Kuwait Direct Investment Promotion Authority (KDIPA)

**I. Background information:**

KDIPA (before it KFIB) handles the tasks of promoting the country (Kuwait) as a investment hub to attract and settle modern technology, create more quality jobs & training opportunities, diversify the economic base, support the local private sector, and increase national exports. For this purpose the website is used as part of the marketing and investor services channels, as the rise of the internet has made the IPAs websites a crucial medium for promotion integrated with utilization of Search Engine Optimization (SEO), social media, and smart Mobile phones applications.

**II. Goals & timeframe**

Main goal of KDIPA website is to enhance Kuwait's attractiveness and competitiveness by playing an active role in providing information on Kuwait as an investment hub, economic laws, regulatory framework that identifies its business climate, priority sectors or potential investment opportunities, factor costs, testimonials, updated news and publications, useful links beneficial to the visitors from the investors community.

The KDIPA website has been developed in 2010 and since then it was continuously updated with more viable content and news related to the core business of KFIB which has been transferred to KDIPA as per the new approved direct investment law No 116 for 2013.

**III. Project’s added value and importance**

KDIPA assumes the tasks of an investment promotion agency which tackles image building, investor targeting, investor servicing & aftercare, and advocacy. Thus KDIPA websites is. like other similar agencies, is considered to be a main source of key investment information, including laws, legal and regulatory framework, incentives & guarantees, priority sectors, services, events, news, announcements, business environment, factor costs, macroeconomic data, etc.

KDIPA website has been following the natural development path of the internet ( from web 1.0 to the current web 3.0 and beyond) and keeping a steady pace to develop from a mere "display window", to demonstrate more proactive marketing outreach, heading to provide more in-depth information and analysis, with content updated continuously, which resembles 3rd website generation with promotion agencies, towards the more high end website that would offer more interactive, personalized & customized information based on its visitors preferences.

Various studies have shown that impact of the content and design of website, functionality and communicability

as well as other factors like ease of access and speed of downloads, directly affects the success of the marketing and promotional efforts to attract investors and to promote investment opportunities

**IV. Challenges**

The main challenge in developing and managing websites is to accommodate timely and efficiently to the continuous change in technology medium, addition of new applications, while preserving the element of convergence, and ensuring availability of qualified human resources.

The fact that real time content and information is needed to become widely accessible through websites on different platforms (PCs, tablets, smart mobile phones) aggravated by integral role of social media, has increased challenge as well as the exposure to risks of credibility or reputation attacks which needs assigned teams of staff to be alert 24/7 to ensure that online community is always updated and monitored to be there to rectify any issue or to announce it in a timely fashion.

This is summed by three crucial challenges: frequency and speed of change, and the human resources.

**V. Relevance of the project to the respective Action Line**

KDIPA website is most relevant to WSIS Action line No. 3 related to Access to information and knowledge, and this is exactly what the project is attempting to achieve in its rational for continued development. Access to information and knowledge in the world of investment promotion is key element to ensure success and achievement of intended economic, social, environmental, and governance goals within an overall sustainability development paradigm.

**VI. Conclusion**

KDIPA website aims to continue to enhance its utilization and effectiveness by continuously upgrading and developing the main components of content , promotional effectiveness, information architecture , and design, to empower the capability of KDIPA as an investment promotion agency to address market failure, arising from asymmetry of information especially between local and foreign investors in order to achieve its intended core developmental tasks. This serves well the WSIS 3rd Action Line amongst the 11 action lines identified..

**Important Site**

The website map indicates that each icon on the website has its importance in providing part of the needed information for any potential investor.

