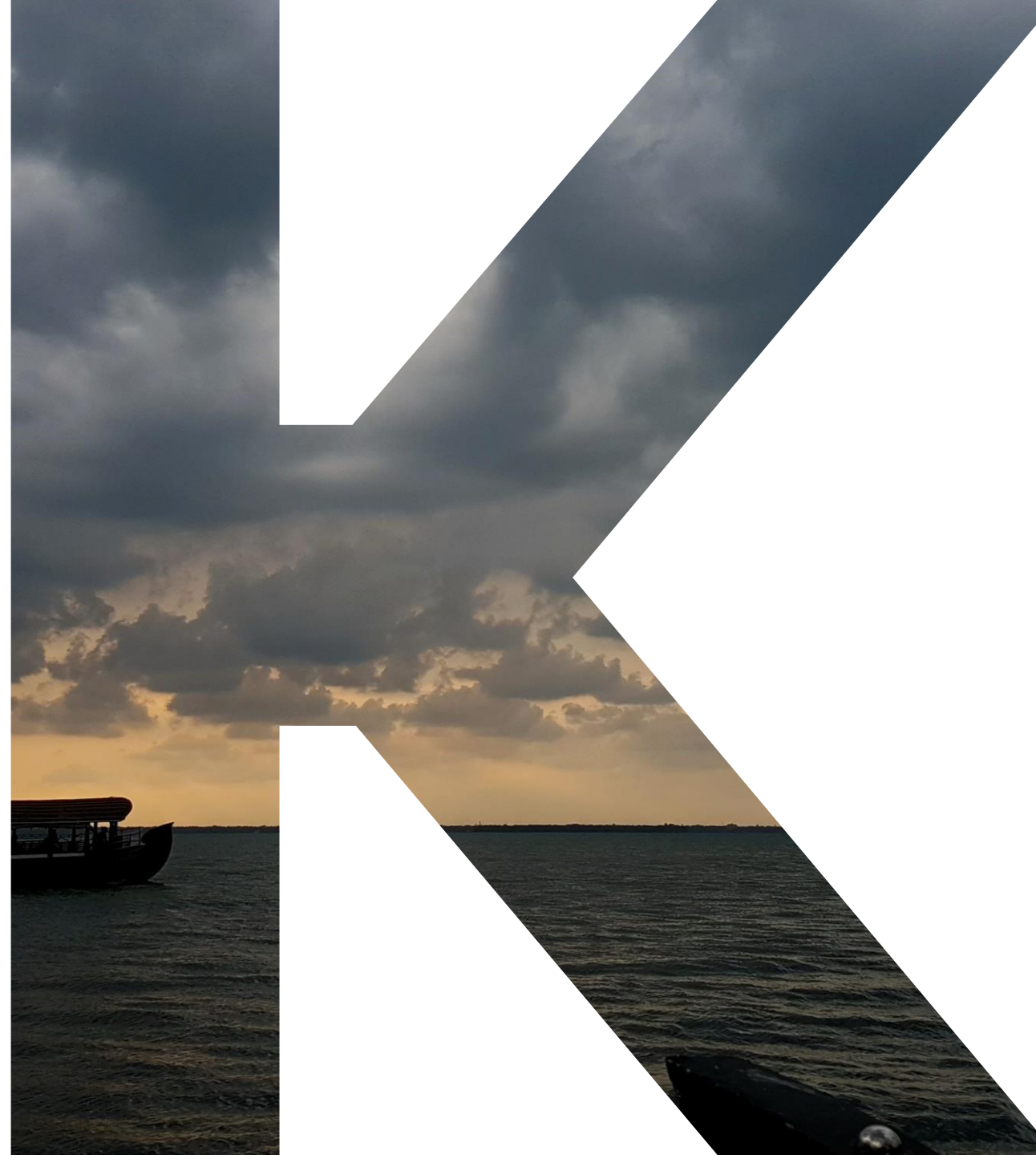
Percent



# What's Needed Going Forward?

1. Honest, hard-headed assessments
2. Matching assets with investor needs
3. Rifle shot investment targeting and promotion

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# Ευχαριστώ

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