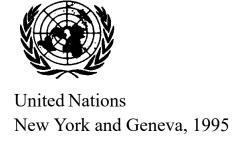
United Nations Conference on Trade and Development Division on Transnational Corporations and Investment

## **World Investment Report** 1995

Transnational Corporations and Competitiveness



## Note

UNCTAD serves as the focal point within the United Nations Secretariat for all matters related to foreign direct investment and transnational corporations. In the past, the Programme on Transnational Corporations was carried out by the United Nations Centre on Transnational Corporations (1975-1992) and the Transnational Corporations and Management Division of the United Nations Department of Economic and Social Development (1992-1993). In 1993, the Programme was transferred to the United Nations Conference on Trade and Development. UNCTAD seeks to further the understanding of the nature of transnational corporations and their contribution to development and to create an enabling environment for international investment and enterprise development. UNCTAD's work is carried out through intergovernmental deliberations, technical assistance activities, seminars, workshops and conferences.

The term "country" as used in this study also refers, as appropriate, to territories or areas; the designations employed and the presentation of the material do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. In addition, the designations of country groups are intended solely for statistical or analytical convenience and do not necessarily express a judgement about the stage of development reached by a particular country or area in the development process.

The following symbols have been used in the tables:

Two dots (..) indicate that data are not available or are not separately reported. Rows in tables have been omitted in those cases where no data are available for any of the elements in the row;

A dash (-) indicates that the item is equal to zero or its value is negligible;

A blank in a table indicates that the item is not applicable, unless otherwise indicated.

A slash (/) between dates representing years, e.g., 1994/95, indicates a financial year;

Use of a hyphen (-) between dates representing years, e.g., 1994-1995, signifies the full period involved, including the beginning and end years.

Reference to "dollars" (\$) means United States dollars, unless otherwise indicated.

Annual rates of growth or change, unless otherwise stated, refer to annual compound rates.

Details and percentages in tables do not necessarily add to totals because of rounding.

The material contained in this study may be freely quoted with appropriate acknowledgement.

UNITED NATIONS PUBLICATION

Sales No. E.95.II.A.9

ISBN 92-1-104450-2

Copyright © United Nations, 1995 All rights reserved Manufactured in Switzerland This report is dedicated to the memory of Kenneth K.S. Dadzie

The *World Investment Report 1995* was prepared by a team led by Karl P. Sauvant and comprising Victoria Aranda, Richard Bolwijn, Persephone Economou, Masataka Fujita, John Gara, Michael Gestrin, H. Peter Gray, Khalil Hamdani, Padma Mallampally, Fiorina Mugione, Lilach Nachum, Jörg Weber and Zbigniew Zimny. Specific inputs were also received from Martin Mandl, Michael Mortimore, Prasada Reddy and James X. Zhan. The work was carried out under the overall direction of Roger Lawrence.

Principal research assistance was provided by Mohamed Chiraz Baly, as well as Carlo Altomonte, Tomas Jelf and Alberto Klaas. A number of interns assisted at various stages of the *Report*. Jesse Anton, Annalisa Caresana, Francesca Colombo, Eric Gill, Caroline Kroll, Maiko Miyake, Marco Moretti and Luca Onorante. Production of the *Report* was carried out by Jenifer Tacardon, Medy Almario, Elizabeth Mahiga and Mary McGee. It was desktop-published by Teresita Sabico. The *Report* was edited by Vincent Cable and copy-edited by Frederick Glover.

