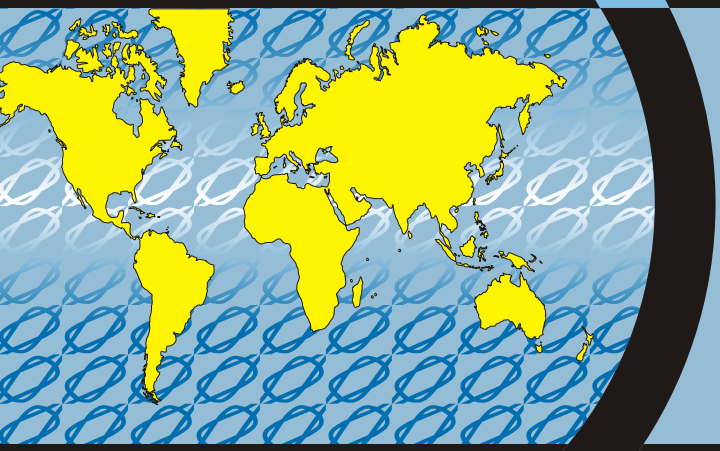
UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

BUSINESS LINKAGES

PROGRAMME GUIDELINES



UNITED NATIONS

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UNITED NATIONS
NEW YORK AND GENEVA, 2006

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UNITED NATIONS PUBLICATION
UNCTAD/ITE/TEB/2005/11

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ABBREVIATIONS

BDS	Business development service
CSR	Corporate social responsibility
FDI	Foreign direct investment
IPA	Investment promotion agency
SMEs	Small- and medium-sized enterprises
TNCs	Transnational corporations
WAIPA	World Association of Investment promotion agen
WIR	World Investment Report

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I. INTRODUCTION

Experience has shown that transnational corporations (TNCs) can have a positive impact in the countries they operate and can contribute to the development of the competitive private sector of these countries by promoting business linkages between their affiliates and small- and medium-sized enterprises (SMEs).

TNC-SME business linkages are potentially one of the fastest and most effective ways of upgrading domestic enterprises, facilitating the transfer of technology, knowledge and skills, improving business and management practices, and facilitating access to finance and markets. Strong linkages can also promote production efficiency, productivity growth, technological and managerial capabilities and market diversification in local firms.[1] As such, according to the Bangkok Plan of Action and the Sao Paulo Consensus, they constitute part of UNCTAD's mandate aimed at enhancing enterprise competitiveness of developing country firms.

The contribution of foreign affiliates' linkage activities to domestic supplier development to a large extent depends on the

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