

# Municipal Competition in Investment Promotion

## *Invest in Serbia*

“Invest in Serbia” is a competition of municipalities participating in the MEGA program in demonstrating their capacities for investment promotion. Municipalities are divided into two groups depending on the period they joined the Program.

The competition consists of two rounds during which municipalities will be evaluated according to the pre-defined criteria and their weight. Maximum score that can be achieved is 100 (50 for each round).

### Round I

November 24 – December 15

The first round will last three weeks (November 24 – December 15). During this period, municipalities will be evaluated by representatives of MEGA and SIEPA (land inventory data base) according to the following criteria:

1. **Community Profile** – to be submitted in PDF form by e-mail to [mega@ui-serbia.org](mailto:mega@ui-serbia.org)<sup>1</sup> or by regular mail (on CD) to MEGA Program, Osmana Đikića 3, 11 000 Beograd. The subject should indicate: name of municipality – competition – community profile.  
Deadline for submission: **Monday, November 24, 2008.**
2. **Land Inventory Database** – to be submitted in Excel form by e-mail to the following three addresses: [mega@ui-serbia.org](mailto:mega@ui-serbia.org), [jovan.miljkovic@siepa.gov.rs](mailto:jovan.miljkovic@siepa.gov.rs) and [darko.djukic@siepa.gov.rs](mailto:darko.djukic@siepa.gov.rs). The subject should indicate: name of municipality – competition – land inventory database.  
Deadline for submission: **Monday, November 24, 2008.**
3. **Website address** – URL of the official Website to be submitted by e-mail to [mega@ui-serbia.org](mailto:mega@ui-serbia.org). The subject should indicate: name of municipality – competition – website.  
Deadline for submission: **Monday, December 08, 2008.**
4. **Power Point Presentation** – presentations will take place in MEGA premises in Belgrade (Osmana Đikića 3), from 1<sup>st</sup> to 5<sup>th</sup> of December, according to the following schedule:

		Monday December 1	Tuesday December 2	Wednesday December 3	Thursday December 4	Friday December 5
Time	12:00	Loznica	Kruševac	Prokuplje	Šabac	Kragujevac
	13:00	Čačak	Arilje	Vranje	Užice	Kraljevo
	14:00	Paraćin	Prijepolje	Leskovac	Smederevo	Subotica
	15:00	Zrenjanin	Pančevo	Vršac	Novi Beograd	Indija
	16:00	Pećinci	/	/	/	/

MEGA Program provides all the necessary requisites for presentations (conference room, laptop, LCD). Municipalities should bring CD with presentation. Presentations will be in English. Number of presenters per municipality is maximum two.

<sup>1</sup> Inbox capacity is limited to 10 MB

**ANNEX – Institutional identity:** For the purpose of proper evaluation, municipalities should provide a short description of their institutional identity, including cote of arms and/or logo, color scheme (with the code), font, slogan and an example of typical design. Description of institutional identity is to be submitted by e-mail to [mega@ui-serbia.org](mailto:mega@ui-serbia.org). The subject should indicate: name of municipality – competition – identity. Deadline for submission: **Monday, November 24, 2008.**

**NOTE:** Municipalities should comply with deadlines. Each day of delay shall be penalized by subtracting 2 points from the total score.

**Assessment criteria (Round I) – weight<sup>2</sup> and description**

Criterion	Weight	Sub-criterion	Weight	Fully met criterion
<b>Community Profile*</b>	<b>10</b>	Level of detail and accuracy	3	All Tables are filled in with requested data; Data are true and accurate (newest available data).
		Narrative part	2	Written explanations provided as supplement to the Tables.
		Graphic presentation	2	Community profile contains charts, diagrams, development trends, pictures and maps.
		Institutional identity	1	Institutional identity of the municipality and/or LED Office can be recognized by the following elements: coat of arms and/or logo, slogan, typical colors, font, graphic elements, shapes and design.
		English version	2	Community Profile completely translated to English; high quality and professional translation.

\*Community Profile should rely on the Template that MEGA has developed for these purposes.

