

MOBILIZING MENA DIASPORA FOR INVESTMENT, TRADE AND SKILL TRANSFER

Findings of an online survey and focus group
discussions



WORLD BANK GROUP
Trade & Competitiveness

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OUTLINE

1.Context

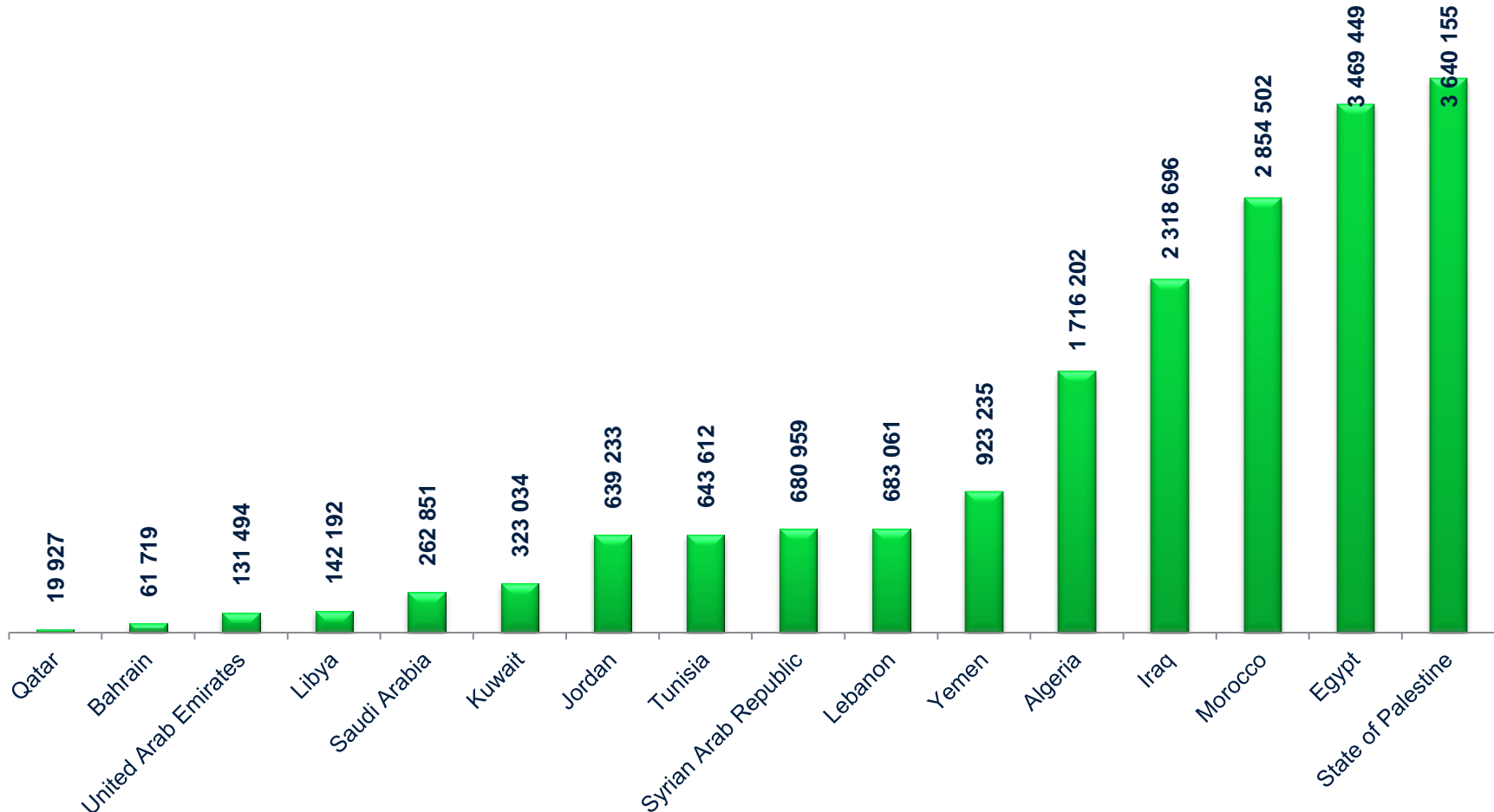
2.Main findings of the survey and consultation
with the MENA diaspora

3.Recommendations

Context

1. MENA is among the least integrated regions in the world
2. Private investment is low and high unemployment
3. Governments in transition
4. Emerging democracies with more space to the civil society, diaspora...

More than 18 million MENA diaspora in the world...at least



Source: UNDP 2013

Our Objectives

1. Inform policy makers and development partners on how to better mobilize the diaspora
2. Promote the voice of the diaspora and diaspora-government dialogue
3. Identify and promote leaders and success stories among the diaspora
4. Fill in knowledge gap, information sharing, etc.

