

CROSS BORDER INVESTMENTS



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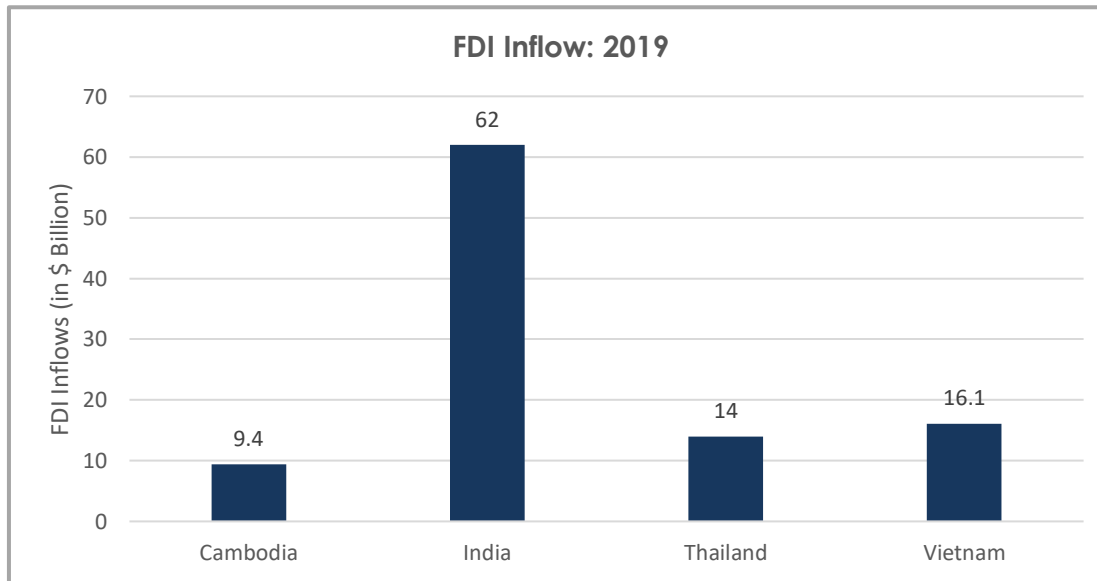
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Foreign Direct Investment: Statistics

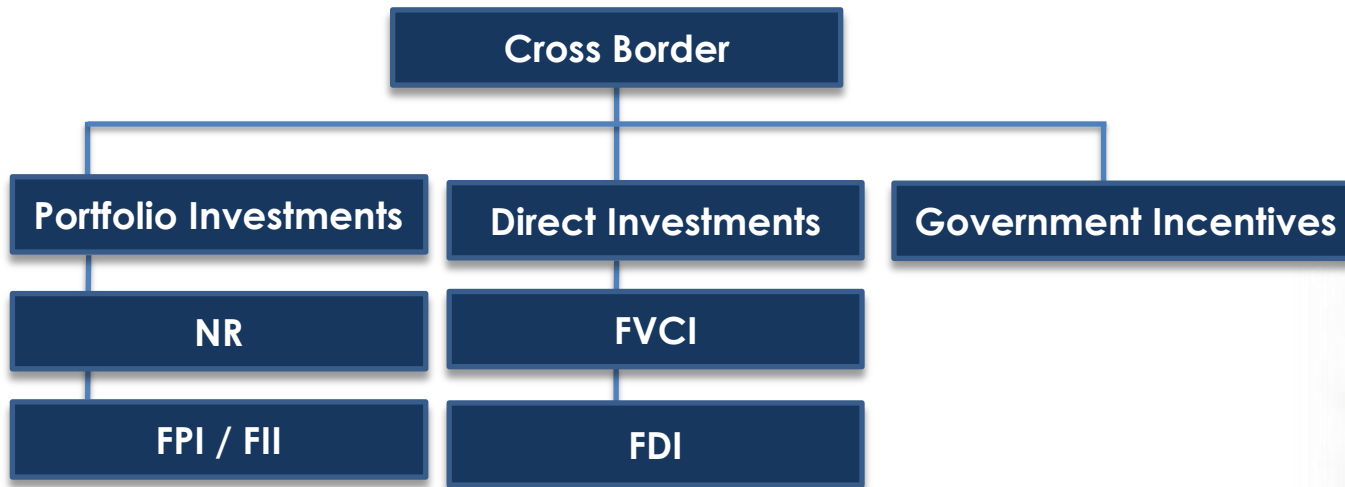


- Invest in Cross Border Thinking
- Invest in Cross Border Knowledge
- Invest when you are really ready