Experts from within and outside the United Nations system provided inputs for WIR 95. Major inputs were received from Stephen Guisinger, John M. Kline and Terutomo Ozawa. Inputs were also received from Thomas Andersson, Magnus Blomström, Gonzalo Cid, Michel Delapierre, Gunnar Fors, Edward M. Graham, Anna Joubin-Bret, Friedrich von Kirchbach, Ari Kokko, Donald J. Lecraw, Robert Lipsey, Michael McDermott, Christian Milelli, Trevor Nuttall, Yumiko Okamoto, Robert D. Pearce, Peter Peterson, Eric D. Ramstetter, Robert Ready, Frank Sader, Marjan Svetlicic, Alejandro Vera Vassallo and Gerald T. West. A number of experts were consulted and commented on various chapters. Comments, including during expert group meetings, were received from Manuel R. Agosin, Jamuna P. Agarwal, David B. Audretsch, Zoltan Bodnar, Peter J. Buckley, Elisabeth Bukstan, Alvaro Calderon, John Cantwell, Calvo de Celis, Edward Dommen, Peter Enderwick, Arghyrios A. Fatouros, A. V. Ganesan, Tom Ganiatsos, David Gold, Murray Gibbs, William Geoffrey Hamilton, Sirj Haron, Fabrice Hatem, Hal Hill, Kurt Hoffman, David Holland, Ann Houtmann, Jan Huner, De Anne Julius, Shamsuzzakir Kazemi, Eui-Soo Kim, Gabriele Koehler, Peter Koudal, Jesse Kreier, Nagesh Kumar, Sanjaya Lall, Marc Legault, Roland Lempen, Linda Low, Carl McMillan, Hafiz Mirza, Lynn K. Mytelka, James Clark Nuñez, Jr., Alan Nymark, Herbert Oberhänsli, Maurice Odle, Adrian Otten, John Henry Postmus, Pedro Roffe, Matija Rojec, Yehia Soubra, William Stibravy, Erich Supper, Graham Vickery, Louis T. Wells, Mira Wilkins, John Williams and Stephen Young. The *Report* benefited from overall comments and advice from John H. Dunning, Senior Economic Adviser.

Numerous officials in Central Banks, statistical offices, investment promotion agencies and other government offices concerned with foreign direct investment also contributed to *WIR 95*, especially through the provision of data and comments, including, in particular, Franklin Chow, Ana de la Cueva, Erich Dandorfer, Johannes Dumbacher, Asbjorn Enge, Betty Gruber, Diwa C. Guinigundo, Airi Heikkilä, Dato J. Jegathesan, Thomas Jensen, H. K. Lee, G. Melis, Andrew Norman, C. U. Omamogho, David Priest, R. P. Sparling, Beatrice Stejskal-Passler, Benech Sylvie, Soitsu Watanabe, René Weber, Inger Wikström and Jocelyn Young. The advice of Ray Mataloni and Obie Whichard was particularly important.

Finally, executives of a number of companies extended their cooperation by providing information and insights.

A financial contribution by the Government of Sweden is gratefully acknowledged.

## CONTENTS

				rage
Pre	face		20000000000000000000000000000000000000	ントの See See See See See See See See See Se
Ove	ervi	ew.		XVŠ
			PART ONE:	
			RECENT TRENDS	
Cha	apte	ră (	Jobal trends	က်ရှ ကြည့် သည် <b>အင်ခုစ်ခ</b> တ်မှ ရသ <sup>ီ</sup>
A.	Re	cent t	rends in foreign direct investment	3
	1.	The	growing importance of foreign direct investment	3
	2.		ks	
	3.		vs	
	4.		largest and smallest transnational corporations	19
B.	Fo	reign	direct investment and transnational corporations	2.0
			veloping countries	
C.	Di		t forms of international transactions	
Not	es			41
Cha	apte	rII	Regional trends	43
A.	De	velop	ed countries	43
	1.	Tren	ds in FDI stocks and flows	43
	2.	Tria	d foreign direct investment in South, East and South-East Asia	45
В.	De	velop	ing countries	48
	1.	Asia	and the Pacific	51
		(a)	Trends for South, East and South-East Asia	51
		(b)	China and competition for foreign direct investment	54
		(c)	Foreign direct investment in West Asia	64
			i. Investment opportunities	64
			ii. Prospects for enhancing investment cooperation in the region	
	2.	Lati	n America and the Caribbean	69
		(a)	Trends	69
		(b)	Extending NAFTA: foreign direct investment	
			integration in the Americas?	
	3.	Afri	ca	84
		(2)	Trends	84

