



Frankfurt FDI Strategy

Diaspora and Digital Marketing



What is a Diaspora?

Defining Diaspora

As defined the International Diaspora Alliance, Diaspora means “to scatter” in Greek, but today we use the term to describe a community of people who live outside their shared country of origin or ancestry but maintain active connections with it.

Diaspora communities make vital but often unrecognized contributions to the progress of their countries of heritage.

Members of diasporas have different backgrounds, motivations and connections to the home country and they require individualized strategies of engagement. There is no ‘one size fits all’ policy or campaign but rather a focused effort to engage the group based on their needs and long term planning.

Defining Diaspora

Over the last 45 years, the number of people living outside their country of origin has almost tripled – from 76 million to more than **232 million**.

More than **3 percent** of the world's population now lives outside of the country that they were born in; if migrants made up a single nation, they would be the 5th largest in the world.

In 2013, international migrants sent **\$413 billion** home to families and friends – three times more than the total of global foreign aid (about \$135 billion)

New Opportunities

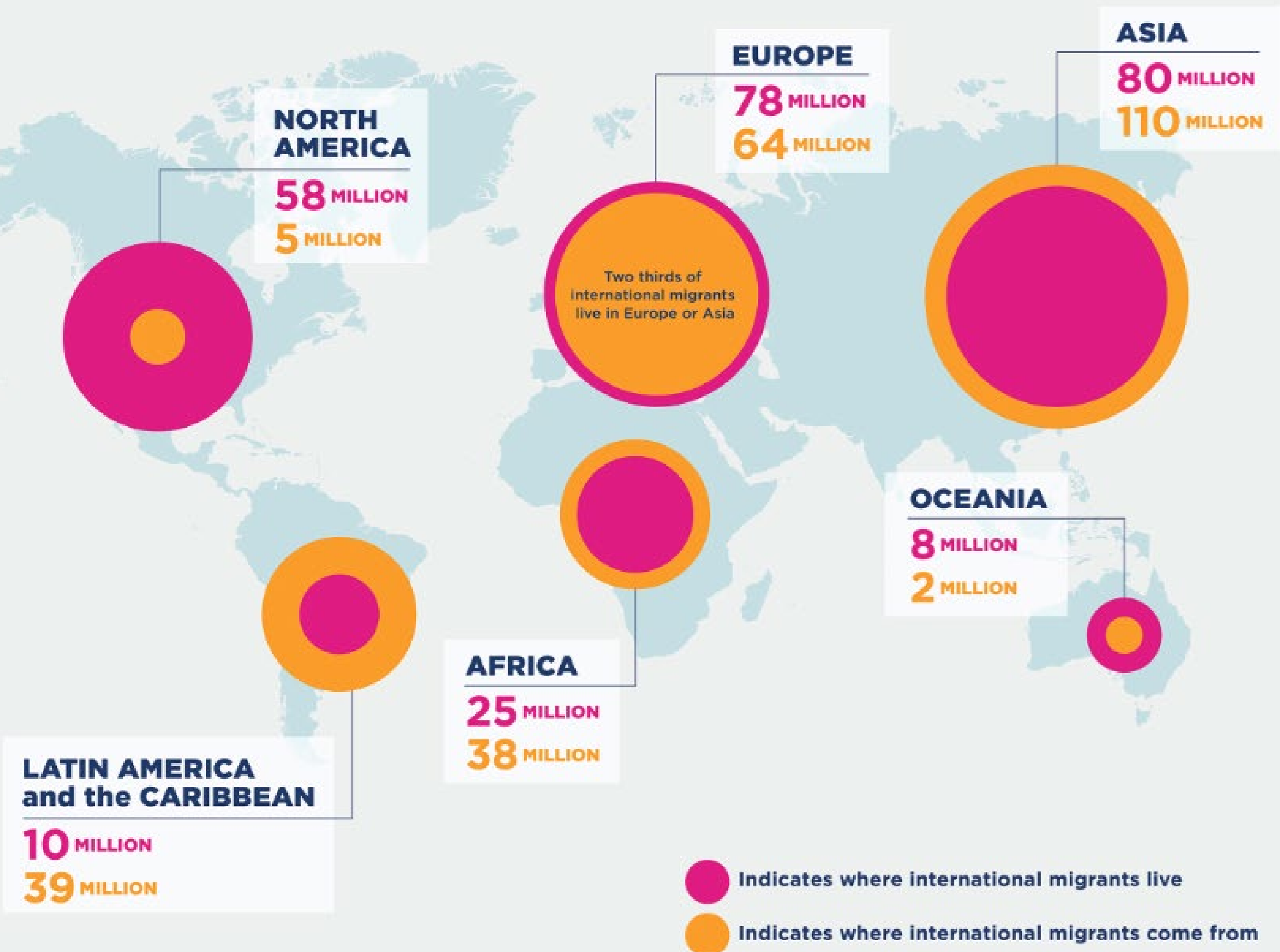
‘Tangible benefits that can accrue to a home country from its diaspora; expats can prompt bilateral trade, promote FDI, act as business middle men. And when they return home, as they usually do, they bring with them new skills and experiences and networks.’