Source:

- Cambodia: <http://www.cambodiainvestment.gov.kh/why-invest-in-cambodia/investment-environment/investment-trend.html>
- India: <https://dpiit.gov.in/publications/fdi-statistics>
- Thailand: https://93c6f864-18d3-4c14-b54b-3b33a1a64ab7.filesusr.com/ugd/1c52a5_cf46def773034ddd81e2cc2283677de1.pdf
- Vietnam: https://93c6f864-18d3-4c14-b54b-3b33a1a64ab7.filesusr.com/ugd/1c52a5_cf46def773034ddd81e2cc2283677de1.pdf

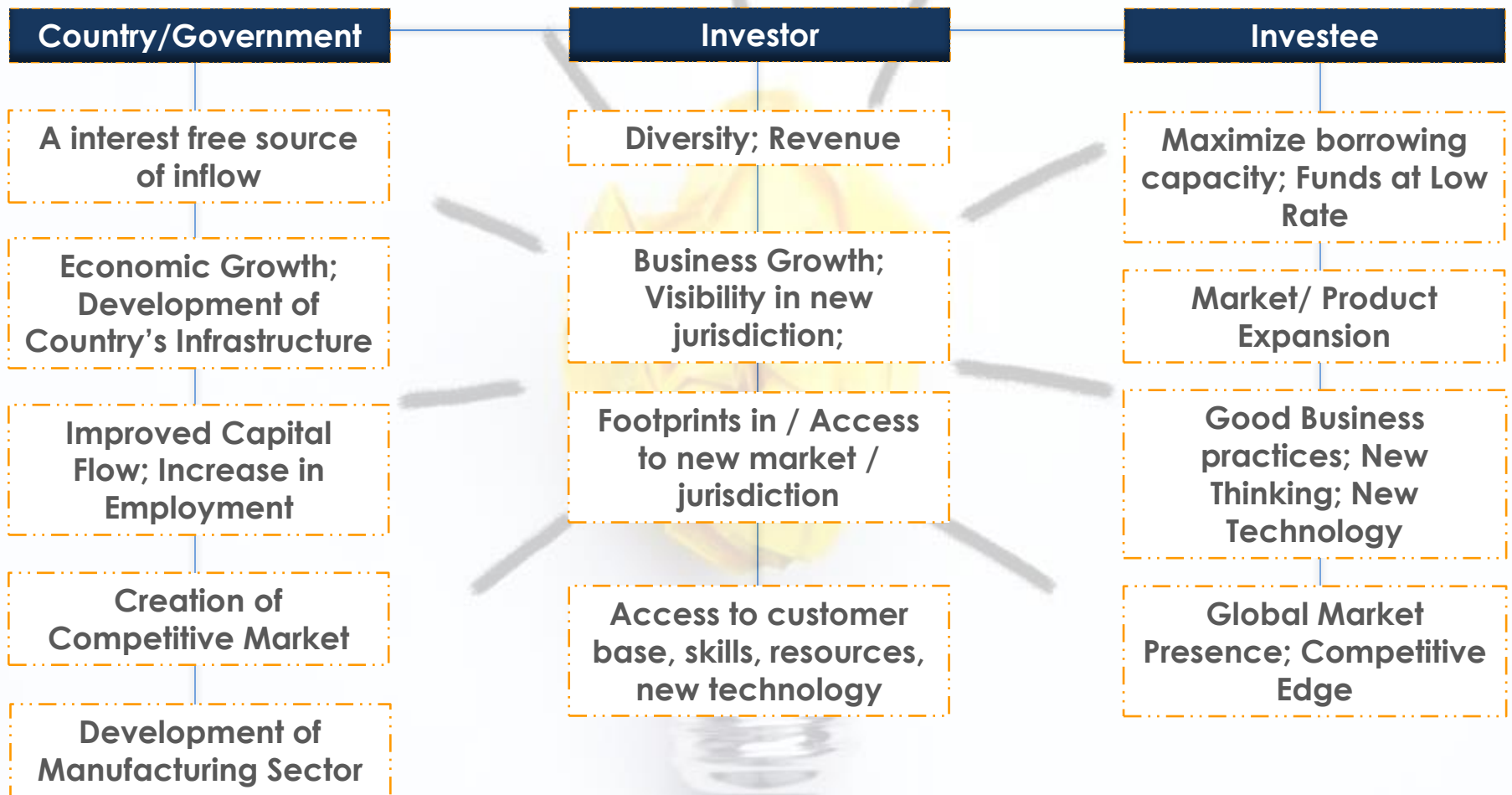
Cross Border Sources of Funds



“Foreign investment keeps the show going.”



