

A background image showing a group of business professionals in a meeting. In the foreground, two people are shaking hands. In the background, several other people are visible, some holding tablets or smartphones, suggesting a collaborative work environment.

# INVESTMENT PROJECT PREPARATION AND APPRAISAL

An online training to improve the  
quality of investment projects



## WHAT is it about?

To promote a more efficient global utilization of investment resources and to overcome the discrepancy between the demand and supply for investments, capacity building on **investment project preparation and appraisal (IPPA)** is of critical importance to increase the number of investment transactions and to formulate “bankable” investment proposals.

Capacity building on IPPA is thus essential towards enhancing economic competitiveness and increasing sustainable industrial development in strategic industrial sectors to attract domestic investment, foreign direct investments, impact investments as well as other (new) forms of investments. The capacity development will ensure the identification of competitive investment projects and the channelling of resources for industrial transformation.



## WHY is it needed?

The 2030 Sustainable Development Goals (SDG) will not be achieved without a massive increase of responsible investments and sustainable technologies contributing to economic transformation and leading to greater prosperity. Increased investment and technology flows create new jobs, generate income and help diversify the economy by expanding the production base while improving market access and infrastructure development.

The demand for investments for the realization of public and private projects remains high and is even growing, not least to tackle the devastating effects that the COVID-19 pandemic has posed on developing countries' economies. At the same time, a plethora of financial instruments is now in place with the aspiration to identify and finance a growing pipeline of viable, “bankable” investment opportunities. Notwithstanding the significant levels of investment demand versus financial supply, there remains a major discrepancy which often leaves investment

project developers and potential investors disillusioned about the complexities and difficulties along the journey to conclude new investment deals. This observation is validated by a high rate of business failures extending even to many industrialized countries with long commercial experience. Aside from the often-unknown external factors, such as political and economic upheavals that can sweep aside the best laid schemes, one of the major causes of business failure is the inadequate planning of the enterprise and assessment of the opportunity prior to the investment commitment.

## HOW does it work?

To enhance industrial capacity for advancing economic competitiveness, the course aims to develop and strengthen indigenous capacities of developing countries for investment promotion leading to accelerated industrial development and globalization of economies as well as augmenting the capacity of investment promotion stakeholders through high level engagements with regional institutions, to improve skills in attracting investment finances.

The detailed course layout is as follows:

### Course 1:

#### Introduction to Investment Projects and Market Analysis

- » Theme 1.1: Introduction - Investment Project Development
- » Theme 1.2: Investment Opportunity Identification
- » Theme 1.3: Introduction to Market Analysis and Marketing
- » Theme 1.4: Marketing Strategy
- » Theme 1.5: Impact Entrepreneurship

### Course 2:

#### Technical Analysis

- » Theme 2.1: Technical Analysis – Design and Planning
- » Theme 2.2: Technical Analysis – Implementation
- » Theme 2.3: Environment Analysis

### Course 3:

#### Financial Planning and Analysis

- » Theme 3.1: The Need for Capital and Sources of Financing
- » Theme 3.2: Introduction to Financial Statements
- » Theme 3.3: Financial Statements and Ratio Analysis
- » Theme 3.4: Financial Analysis - Dynamic Indicators

### Course 4:

#### Risk Analysis, Project Implementation Planning and Appraisal

- » Theme 4.1: Risk Analysis - Dealing with Uncertainty in Project Appraisal
- » Theme 4.2: Project Implementation Planning and Appraisal

## IMPACT

Financial institutions, project developers, SMEs, and start-ups will potentially benefit through increasing their knowledge for improving the quality of projects and augment their position for attracting domestic and foreign investment finances for project development.

Investment promotion stakeholders in developing countries will also be equipped for the development and identification of investment opportunities to promote SDG-related investment project appraisal in priority value chains and the design of investment policies that maximize decent work and inclusive economic impact of FDI and other forms of investments.



This tool will be available soon. Stay tuned!  
<https://hub.unido.org/>