– Michael Fullilove, Program Director Global Issues, The Lowy Institute

- *Cross-sectoral initiatives to fund diaspora work should be top of mind*
- Rethinking workforce policy to include diaspora networks and [remittances](#)

Source: Migration Policy Institute

Number of International Migrants in 2017



258 MILLION
 The number of international migrants reached 258 million in 2017. An increase of 85 million since 2000.

MEDIAN AGE 39

14% ARE BELOW 20 YEARS OLD

48% WOMEN

NOTES:
 • All numbers are millions of people.
 • Unknown residuals were redistributed proportionally to the size of groups for which data on international migrants were available by origin.

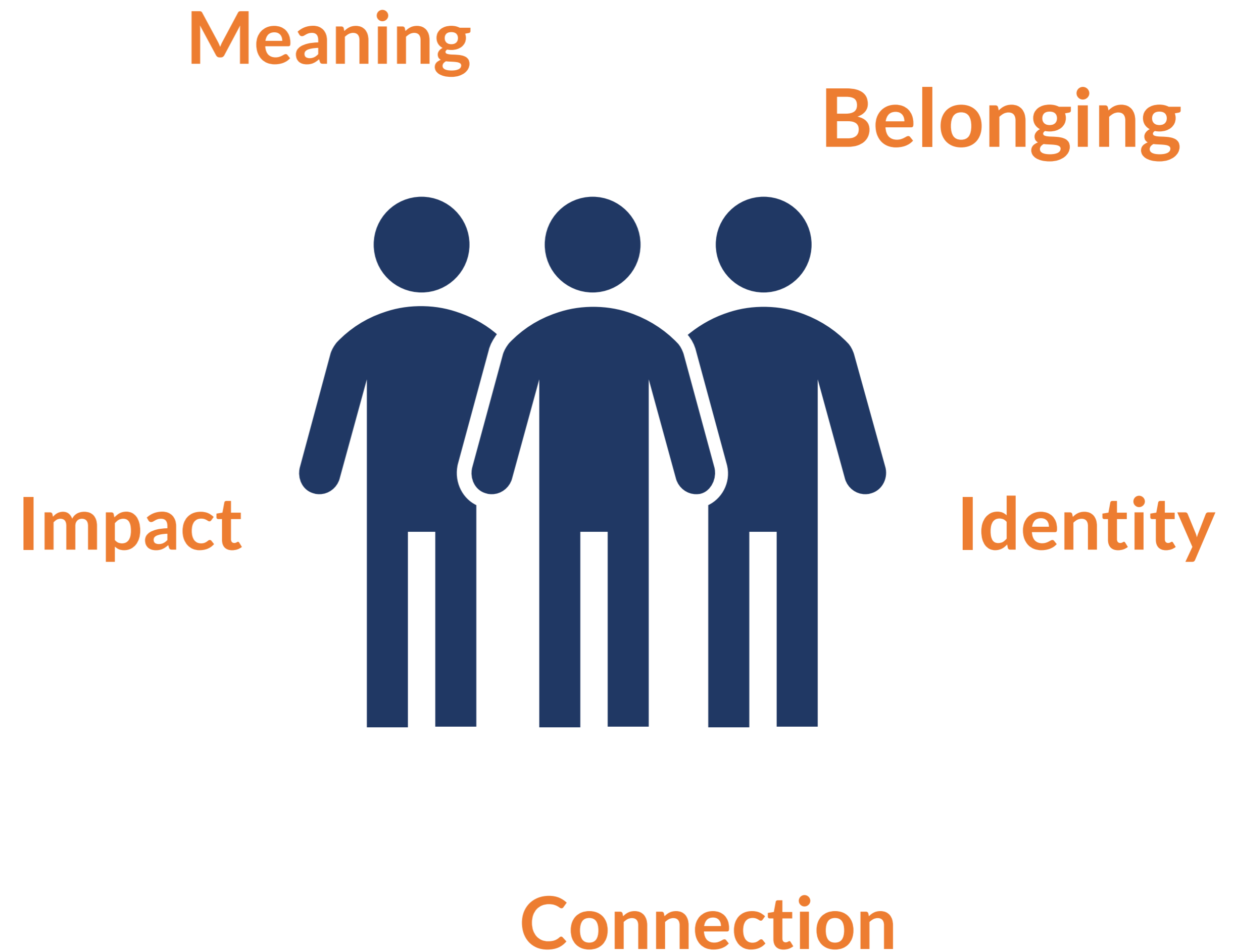
What Diasporas Want

They share goals with governments, businesses, and NGOs, including:

1. Broad-based economic growth;
2. Thriving civil society;
3. Widespread participation in good governance;
4. Access to global markets for skills and financial capital;
5. Robust trading partnerships;
6. Growing participation in science, technology and communication innovations.

Cont.

- Job opportunities
- Housing
- Safety
- Proximity to family and friends
- Dining, Events and Entertainment
- Culture and Arts
- Outdoor activities
- Public Transit
- Shopping
- K-12 Schools