Stakeholders' Aspirations wrt Inflow



*Never stop investing * Never stop improving * Never stop doing something new*



Expectations: Cross border Investor - Investee Company/ Country

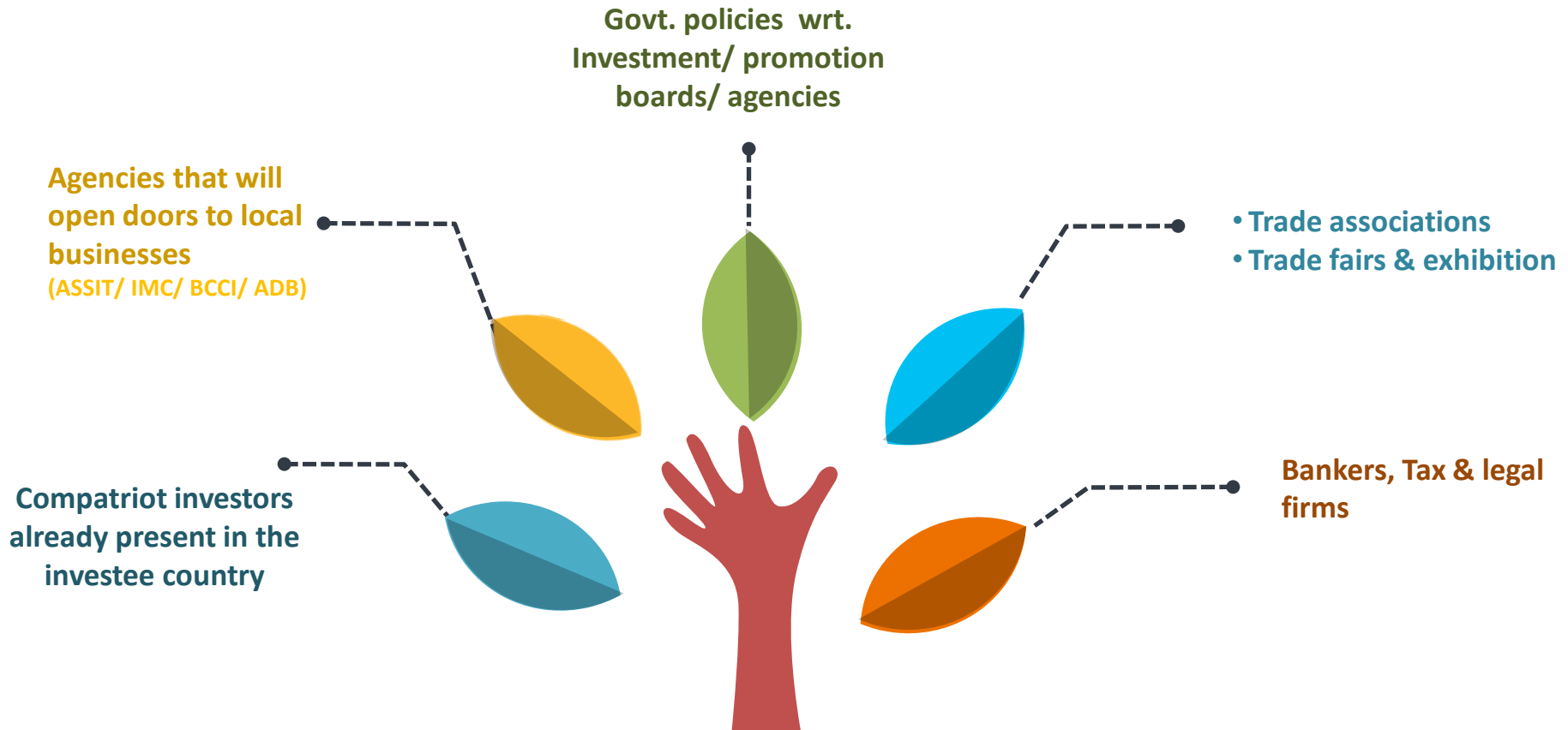


Sr. no	Touch points	Country	Investor	Investee
1	Political stability & policies		✓	✓
2	Economic development, incentives & attractiveness	✓		✓
3	Social & Culture Factors		✓	✓
4	Rating & risk	✓	✓	✓
5	Taxation & DTAA	✓	✓	✓
6	Free Trade Agreement & legal structures	✓	✓	✓
7	Cost of doing business		✓	
8	Exit route & Capital markets development	✓	✓	✓
9	Currency stability	✓	✓	
10	Governance, compliance & Best practices		✓	✓
11	Company: Capability, pedigree & competitiveness		✓	✓
12	Global visibility		✓	✓
13	Digital & technological solutions	✓	✓	✓
14	Revenue generation & market share		✓	✓
15	Consumption pattern		✓	✓

A few suggestions wrt Cross border Business developments

1. Have a well-done Website: This is the first point of Contact
2. Ensure international Certifications of your processes
3. Develop professional IDs
4. Have international Testimonials
5. Be prepared for long innings and adapt
6. Your Marketing collateral should have a fine Balance of Ownership, Product, Services, Client centricity, differentiators and Testimonials. Don't get too technical
7. If your volumes are growing, develop a separate division to look at this segment- as the space keeps evolving. Do wallet sizing
8. Choose a bank with International presence but a local expert wrt Tax and Legal
