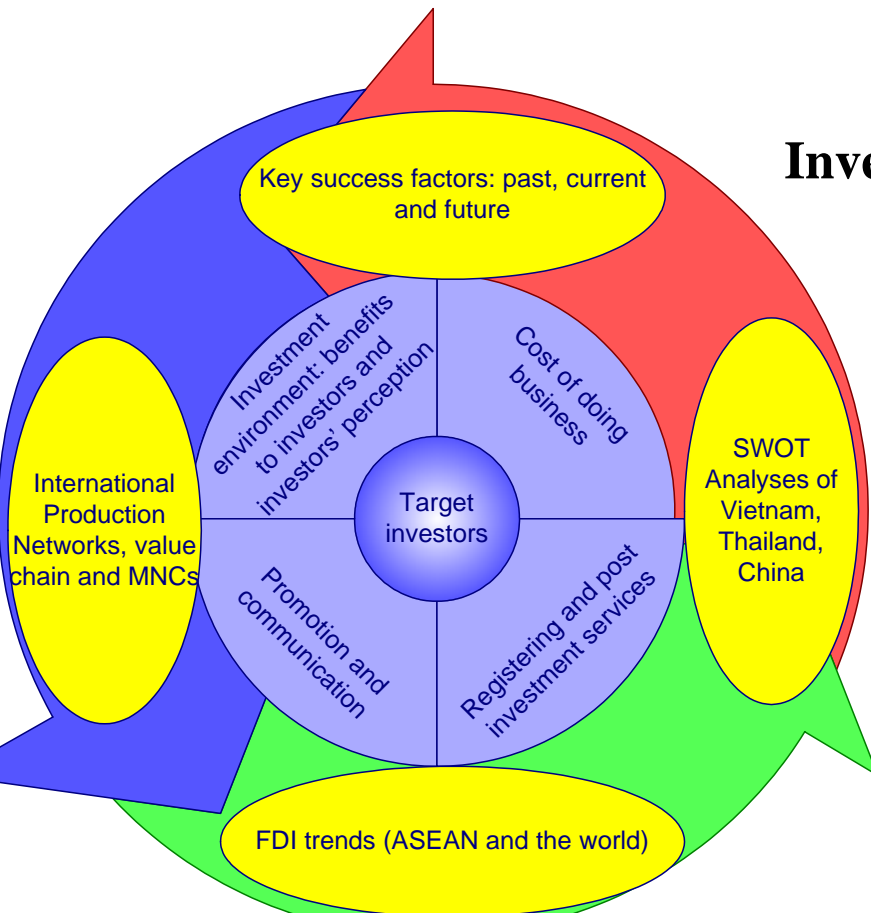


# The marketing approach to FDI attraction

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## Investors are at the core of situation analysis

From the marketing point of view, foreign investors come to a host country not because of good investment environment as perceived by the authority but because of the actual benefits from that investment environment. The government should understand the requirements of FDI firms and target policies to satisfy them.

This paper presents the idea that investors are customers and discusses the importance of understanding investors' needs. We also explain how to use key marketing variables in FDI attraction.