CEO Opportunities Help India Compete



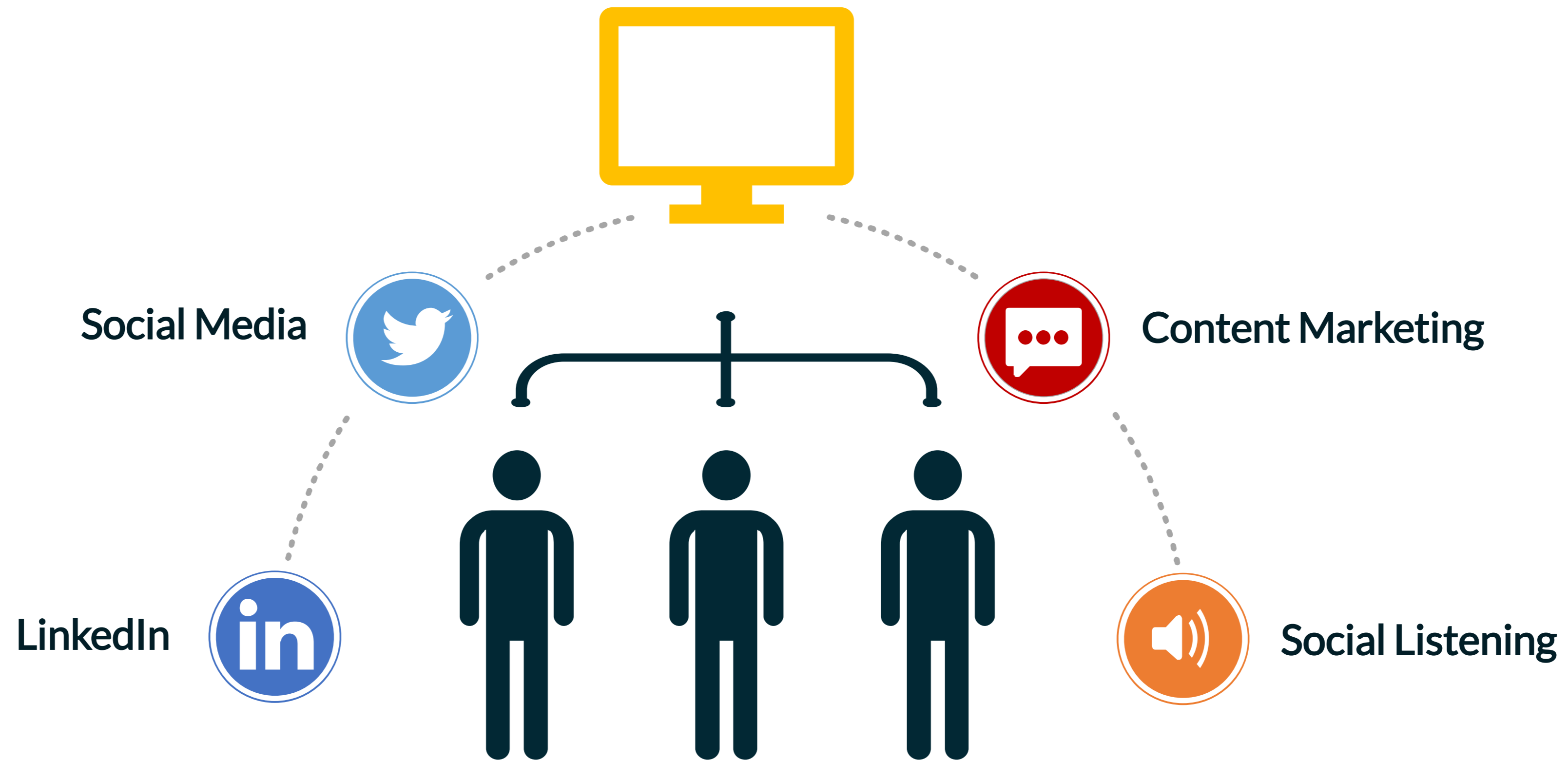
'A number of Indian expatriates who had immigrated to the United States in the 70s and 80s had become CEOs and senior executives at American technology companies. These executives played a critical role in giving their companies the confidence to outsource work to India. They were also patient sponsors as Indian firms gradually learned how to meet US quality and delivery requirements. They saw that India presents an opportunity in terms of R&D and knowledge process outsourcing but, as everyone else, they knew that India is not an easy place to do business because of red tape, infrastructure bottlenecks, and other problems with investment climate. They had to develop a viable project of R&D outsourcing which took into account the constraint, convinced the top management that the project was indeed viable and once the project was approved, they delivered on it. For example, Alok Aggarwal, then Director of Emerging Research of IBM not only developed plans for an R&D outsourcing center; he had to relocate to India to make it work. The project did work so betting one's reputation and credibility on a risky venture was apparently worth it.'

Kuznetsov 'Mobilizing intellectual capital of diasporas: from first movers to a virtuous cycle' (2008) 9 Journal of Intellectual Capital 2 p. 269

What to Look For

- Identify:
 - Historical migration patterns + Locations
 - Remittance dollars
 - Diaspora Influencers, CEO's, Thought leaders etc
 - Leading industries, potential investment opportunities
 - Top occupations to support opportunities
 - Key skill/competency requirements
 - Associated incentives for return

Using Digital Marketing to Target the Diaspora Network



Digital Marketing



Digital marketing for economic development is the promotion of community assets (i.e. commercial real estate, workforce, top location decision criteria) or brands via one or more forms of electronic media.

Internet of Things



Benefits of Digital Marketing



Highly targeted

Constantly monitored

Easily tweaked

SEO



Most internet users begin their session by searching for something – that something is a need.

Search Engine Optimization (SEO) is the process of getting your company to appear first when potential clients search for something on the internet.