9. Be clear about partnership objectives
10. Shared values: Fair practices, Transparency, Governance etc.
11. Look for complementary strengths: Knowledge, Resource, Access to new markets etc.
12. Shared track records: scope to work together
13. Define roles and responsibilities of each business / project; Review roles and responsibilities regularly
14. Write it down: Memorandum of understanding (MoU) / Partnership Agreement / Contract covering business structure, capital contribution, liabilities, decision making arrangement, dispute resolution, business exit

Where to look for investor information



Useful Links: Investment Policies/ Connects

SME	Links
Cambodia	<ul style="list-style-type: none"> ▪ http://www.cambodiainvestment.gov.kh/investment-scheme/policies-toward-fdi.html ▪ https://unctad.org/system/files/official-document/iteia20036_en.pdf ▪ http://www.cambodiainvestment.gov.kh/why-invest-in-cambodia/investment-enviroment/investment-trend.html
Vietnam	<ul style="list-style-type: none"> ▪ https://fia.mpi.gov.vn/Home/en# ▪ http://www.mpi.gov.vn/en/Pages/default.aspx ▪ https://unctad.org/system/files/official-document/iteipc200710_en.pdf
Thailand	<ul style="list-style-type: none"> ▪ https://www.boi.go.th/en/index/
India	<ul style="list-style-type: none"> ▪ https://www.investindia.gov.in/ ▪ https://dipp.gov.in/ ▪ http://www.bombaychamber.com/ ▪ https://www.sebi.gov.in/sebiweb/home/HomeAction.do?doListing=yes&sid=1&ssid=3&smid=0 ▪ BSE – PIVOT FPI Handbook