Consultation with MENA diaspora: a 3-Stage Approach

MENA DIASPORA CONSULTATION



Online survey
For all Diaspora members, collecting 1000 responses, 827 retained



Focus groups
~150 insights from Diaspora members



one-on-one interviews
business and opinion leaders from MENA

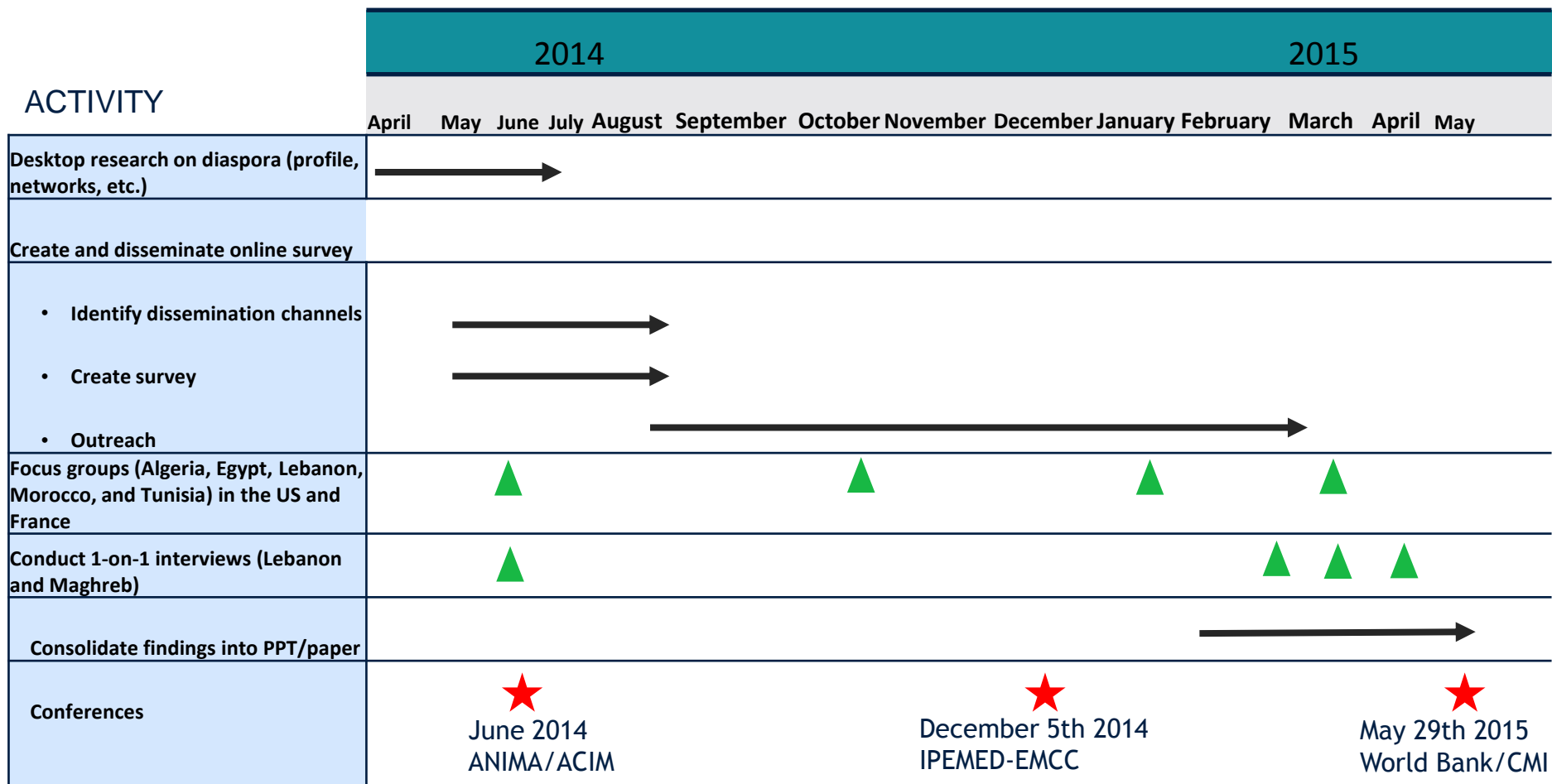
Outreach strategy



- Social Media: e.g., Facebook; twitter; LinkedIn (professional and personal accounts)
- Diaspora Newsletters and Associations, Universities, etc.
- Embassies and Consulates
- development partners: IPEMED, IOM, ANIMA, ACIM...

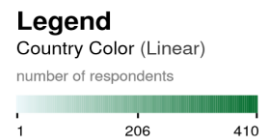


Timeline: MENA Diaspora survey, focus groups and interviews

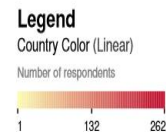
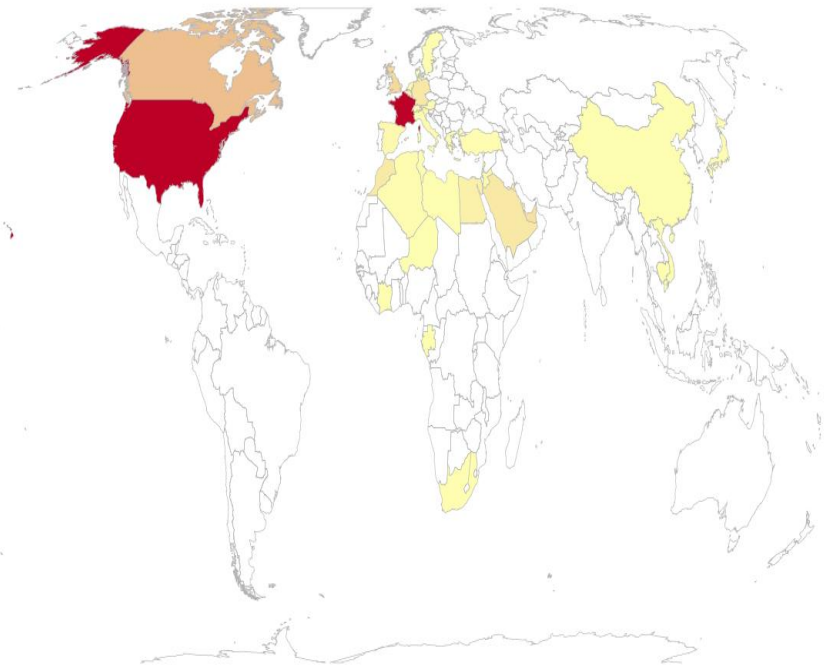