Criterion	Weight	Sub-criterion	Weight	Fully met criterion
<b>Website</b>	<b>15</b>	Relevant contents	7	Official Website of the municipality offers a number of pages with texts and documents for download. Investors can find all the necessary information for starting, running or expanding a business in the city, such as: geographic location, market access, infrastructure, human resources, natural resources, economic sectors, existing businesses and investors, investment opportunities (greenfield, brownfield), business starting procedures, taxes and incentives, other business operation costs, institutional support to investors, benchmark analysis, quality of life in the municipality, contacts.
		Design	3	Website design is appropriate to its purpose and type (official Website of the city), modern, clear and functional, easy to navigate through, pleases the eyes with good color combination, and contributes to a better image of the city.
		Institutional identity	2	The Website reflects institutional identity of the municipality and/or LED Office which can be recognized by: coat of arms and/or logo, slogan, typical colors, font, graphic elements, shapes and design.
		English language*	3	All contents relevant for foreign investors are translated to English language and posted on the Website.

\* USAID/MEGA Program provides its municipalities with the translation of relevant Website contents to English language. Municipalities should prepare a Word document of 30 translation pages (1800 characters with spaces, per page) and submit it to [mega@ui-serbia.org](mailto:mega@ui-serbia.org). The time required for translation is 7 days.

<sup>2</sup> Weight – maximum score that can be achieved for one criteria or sub-criteria

Criterion	Weight	Sub-criterion	Weight	Fully met criterion
<b>Land Inventory Database*</b>	10	Information on prices and procurement terms	3	The following information is listed for each location: land price and other expenses, ownership, procurement method (auction, tender and other), land use requirements (purchase or lease).
		Information on infrastructure	3	Details on existing infrastructure, its availability and capacity are provided.
		Maps and photos	2	Each location is presented on a simplified map and/or satellite image of the area with main transportation lines clearly marked. Distances between the site and the town center or other important parameters are listed.
		Contact info / other	1	Contact info on the person using the location or the person in charge, as well as other required data are listed.
		English version	1	Land inventory database is completely translated to English; High quality, professional translation.

*\*Municipalities should fill-out the Excel file MEGA developed for these purposes. Data base should contain at least 3 vacant greenfield / brownfield locations on municipal territory. If the data base contains less than 3 locations – score for the given criterion will be pro-rated.*

Criterion	Weight	Sub-criterion	Weight	Fully met criterion
<b>Power Point presentation *</b>	15	Contents	3	Presentation provides relevant information on the municipality, conditions and actual investment opportunities, as well as contact info. Investor should understand where to invest and why would it be profitable. Information are provided in a concise and condensed manner in the form of messages and theses. Data are true and accurate. English is of high quality.
		Structure	3	Presentation flow is logical, structurally clear and easy to follow. Majority of slides are about issues of significance for investments. There is no repetition or needless slides.
		Unique selling point	2	Municipality has offered something unique and different, which is recognizable and easy to remember. Key competitive advantages identified.
		Design	2	Design fits the type and purpose of the presentation (presenting investment opportunities to businessmen), it is serious, modern, original (no template backgrounds are used), with good color plan and readability, moderate special effects, quality and adequate images and graphs. Design contributes to a better city image.
		Institutional identity	2	Presentation reflects the institutional identity of the municipality and/or LED Office which is recognizable by: coat of arms and/or logo, slogan, typical colors, font, graphic elements, shapes and design.
		Presentation skills	3	Presenter is convincing, clear, competent, familiar with the product he/she is selling, keeps audience's attention and communicates. His/her English language skills are good. He/she is able to distinguish between important and unimportant, and capable of presenting investment opportunities within 15 minutes. He/she has prepared supporting handouts for audience (slides, business cards, brochures and alike).

*\* Slides and oral presentation are to be provided in English. Presentation time is limited to 15 minutes.*

# Round II

December 18, 2008, 11:30-04:00

Round II of the competition is conceived as a fair. On Thursday, December 18, 2008, from 11:30 to 04:00, in the Crystal Ballroom of the Hyatt Regency Belgrade Hotel, municipalities will exhibit and present their investment potentials to distinguished guests from Serbia and abroad. Later that day winners will be announced – six municipalities (3 + 3) with the highest score awarded by the panel of judges during Rounds I and II of the Competition, as well as one (1) municipality visitors find to be most attractive to investors.

