

Using AR/VR to Attract Foreign Direct Investments

AR/VR solutions can enhance FDI attraction and retention strategies by reducing barriers from physical space and creating engaging and information-rich environments. Learn more at itif.org/ar-vr-fdi.



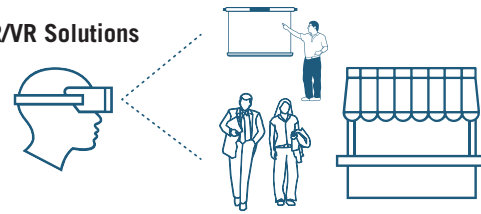
Image-building



Websites



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Immersive Virtual Expos

Investment promotion agencies (IPAs) have traditionally relied on print and digital marketing tools, such as websites, to introduce their country to potential investors. With more immersive alternatives, such as virtual exhibitions, that first point of contact can be more meaningful and engaging.



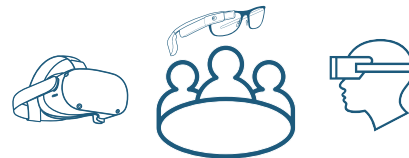
Investment Generation



In-person meetings at offices



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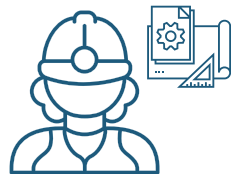


In-person meetings in virtual spaces

Investment generation often involves multiple in-person meetings between IPAs and potential investors. Although some physical interaction is necessary to build strong relationships, virtual meeting spaces can reduce the amount of travel required for a successful investment generation strategy.



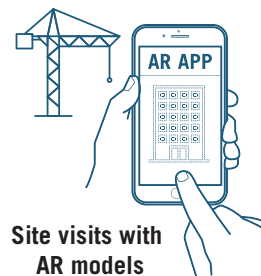
Investment Facilitation & Retention



Site Visits with Supplemental Materials



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Site visits with AR models

As IPAs guide new investors through the process of building an in-country presence, they may have to present in-progress developments such as office buildings or manufacturing facilities. Technologies such as AR can help investors better envision the end result and access detailed information in real-time.



Policy Advocacy



Data projections in policy impact assessments



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Immersive simulations of policy impacts

IPAs will conduct policy impact assessments as part of their efforts to advocate for policies that will attract and retain foreign investors. With tools like AR and VR, public officials can visualize policy impacts in 3D.