Profile: mostly from Maghreb and residing in France and the US

COUNTRY OF ORIGIN



COUNTRY OF RESIDENCE

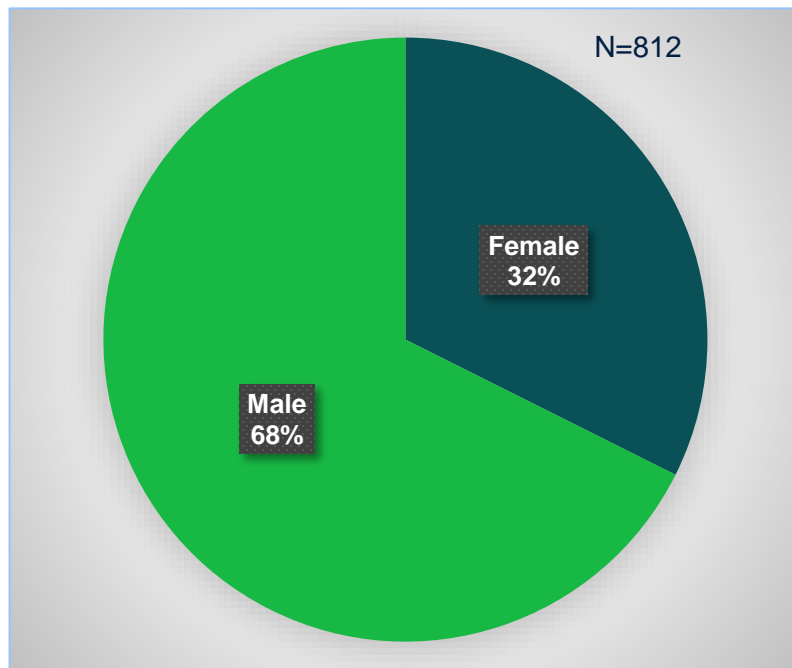


How to Read this Map

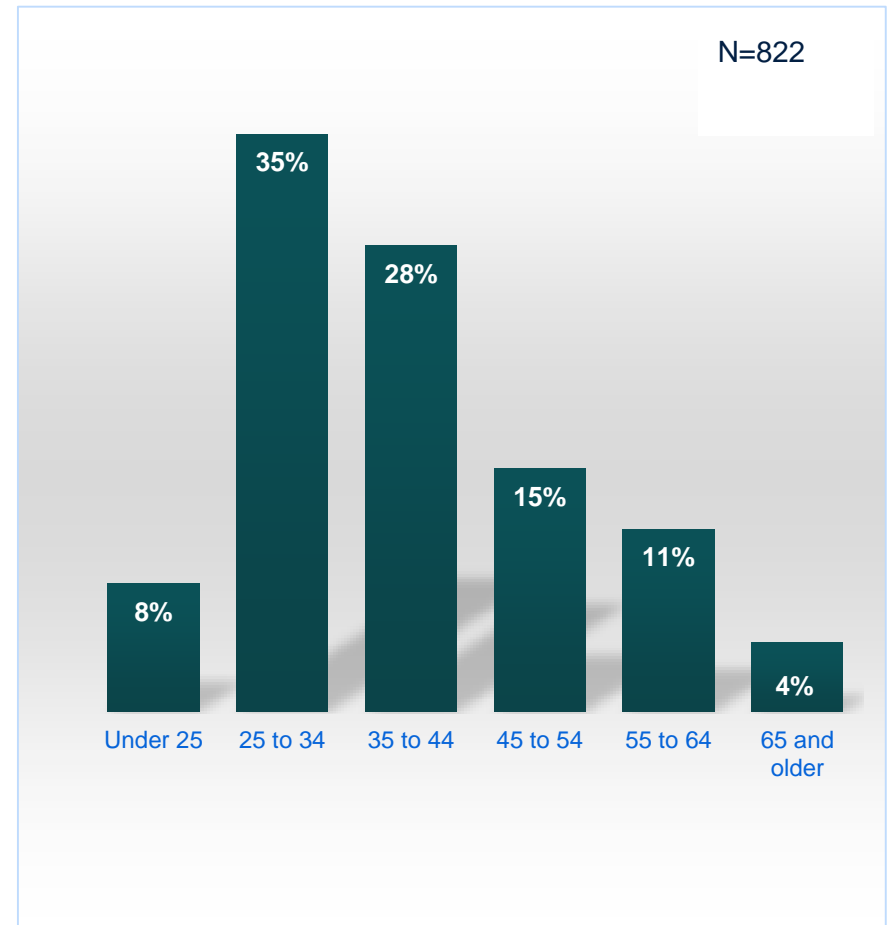
This *choropleth* map shows 209 countries of the world using the equal-area Eckert IV projection. Each country may be color coded in proportion to a numerical value. Minimum and maximum data values are given in the legend.

Profile: Mostly male and young professionals

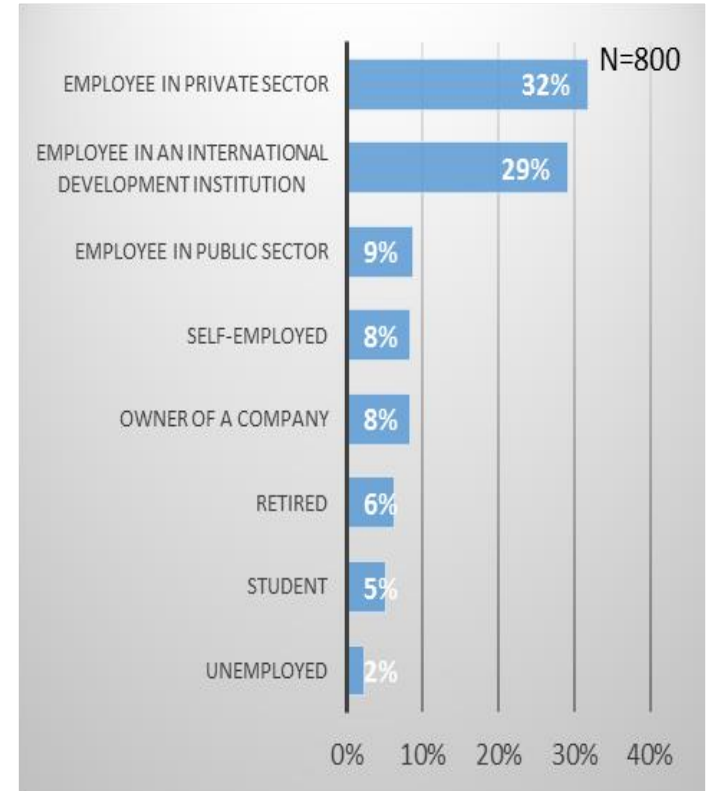
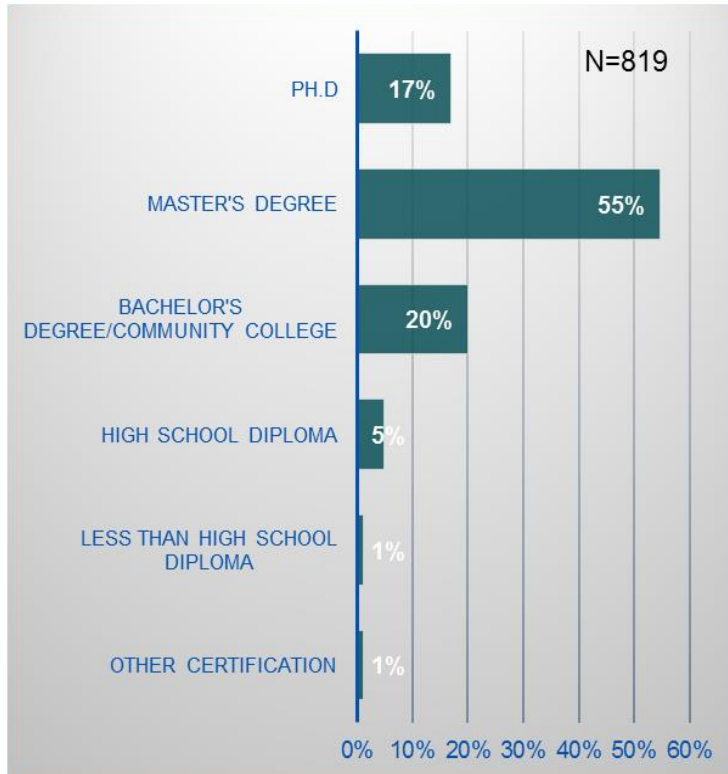
GENDER



