

## **NEW CONTRIBUTIONS OF THE THESIS**

**Thesis topic:** “ Territorial marketing to attract foreign direct investment in Hanoi City”

Major on: Economic management Code: 62 34 04 10

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### **New contributions in academic, argumentative aspects**

- The thesis supplements and completes the theoretical matters of territorial marketing in relation with FDI attraction, especially the territory positioning and combined territorial marketing.
- It studies influence of territorial marketing to attract the FDI and it is defined as a basis of proposal on combined territorial marketing solutions to FDI attraction.
- It supplements primary criteria to evaluate the territorial marketing: Philosophy of client / foreign investor; Marketing oriented organization; Efficiency of the activity.

### **New findings, proposals inferred from research, survey outcomes of the thesis**

- Study on secondary data shows that decisive factor in FDI attraction to a locality is just “mechanism” or policies of that locality for the FDI enterprises. It is naturally an investment environment (a factor of Product policy) and expresses role of the Power in the combined territorial marketing.
- Practical study indicates that decision on selection of investment place by the FDI enterprises depends on two groups: “solid” factors including infrastructure, qualified and cheap human resource, and the “flexible” factor such as FDI attraction policies of the local government, especially the incentives and assistance in land clearance, taxation...
- Important role of the investment promotion agencies in provision of information, assistance in decision making to select the investment place as well as after-investment services, related to efficiency of production.
- In applying the territorial marketing to FDI attraction, main restriction of Hanoi is the investment environment (administrative procedures...), image positioning and infrastructure (traffi...).
- Theory, experience and reality affirm importance of product policy (investment environment, infrastructure, basic service, human resource) and role of the power (incentives, assistance for the investors before, during and after the investments). At the same time, Hanoi leaders should turn policies into practical actions to build an attractive image and implement the marketing solutions in order to attract the FDI projects effectively.

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