During the second round, the display of municipalities will be evaluated by an independent panel of 5 judges, including representatives from the USAID / US Embassy, Amcham/FIC, media, investors and foreign consultants. Evaluation criteria will be the following:

1. **Booth** – exhibition space will be limited to a 275 x 275 cm area. Municipalities can arrange their booths as they see fit and according to their capacities. Two promoters may be at the booth (at least one of them needs to be from the LEDO). The time allowed for booth arrangement is 3.5 hours (08:00 - 11:30). All participants will be given:
  - ✓ 1 table (183.5 x 76.5 x 76 cm) with a table cloth
  - ✓ 2 chairs (40 x 42 x 45.5cm)
  - ✓ 1 panel covered with blue plush (120 x 110 cm)
  - ✓ 1 power plug.
2. **Communication skills** – in both Serbian and English.
3. **Promotional material** – a minimum required for the fair is a brochure for prospects in both Serbian and English.
4. **Ad** – purpose: investment attraction, word count: 80 at most, language: English, format: A4 or smaller, number of copies: at least 10 (for judges).

## Evaluation criteria (Round II) – weight and description

Criterion	Weight	Sub-criterion	Weight	Fully met criterion
Booth	10	Design	4	Booth design is suitable for an investment fair, original, attractive, well conceived, contributes to a better image of the city.
		Institutional identity	3	The booth reflects the institutional identity of the municipality and/or the LED Office, which is recognizable by: coat of arms and/or logo, slogan, typical colors, font, graphic elements, shapes and design.
		Messages	3	The booth offers basic information about the municipality (name, contact info, etc.) and sends positive messages on its investment potentials.

Criterion	Weight	Sub-criterion	Weight	Fully met criterion
Presentation skills	15	Competence	8	Promoters exude competence, they are capable to answer all questions regarding investment opportunities in the municipality and offer information on available investment sites, business operation conditions and costs, ways investments are realized, competition and market, comparative advantages of the municipality etc.
		Communication	7	Promoters are communicative, pleasant, and professional. They possess negotiating skills – they can persuade their collocutors and "sell" the product, they take initiative; They are proficient in English.

Criterion	Weight	Sub-criterion	Weight	Fully met criteria
<b>Brochure</b>	<b>15</b>	Content	5	Brochure includes relevant information about the municipality, its comparative advantages, available investment locations, business operation conditions and costs, etc. Data are credible and up-to-date. The content structure is clear and logical. Translation to English is of high quality, done in a professional manner.
		Unique Selling Point	2	Municipality has offered something unique and different from all others, which is recognizable and easy to remember. Key competitive advantages identified.
		Design	4	Design is modern, clear, original, attractive, with good combination of colors, and suits the type and purpose of the brochure (brief, informative promotional material intended for business clients; serves to raise awareness, build image and induce interest). Brochure format is interesting and easy to carry around; it contains no more than 15 pages.
		Institutional Identity	2	Brochure reflects the institutional identity of the municipality and/or the LED Office which is recognizable by: coat of arms and/or logo, slogan, typical colors, font, graphic elements, forms and design.
		Other Promotional Materials	2	Prepared additional promotional materials (flyers, CDs, folders, bags, etc).

Criterion	Weight	Sub-criterion	Weight	Fully met criteria
<b>Ad</b>	<b>10</b>	Content	4	Investment potentials are presented in a clear and concise manner; comparative advantages are emphasized, as well as the aspects that make the municipality unique (Unique Selling Point). The contact info has been included. The ad has no more than 80 words. Translation to English is of high quality.
		Design	4	Design is original, attractive, notable, with good combination of colors, suitable to the type and purpose of the ad (investment promotion in magazines for businessmen; the goal is to draw attention of the target audience, raise awareness on the offer, build image and induce further interest).
		Institutional Identity	2	The Ad reflects the institutional identity of the municipality and/or the LED Office which is recognizable by: coat of arms and/or logo, slogan, typical colors, font, graphic elements, forms and design.