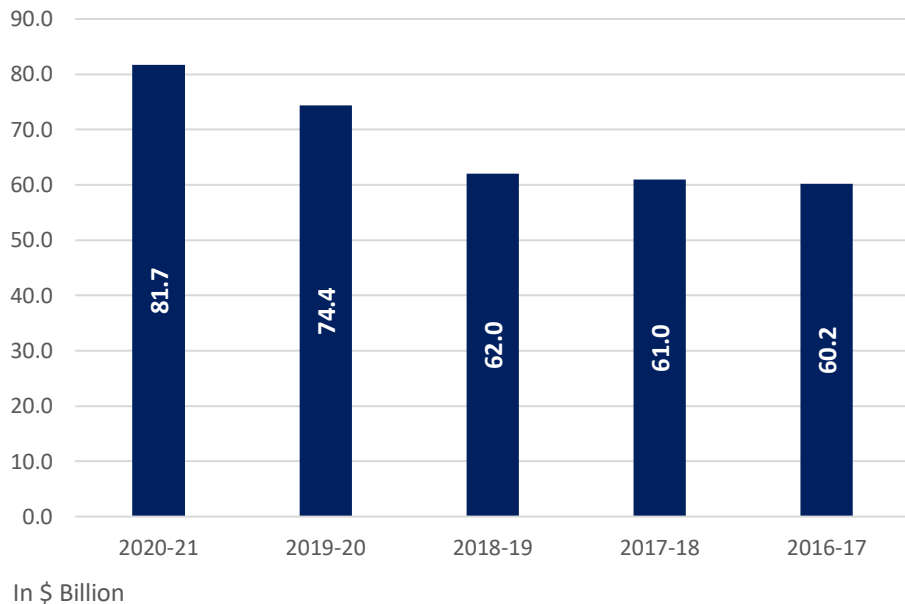
Statistics



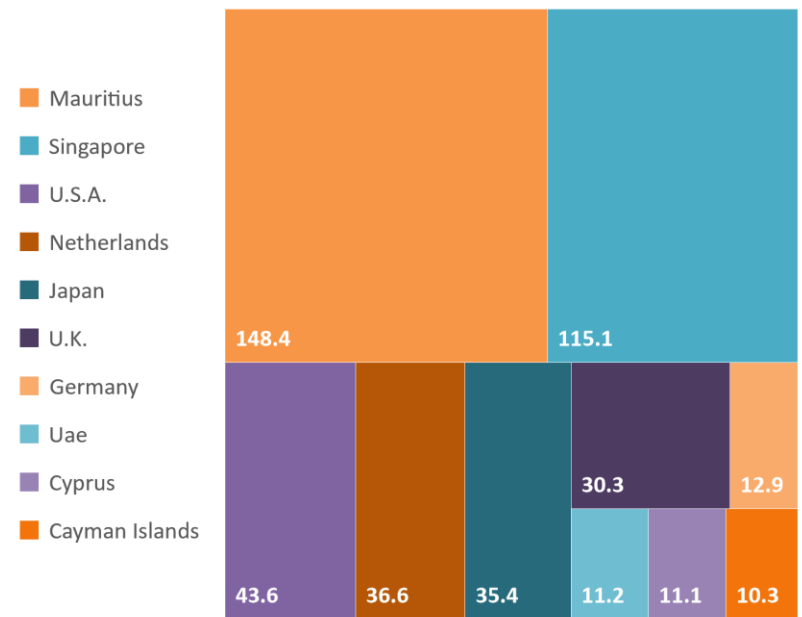
Foreign Direct Investment in India: Statistics

*Total FDI Flows : Equity Inflows + Re-invested Earnings + Other Capital

***Total FDI Flows**



Top Investing Countries FDI Equity Inflows – in USD Billion (April 2000 - March 2021)



Economy

Market Cap: ~ \$ 3.02 Trillion
(June 2021)
GDP: ~ \$ 1.96 Trillion
(2019-20)

Trade

Export: ~ \$ 32.5 Billion
Import: ~ \$ 41.87 Billion
(June 2021)

*Total FDI Investment

~ USD 763.58 Billion
(March 2021)