AGE

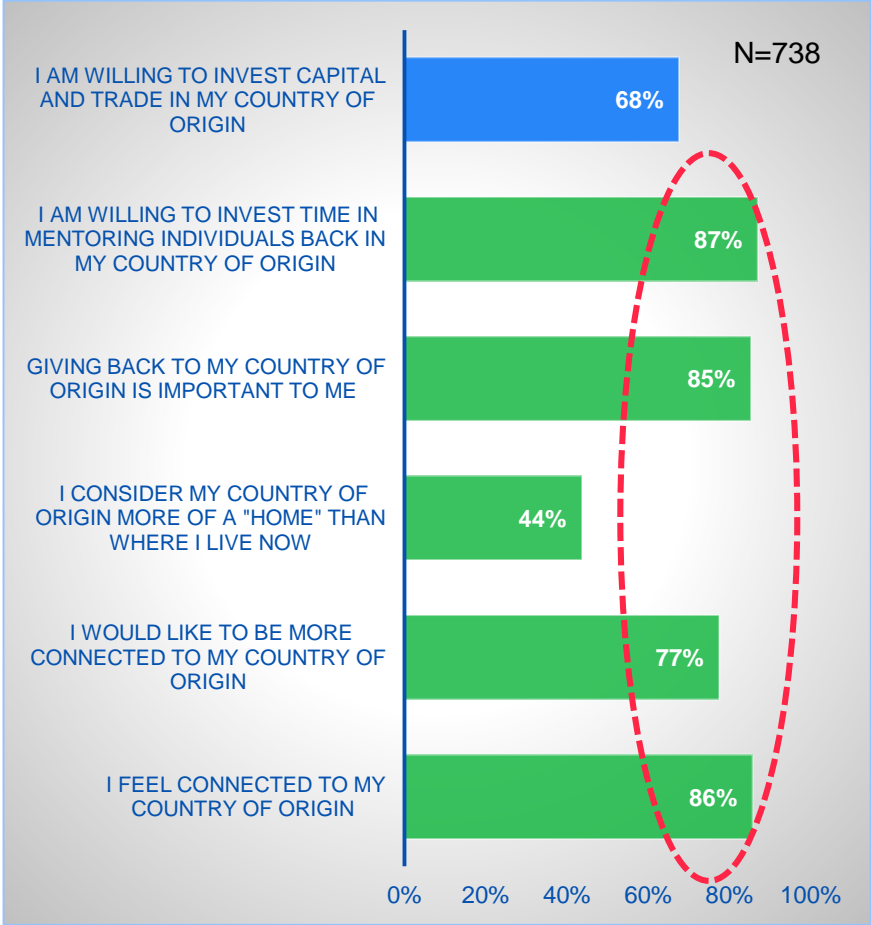


Profile: Mostly Educated and working in the Private Sector

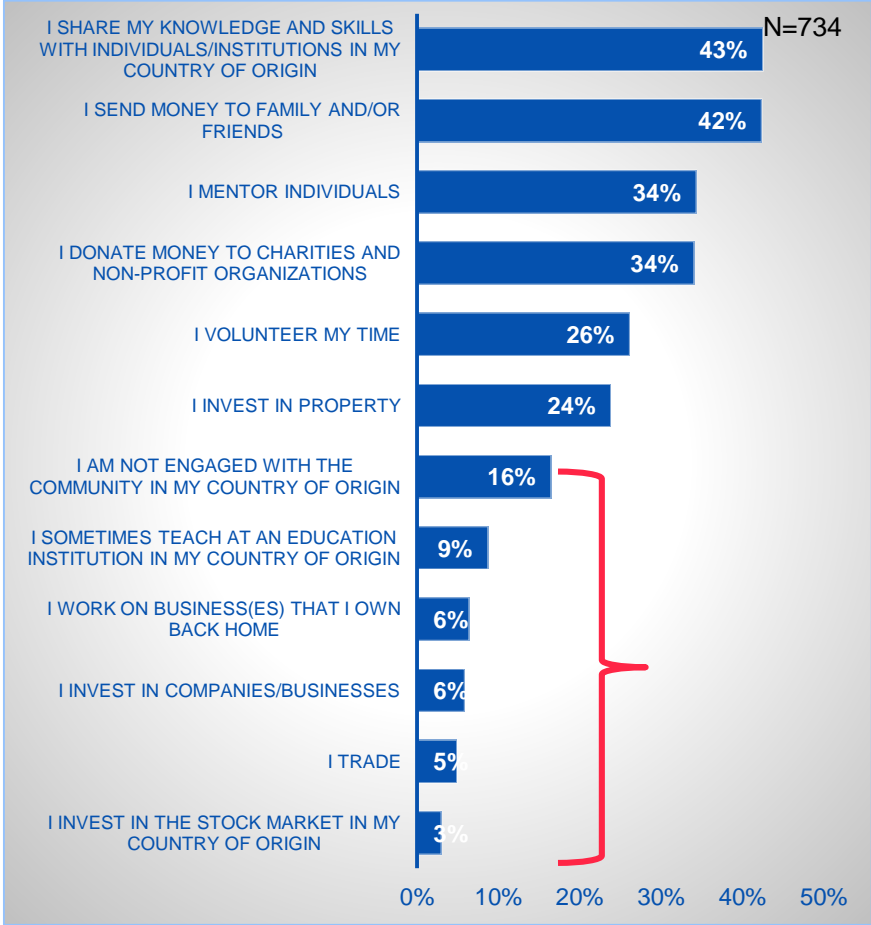


MENA Diaspora Feels Very Motivated to Give Back, Mostly Time and Soft Skills

DO YOU AGREE WITH THE FOLLOWING STATEMENTS?



