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# USAID Investment Promotion Activity

The USAID Investment Promotion Activity (IPA) is a five-year project that is helping to strengthen Pakistan's **business enabling environment**, build the capacities of Pakistani institutions focused on investment promotion, improve the ecosystem of **foreign direct investment (FDI)**, and increase United States-Pakistan **bilateral trade and investment**. The project is also helping to remove barriers to investment and trade by facilitating Pakistani-led improvements in government regulations and improving the overall investment climate.

As part of the United States Government's long-term commitment to **strengthen Pakistan's economy**, IPA is working closely with the Government of Pakistan to streamline its business practices, improve operational transparency and governance, promote regulatory reforms and competition with an aim to **reduce the cost of doing business** and strengthen the investment climate for **foreign investors in Pakistan**. The project is also promoting opportunities for enhanced trade and investment between American and Pakistani businesses.

To help ensure sustainability and implementation of its initiatives, IPA is working closely with private sector stakeholders to ensure that these reforms are developed and implemented with their collaboration and with an approach defined by co-creation of ideas.

The project's implementation strategy is also based on the COVID-19 pandemic and its economic impact on the business enabling environment and on the United States-Pakistan bilateral trade and investment. IPA is making concerted efforts to enhance the participation of **Pakistani women and youth** in all its investment promotion efforts.

Through the **IPA Fund**, the project will provide grants to firms registered in Pakistan that have a high potential for raising FDI and interested in **enhancing trade with the United States**. These grants will play a catalytic role to support the matchmaking of Pakistani firms with investors in the United States and other countries.

By the end of year five, IPA's efforts will result in US \$ 25 million leveraged through private sector investments to support US \$ 75 million in FDI, US \$ 40 million in U.S.-Pakistan trade, and enhanced engagement between U.S. and Pakistani firms.

## IPA's Priority Sectors

- Information and Communications Technology
- Agri-tech business and processing
- Manufacturing
- Hospitality/Tourism

## IPA's Objectives

- Improve the business enabling regulatory environment for investment promotion.
- Enhance mobilization of FDI and U.S.-Pakistan bilateral trade.
- Improve institutional reforms, ease of compliance and doing business, and transparency.
- Increase U.S.-Pakistan bilateral trade and investment.

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