			1	Page		
		(b)	Investment opportunities	25		
		` '	i. Potential at the country level	65		
			ii. Potential at the sector and industry levels	00		
			iii. Potential at the firm level	90		
			iv. Privatization	95		
		(c)				
C.	Ce	entral and Eastern Europe				
~	1.		nds in inward FDI			
	2.	Out	ward trends	102		
	3.	Foreign direct investment in Central and Eastern Europe:				
		(a)	Broductivity and calca			
		(a) (b)	Productivity and sales			
		(c)	Key industries Export performance	111		
		(d)	Restructuring	112		
	Co	` ,	ions			
Not						
1401	Ç3	******		116		
			PART TWO:			
	FO	REI	GN DIRECT INVESTMENT, FIRM COMPETITIVENESS			
			AND COUNTRY PERFORMANCE			
Int	rodi	iction	1	125		
Cha	apte	r III	Access to resources	137		
Α.	Ca					
	1.	Gene	eration and transfer within transnational corporate systems	141		
	2.	Raisi	ing and providing capital outside transnational corporate systems	142		
	3.		ications for country performance			
		(a)	Impact of inward FDI			
_	т	(b)	Impact of outward FDI	147		
В.			ogy, innovatory capabilities and skills	148		
	1. Innovation and the transfer of technology and skills					
			n transnational corporate systems	149		
		(a)	The generation and dispersion of technological			
		<b>(L)</b>	capabilities and skills	149		
		(b)	The transfer of technology and skills within			
			transnational corporate systems	<b>.52</b>		

			Page	
	2.	Linkages with and spillovers to firms and institutions outside	1.55	
		the TNC system		
		(a) Technology alliances and linkages	155	
		(b) Spillovers and externalities		
	3.	Implications for the economic performance of countries		
		(a) Inward foreign direct investment	162	
		(b) Outward foreign direct investment		
		nclusions		
C.	Organizational and managerial practices			
	1.	0.001		
		for competitiveness	169	
	2.	Development and transfer within transnational corporate systems		
	_,	(a) Development		
		(b) Transfer within transnational corporate systems	174	
		(c) Impact on the competitiveness of transnational corporations		
	3.	Dissemination of organizational and managerial practices		
		through linkages and spillovers	: 179	
	4.	Impact on country performance	186	
Con	chie	ions	188	
Not			188	
Ch	apte	FIV Expanding market access	191	
Intr	odu	ction	191	
Α.	Th	e transnational corporate system as a market	192	
В.		arkets and linkages outside the transnational corporate system		
٠.	1.	Markets served by transnational corporate systems		
	2.	Linkages, spillovers and market access for other firms	202	
		(a) Linkages with suppliers		
		(b) Transnational corporations as marketing intermediaries	206	
		(c) Linkages through licensing and franchising	209	
C.	Im	plications for country performance	209	
	1.	Implications of inward foreign direct investment		
	2.		219	
Cor		sions		
Not			224	

				Page
Cha	apt	er V	Transnational corporations and economic restructuring	227
Intr	odu	iction	n	227
Α.,	Re	struct	turing, economic performance and the role of transnational corporations	227
B.	Tra	ansna	ational corporations-assisted restructuring	229
	1.	Trans	snational corporations and restructuring in Asia: the case of Japan	239
		(a)	Inward foreign direct investment and links with foreign	
		` ,	transnational corporations	240
		(b)	•	
	_	m.	transnational corporations	241
	2.	Tran	nsnational corporations and restructuring in Asia: the textile,	244
			arel and electronics industries in Asian host countries	
		(a)		
		(b)		
			<ul><li>i. The experience of the Republic of Korea</li><li>ii. The experience of Taiwan Province of China</li></ul>	
	2	The	r	
			role of transnational corporations in restructuring in Asia	236
	4.		sons of Asia: the defining characteristics of interactive ructuring assisted by transnational corporations	260
<b>C</b>	. 1		•	
Note	S	•••••		264
			PART THREE:	
			POLICY IMPLICATIONS	
			FOLICY IMPLICATIONS	
Intr	odu	ection	n	269
Cha	pte	r VI	Policies on inward foreign direct investment	271

预览已结束,完整报告链接和二维码如下:

 $https://www.yunbaogao.cn/report/index/report?reportId=5\_6666$ 