HOW DO YOU ENGAGE WITH YOUR COMMUNITY?



Lack of trust in the government prevents more engagement

TOP 3 OBSTACLES TO BE ENGAGED WITH THE COMMUNITY

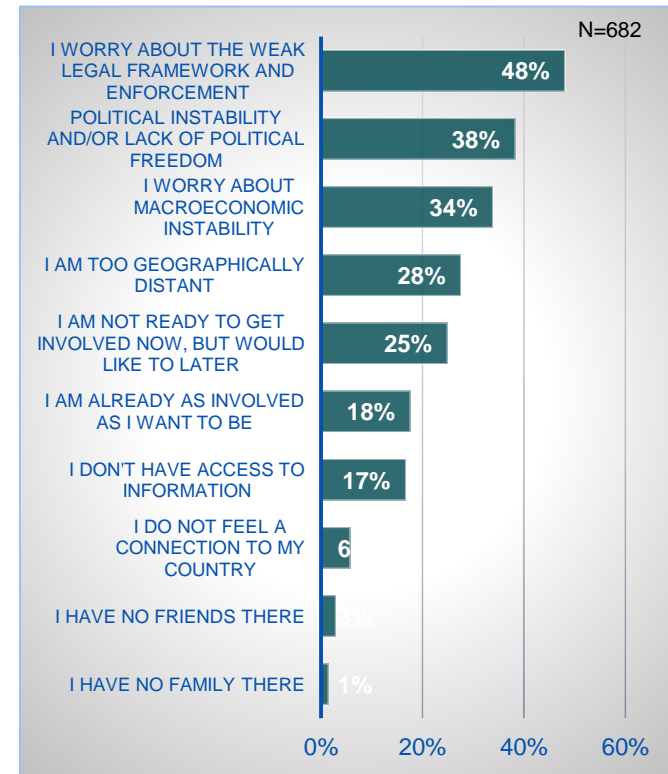
