



**International Management & Business Consultants**

## **Case Study**

### **Trade and Investment Promotion:**

#### **Outward Direct Investment**

GIC was commissioned by Enterprise Ireland, the Irish national economic development authority, to undertake a strategic analysis of the policies and practices of six comparable national economic development bodies on Outward Direct Investment (ODI): Denmark, Finland, Austria, Israel, Singapore and Australia. This was to inform Enterprise Ireland on how to support Irish companies now facing high domestic overhead and production costs to remain internationally competitive.

Our analysis found that whilst there were problems of definition and statistics in getting a clear snapshot of global ODI trends and figures, ODI has surpassed FDI (Foreign Direct [i.e. inward] Investment). Whilst historically ODI was concentrated on outsourcing of low-end manufacturing it has moved up the scale to include high-level technical and scientific research. These trends are despite none of the governments in the countries analysed having formal policies on ODI and none of the national economic development bodies having explicit mechanisms to support international ODI actions by national member firms.