

User guide

Introduction

InvestmentMap is a visual analytics platform designed to support economic development professionals, investment promotion agencies (IPAs), and businesses in identifying, tracking, and analyzing investment flows across regions. With InvestmentMap, users can:

- View real-time foreign direct investment (FDI) data
- Analyze trends and sectoral distribution
- Export tailored reports

Search

The **Search bar**, located at the top of the site, allows users to filter and refine results across the entire application. Filters can be applied based on specific user needs and include:

- Single year or date range
- Project types
- Regions
- Countries
- Sectors
- Business functions
- CapEx
- Jobs created

Any changes made in the Search will dynamically update the data and visuals displayed across all pages of the platform.

Range Single Year

2017 2025 4 Project Types 7 Regions 71 Countries 33 Sectors 16 Functions More Filters

Investment Map

Dashboard

Custom Report

InvestmentMap

The **InvestmentMap** section displays foreign direct investment projects that match your current search criteria. Results are shown in two formats:

- An interactive map
- A searchable database-style list

Each project entry includes the following details:

- Project date (month & year)
- Parent company name
- Address (if available)
- Project type
- Source market (country, state, city – based on parent company HQ)
- Destination market (country, state, city – where available)
- Sector
- Business function
- Project description
- Company website (if available)
- Jobs created (actual or estimated figures)
- Capital investment (actual or estimated figures)

The project list is sorted by default to show the most recent projects first. However, it can be re-sorted by company name or source country. A search field allows users to quickly find specific projects.

Tips

- Click on a project in the list to highlight its specific location on the map (if available).
- Click on any map pushpin to view a quick project summary and zoom in on its location.
- Click the **“Reset map”** button to return to the default view.



Dashboard

The **Dashboard** serves as the interactive data center for analyzing FDI flows, trends, and performance. Key dashboard views include:

- Side-by-side comparison: Projects vs. CapEx
- Side-by-side comparison: Jobs vs. CapEx
- Investment overview by type
- Investment trend by type
- Technology level (overview & trend)
- Top 10 source countries (overview & trend)
- Top 10 sectors (overview & trend)

Each view supports metrics by:

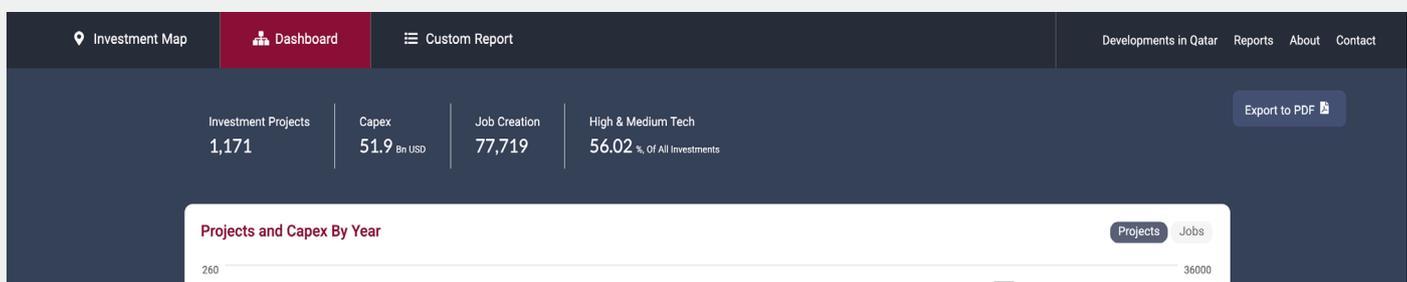
- Number of projects
- Total capital expenditure (CapEx)
- Total jobs created

All data updates dynamically based on applied filters.



Exporting:

Users can download the Dashboard as a PDF using the Export button.



Tip

The exported PDF will reflect exactly what is visible on screen. Since the dashboard is interactive, users can click specific data points to tailor the view before exporting.

Custom Report

The **Custom Report** feature enables users to generate live tailored reports that combine both map and list views. Customization options include:

- Source country
- Sector

Users can toggle project visibility on or off in the map view, tailoring the layout to meet specific needs. All data updates in real-time as filters are applied.

Exporting:

Custom reports can be downloaded as PDFs via the Export button. The export will contain the list but not the map.

<i>Expand All</i>	COUNTRY ▾	PROJECTS ▾	Map <i>All Off</i>
<input type="checkbox"/>	 United States	183	<input checked="" type="checkbox"/>
<input type="checkbox"/>	 UAE	174	<input checked="" type="checkbox"/>

Tip Use the top-level search filters to adjust your report parameters before exporting for best results.

4 Project Types

7 Regions

71 Countries

33 Sectors

16 Functions

Data dictionary

- The **Sector** indicates what is being provided at the site of the project. This is unique to each project and while it is guided by the company involved, a company may have projects in multiple sectors.
- **Function** describes the business activity conducted at the project, such as manufacturing, sales, extraction, construction, or R&D.

Technology Level

Projects are classified by **Technology Level**, based on definitions from the Organisation for Economic Co-operation and Development (OECD), European Union (EU), and Bureau of Economic Analysis (BEA):

- **High Tech:** Significant R&D investment, cutting-edge technologies, high innovation, often involving advanced manufacturing, biotechnology, aerospace, and IT. Typically involves a high proportion of skilled labour.
- **Medium Tech:** Combines advanced and traditional manufacturing, with moderate R&D and technology integration. Common in automotive, chemical, and machinery industries.
- **Low Tech:** Minimal R&D, reliance on established processes, typically in labour-intensive sectors like textiles, food processing, and basic metal production.

Project Type

- **Greenfield (wholly-owned):** A new physical project creating new jobs and investment, potentially in a new location within the country.
- **Reinvestment:** Extension of an existing operation, adding jobs and/or investment, excluding share acquisition or new machinery installation.
- **New Forms of Investment (NFI):** Non-equity modes where a domestic firm partners with a foreign company, involving strategic alliances, licensing, and joint ventures.
- **M&A:** A process where a foreign company takes full or joint ownership of a local company by acquiring its equity, typically resulting in a change of control without new capital investment or job creation.