**WEAK LEGAL
FRAMEWORK**



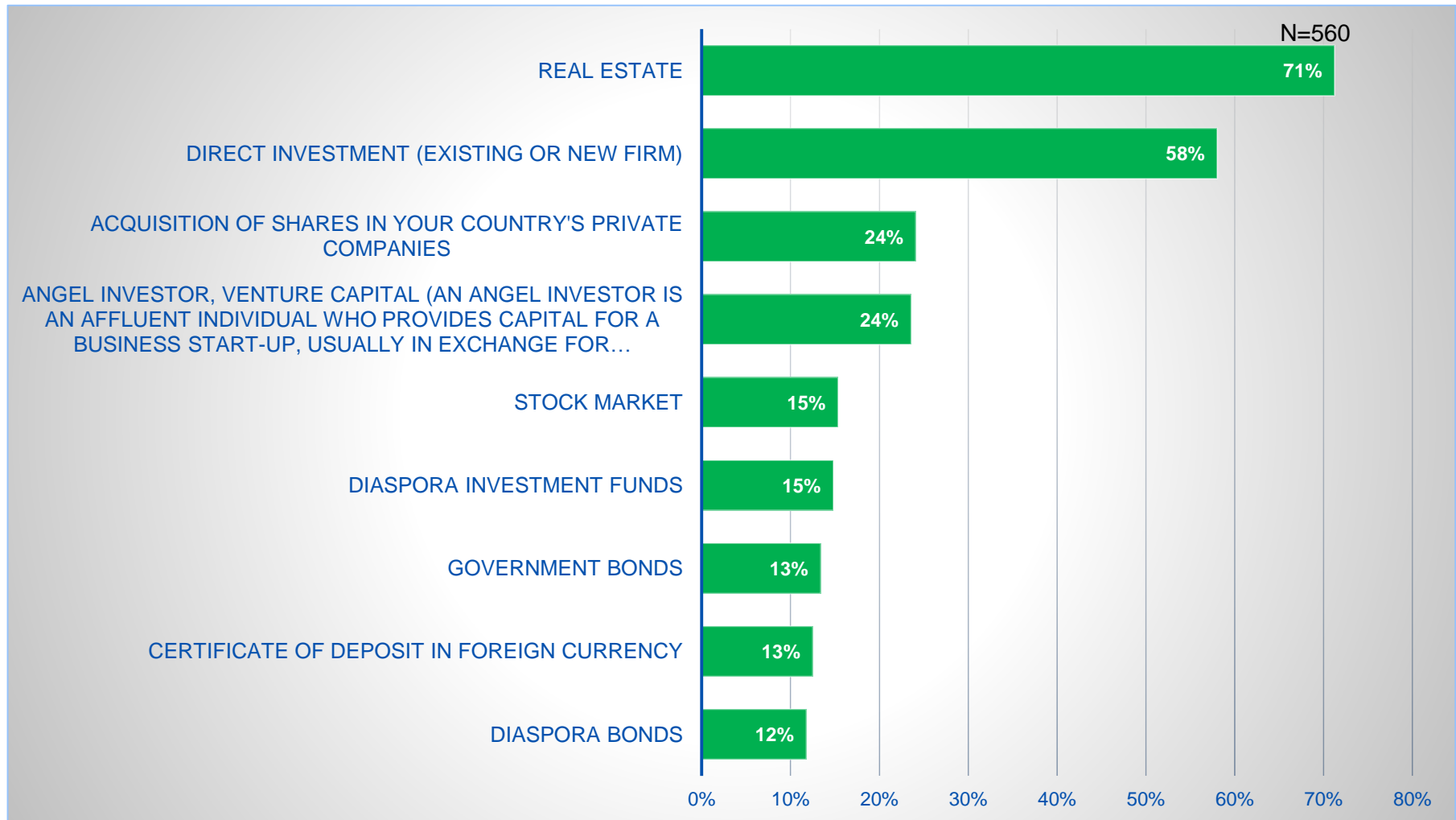
**POLITICAL
INSTABILITY**



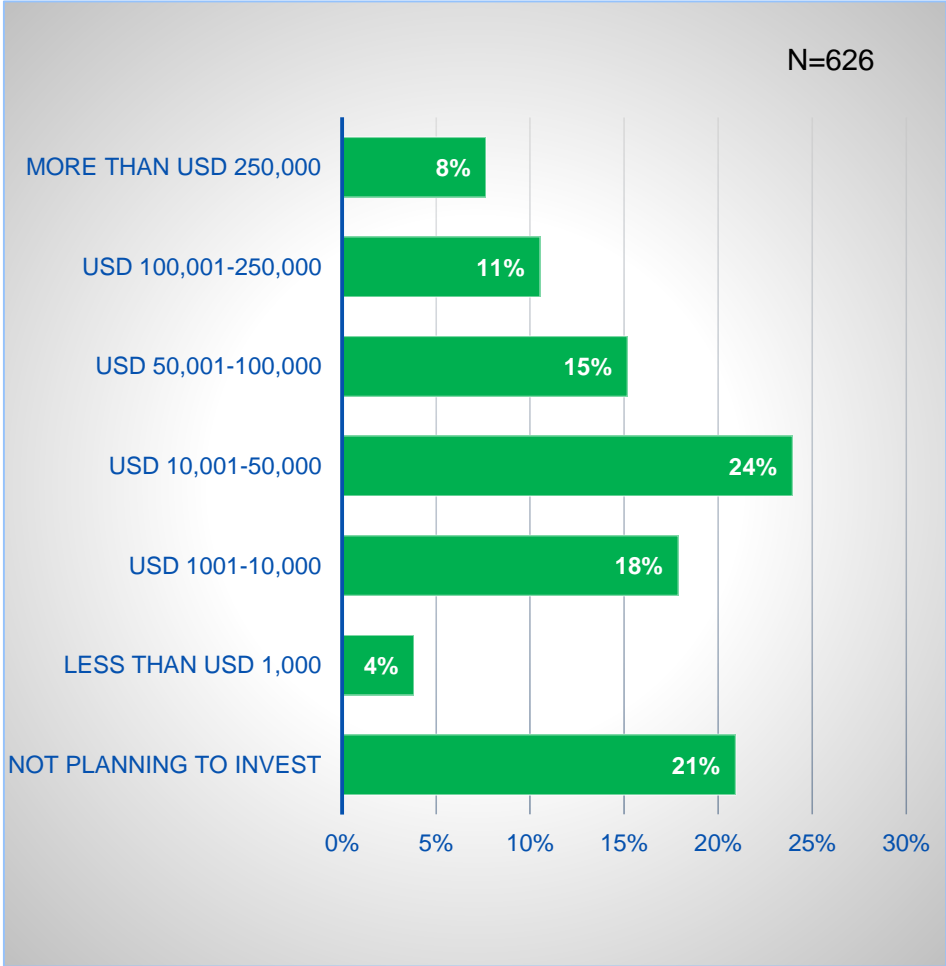
**MACROECONOMIC
INSTABILITY**



Direct Investment is the Preferred Instrument