Doing Business Index 2020

63

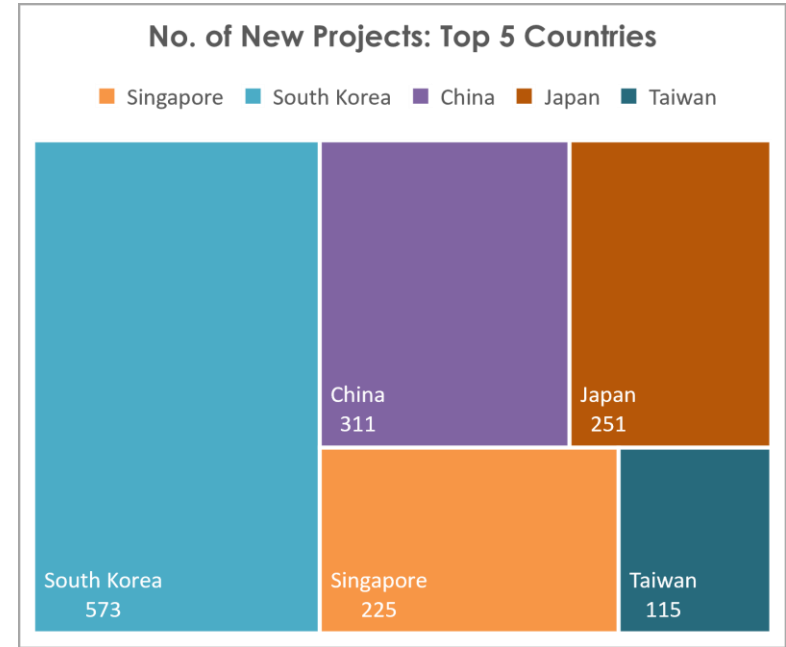
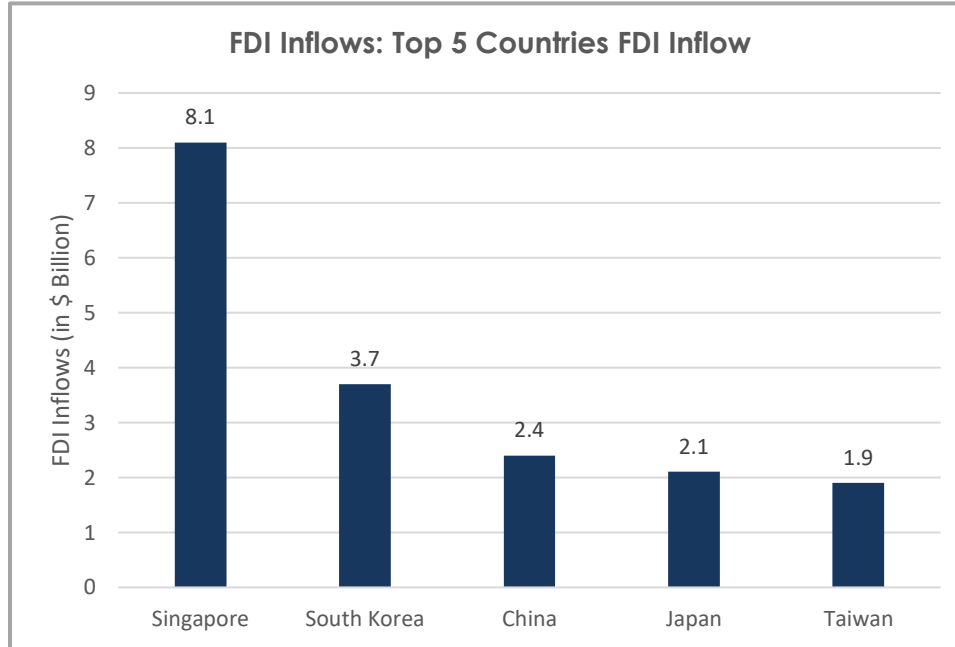
Global Competitiveness Index 2020