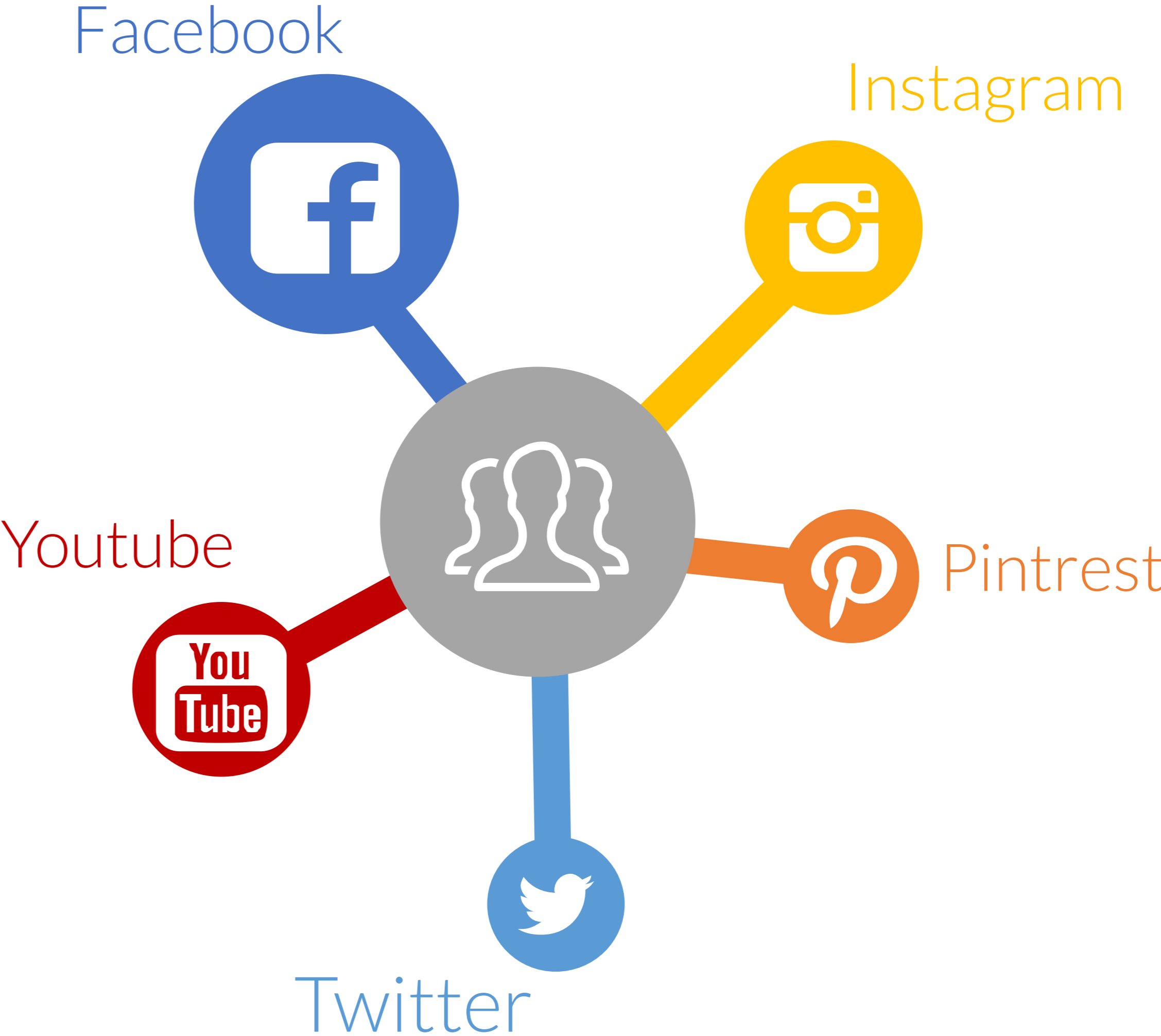
Paid Online Advertising



Social Media



With capabilities such as video sharing, live streaming, and picture posting, you can engage with individuals on a interactive and intimate level.



LinkedIn Business Development



In Mail

You can reach potential contacts with ease, simply by sending them a direct message



Lead Generation

You can narrow your search of potential leads by searching for individuals with categories such as past companies, industries, and location

CRM

- Email Templates
- Meeting Scheduling
- Lead Enrichment
- Task Assignment



- Time Saver
- Project Tracker
-
- Document Storage

Connect With Us + Questions



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