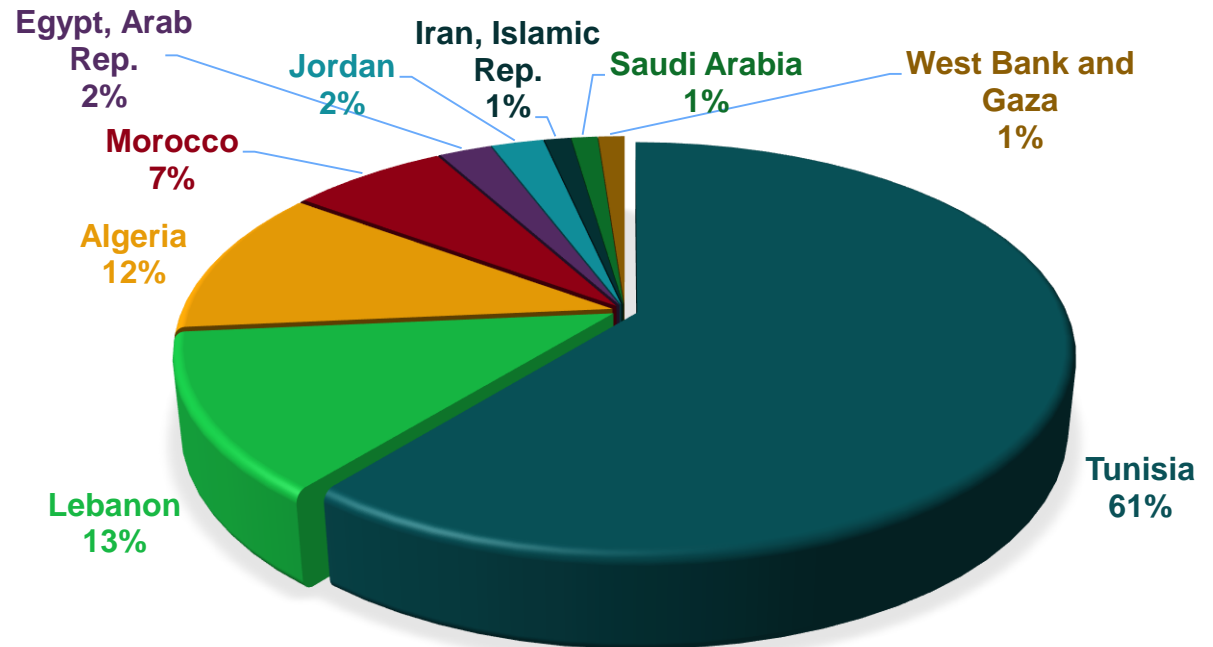


MENA diaspora is willing to invest relatively large amount



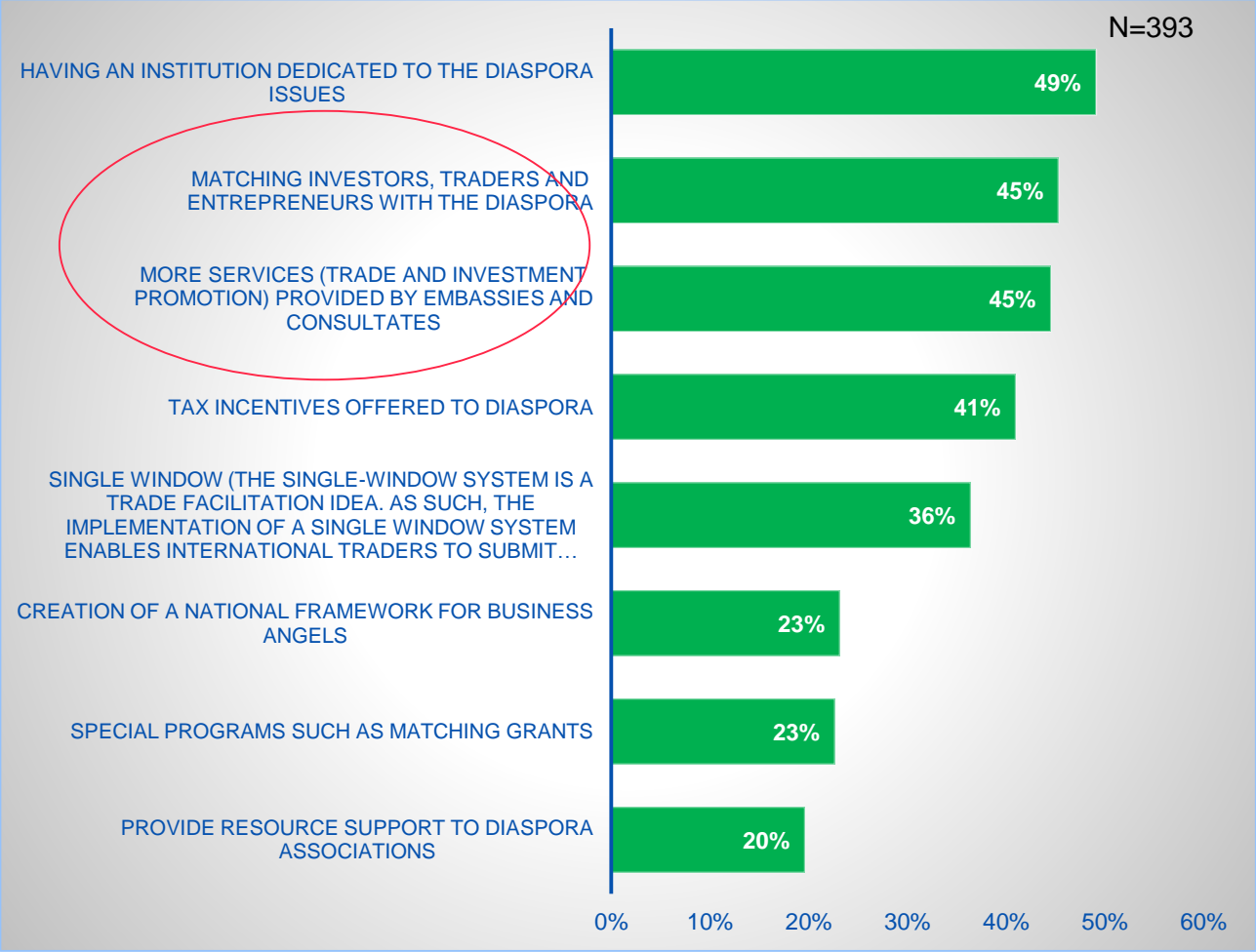
Only 13% of respondents claimed to be angel investors

