



RECAMP

Regional Enterprise
Competitiveness
and Access to
Markets
Programme

Improving competitiveness
and market access of COMESA
businesses in specific value chains

Investment data and information
on investment opportunities

What is RIA?

The **COMESA Regional Investment Agency (RIA)** institution charged with promoting COMESA as a leading destination for regional and international investment and supporting member investment promotion agencies and stakeholders to strengthen their marketing, lead generation, investor facilitation and advocacy activities and goals.

RECAMP shares investment opportunities through the COMESA National Investment Promotion Agencies (NIPAs)

An investment opportunity template will be developed by **RECAMP** to include important information on investment opportunities available in COMESA Member States.

The template will include data/info; project names, sector and sub-sector, project description, objective and expected impact, location, promoting/responsible agency, project stage, investment required, financial status, etc.

The received data shall be reviewed, proofread and prepared for a next stage.

RECAMP will develop an interactive online investment map.



This map will be web-based, and populate all investment opportunities in COMESA Member States, as well as an investors directory.

It will be interactive in the sense that an investor can engage and interact with an investment partner in another COMESA Member State of choice and vice versa.

The investment map will serve as a cost-effective and efficient alternative for printed promotional materials. It also features a database of investment opportunities in a friendly and appealing format that allows potential



Investment map and collected investment opportunities will then be communicated to potential investors

investors to view, search and select investment opportunities available in a specific sector or country.

It will give an overview of investment opportunities per sector, investments required and type of project, among other criteria. This is in addition to an already existing overview of the investment climate in the COMESA region and its individual Member States, on the COMESA Regional Investment Agency (RIA) platform.

The investment map will also allow potential investors/users to search and sort out investment opportunities by sector, country or other project specific information, and identify different opportunities in different Member States.

The investment map and collected investment opportunities will then be communicated to potential investors through:

- > Awareness campaigns; launching event for the investment map in the presence of local (and possibly regional) media
- > Press releases circulated to regional media
- > Targeted promotion campaigns by sectors to investors exist in COMESA RIA database
- > Social media
- > Participation at regional and international related events and speaking engagements
- > Production of; printed promotional materials and short video and uploading on COMESA RIA website, social media channels, and dissemination during virtual and physical events

“ The investment map will also allow potential investors/users to search and sort out investment opportunities ”

Review of existing and supporting the conclusion of new bilateral Investment Agreements with COMESA member states

RECAMP closely follows progress on the Bilateral Investment Agreements (BITs) between COMESA Member States and third countries, and regularly communicates BITs updates to businesses

Review and provision of support to Member States on the double taxation avoidance agreement that contribute to the cross-border investments.

RECAMP provides support on Double Taxation Avoidance Agreements (DTAAs) between Member States and assesses whether changes or updates the DTAAs are required.

Visit the COMESA Regional Investment Agency (RIA) at <https://comesaria.org/>