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| --- | --- |
| **Site Map**   * [HOME](http://www.kfib.com.kw/Default.aspx)   [Open Economic Sectors](http://www.kfib.com.kw/Sectors.aspx) [How a Foreign Entity can do Business in Kuwait](http://www.kfib.com.kw/HowForeignEntityCanDoBusinessKuwait.aspx) [Why Kuwait?](http://www.kfib.com.kw/LivingInKuwait.aspx) [Guarantees and Incentives](http://www.kfib.com.kw/GuaranteesIncentives.aspx) [Licensing Procedures](http://www.kfib.com.kw/LicensingProcedures.aspx) [Ease of doing Business in Kuwait](http://www.kfib.com.kw/CostDoingBusinessKuwait.aspx) [Investment Opportunities](http://www.kfib.com.kw/InvestmentOpportunities.aspx)   * ABOUT KFIB   [Message from the Chief](http://www.kfib.com.kw/MessageFrmCheif.aspx) [Vision & Mission](http://www.kfib.com.kw/VissionMission.aspx) [KFIB in Brief](http://www.kfib.com.kw/KFIBInBrief.aspx) [Foreign Capital Investment Committee](http://www.kfib.com.kw/Committee.aspx) [KFIB Services](http://www.kfib.com.kw/Services.aspx) [KFIB Facts & Figures](http://www.kfib.com.kw/FactsFigures.aspx)   * LEGAL FRAMEWORK   [Law No.8 2001](http://www.kfib.com.kw/LegalFrameWork.aspx)   * KFIB News * USEFUL LINKS   [Kuwait Public Sector SitesKuwait Banking SectorKuwait Private Sector SitesMembers of Investment Companies UnionInternational Consulting & Auding Firms in KuwaitLaw FirmsHotels Public & Private Universities & CollegesMediaPublic & Private HospitalsInternational & Regional Organizations](http://www.kfib.com.kw/UsefulLinks.aspx)   * DATA & STATISTICS [Central Bank](http://www.kfib.com.kw/InformativeGuide.aspx) [Industrial Bank](http://www.kfib.com.kw/InformativeGuide.aspx) [Ministry of Electricity & Water](http://www.kfib.com.kw/InformativeGuide.aspx) [Public Authority of Industry](http://www.kfib.com.kw/InformativeGuide.aspx) [Kuwait Petroleum Corporation](http://www.kfib.com.kw/InformativeGuide.aspx) [Public Authority for Housing Welfare](http://www.kfib.com.kw/InformativeGuide.aspx) [Environment Public Authority](http://www.kfib.com.kw/InformativeGuide.aspx) * FAQ's * [What are the criteria for granting incentives under the current law for FDI projects?Is there a minimum capital requirement for FDI project? Can the foreign investor have an equity share above 49% of their FDI project?Is there any fees paid for KFIB for issuing the Investment Licenses?What are the taxes imposed in Kuwait?What is the relation with Kuwait Offset program?What is the relation with the Partnership Technical Bureau (PTB)?](http://www.kfib.com.kw/FAQ.aspx) * TESTIMONIALS * [Abdulrahim Alawadi Dr. Bilal SandidNeda Aldihany Mona S. BseisoRichard BanksDavid O'DonovanChristina KnutssonEamonn SheehyProfessor John AdamsProf. Dr. George MalcotsisRima TermosDavid BrownKarine Martinez](http://www.kfib.com.kw/Testimonials.aspx) * The Latest Update of Kuwait Direct Investment Promotion Authority News | Document showing actual steps for the licensing procedures are explained.  Document showing data on registered approved FDI inflows cumulative time series (2003-2012).  Document showing law that governs FDI in Kuwait with all relevant resolutions and executive regulations and relevant resolutions that followed.  Document that list all kinds of guarantees and incentives available for foreign investors.  A document providing basic knowledge of the business community in Kuwait and the various types or forms to establish a business entity and finally, to know how to resolve legal disputes if they arise.  Document provides updated news on KFIB activities and publications, and keeps an archive since 2009.  Links to stakeholders and local, regional and international partners.  Legal Framework all Investor Laws are available on site and categorized according to the needed chapters which will help & support the international investor to know the law of Kuwait.  All updated news are available on the site based on the years & date according to the archiving data.  Document based icon: This is main icon that serves as the virtual library and updated source of information on Kuwait, its position in international indices, recent economic reports and updates, other related studies on FDI, investment promotion, political risk guarantees and access to legal library for GCC countries.  Provides concise information for interested potential investors highlighting areas that Kuwait differentiates itself and has a unique value proposition.  A document titled: The "Investing in Kuwait: A Guide for Investment Opportunities in Kuwait" The Guide showcased a host of potential investment opportunities focusing on infrastructure, environmental services, downstream-chemical manufacturing, education & training, healthcare, integrated housing projects & urban development, storage & logistics services, banking, financial services & insurance, air, maritime & rail passenger transport, tourism, hotel & entertainment, web & APP development, culture, media & marketing. based on a rigorous opportunity assessment process.  Direct information on frequent questions received from potential investors. Updated to reflect changes  First hand testimonials by KFIB experts which depicts their original feedback on their encounter with KFIB.  All Updated news which is related to KDIPA available up-to-date on the site with an official documents which can help & support the investor to read & get Ideas. |

**The Benefit of all attached file & documents on the site**, As the internet has massive amounts of information in state of continuous and fast change, these icons provide like a screen to show most related documents for the target audience of the visitors of website namely potential investors. So it serves as first source of information for the country and its attributes as well as related laws and procedures.

An internal system was developed to keep an update with smooth flow for all icons that provide live information to remain meaningful and timely.

**The corporate profile in the website on KFIB explains** its vision, mission, and strategic direction. It shows the committee members with their personal profiles, especially that they are the ones who decide on the path of the organization and the approval of the projects applications. It also show the executive management role in handling all the work processes and ensuring to continuously improve services for the potential and existing investors, and facilitate their work, and assist in resolving obstacles. The investors will be at ease to know the direction of the management team and how service culture in this governmental organization has been positively nurtured to achieve intended goals. This in turn has strengthened KFIB international relations with various investors coming from more than 20 nationalities.

**Social Media's:** As well as all Social Medias are available on the site and Special Team following and updating information which is providing all updated facilities & news & information through that. (Facebook, YouTube, Instagram, and Twitter) all social media's are registered officially under name of (KFIB/KDIPA)

Note : there are Google analytics statistics