43



Foreign Direct Investment in Vietnam: Statistics

Data as of November 20, 2020; Source: Ministry of Planning and Investments



Economy

Market Cap: ~ \$ 3.02 Trillion
(June 2021)
GDP: ~ \$ 1.96 Trillion
(2019-20)

Trade

Export: ~ \$ 185 Billion
Import: ~ \$ 188 Billion
(July 2021)

*Total FDI Investment

~ \$ 20 Billion
(2020)

Doing Business Index 2020

70

Global Competitiveness Index 2019

67

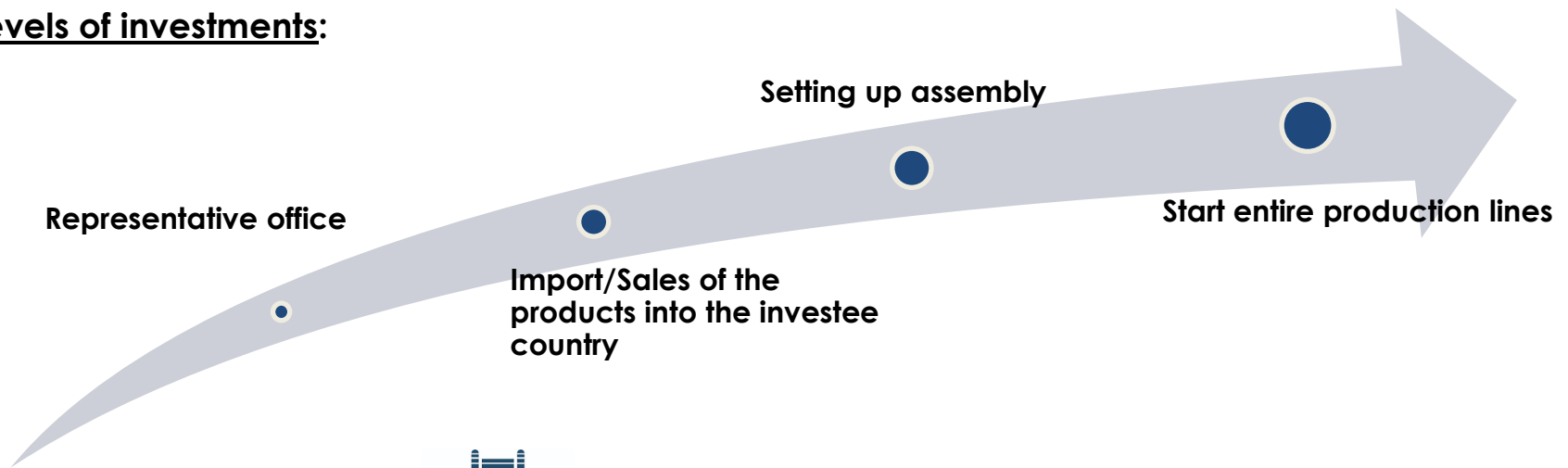
Foreign direct investment – Routes

What is FDI?

Foreign direct investment (FDI): Investor sets up/ invests in an enterprise in a foreign country



Levels of investments:



Profile



Viraj Kulkarni
PROFIT Accelerator Mentor

Viraj has over three decades of international experience in Senior management positions at Banking and Financial Sector, having served at leading Global Institutions as Citibank, JP Morgan, BNP Paribas, Morgan Stanley and others. Thereafter he founded PIVOT Management Consulting, based in India and Cyprus. PIVOT's advisory/ non-advisory focus areas include advising Corporates and banks(India and cross-border) in developing strategy, products, Operations, thought leadership, cross-border solutions, ease of doing business, Training, Marketing and innovative solutions that benefit clients. Viraj submitted a Study of the Cyprus SME Segment and regionalization, besides publishing over 18 papers in the domestic and international media. He holds Directorship positions of Companies in India and overseas and is also the CEO of TSSAG, UK. He has featured/ participated in Capital Markets Media and writes on Ease of doing business. He is a Fellow member of Institute of Company Secretaries of India, besides being a qualified Independent Director. Viraj has been recognised for Leadership in Asia by the Global Custodian.

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Thank You