MENA ANGEL INVESTORS' COUNTRY OF ORIGIN

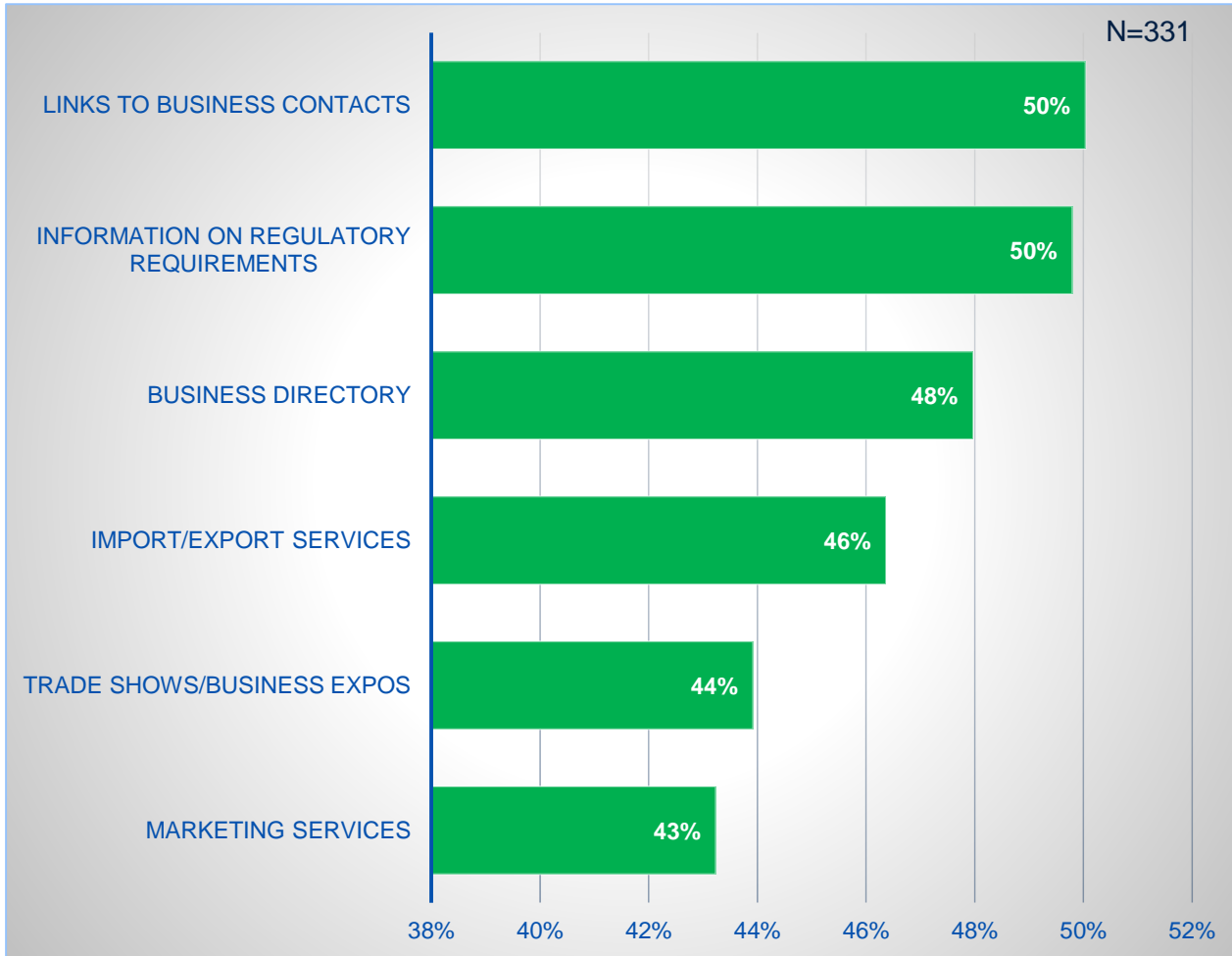


N=87

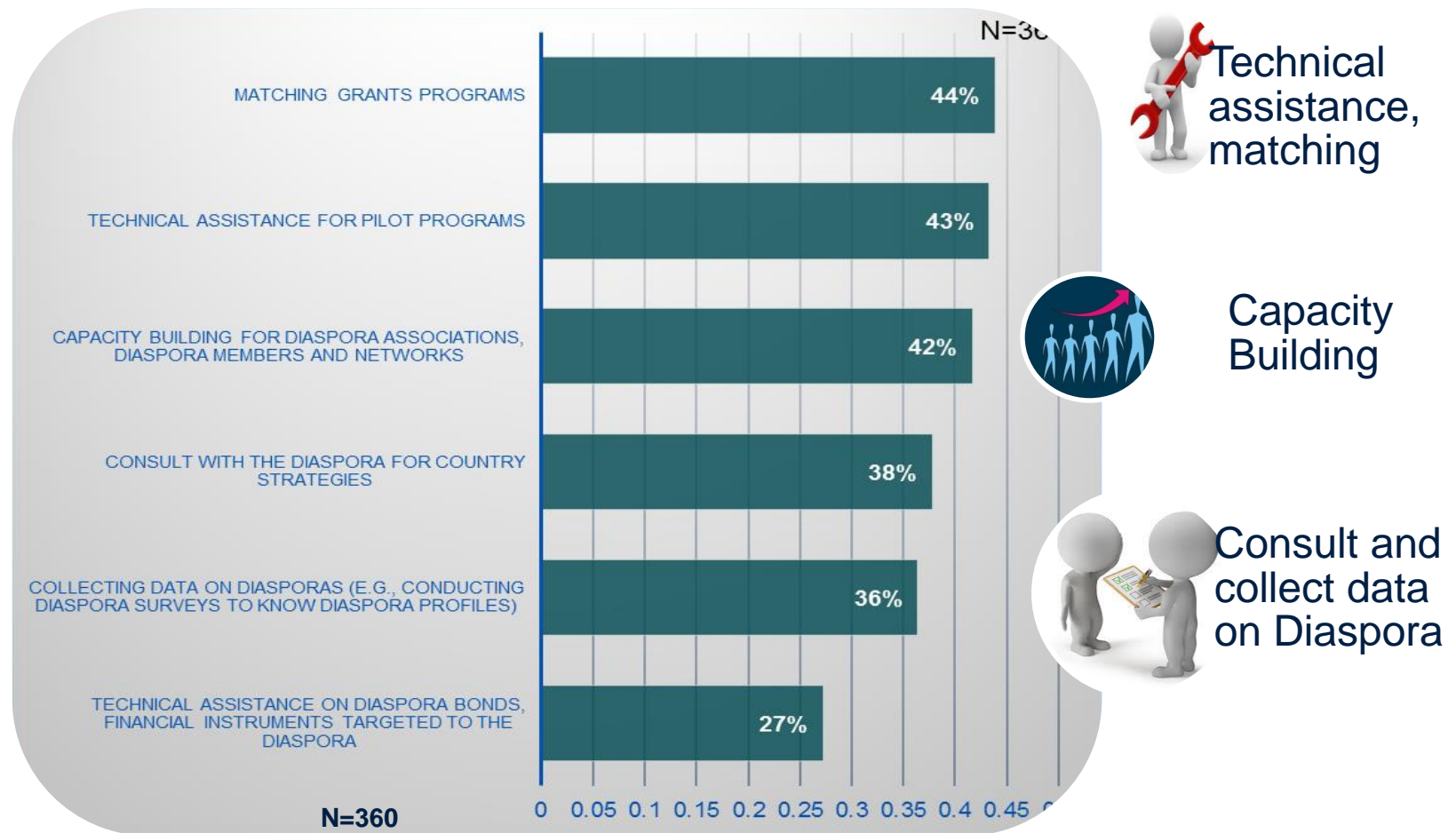
MENA Diaspora Views on Government's Role



Role for Embassies



MENA Diaspora Views on Role of Development Institutions



Main Findings

1. Diaspora is very committed to lead initiatives, build capacity, mentor and give time
2. Strong preference for “direct” investment, in city/region of origin (versus other financial instruments) – to mitigate lack of trust
3. Investment and remittances are two different decisions
4. Need for initiatives that facilitate business connections and inform about opportunities

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