

## **I**nvestment is the Key

*As the international economy has changed, so has the role of international investment. The traditional view of investment as being merely an inflow of capital now requires modification. Today, investment can mean the sharing of insights and information, of research and managerial expertise, and of production and technological capabilities. In addition, investment calls for new forms of cooperation between companies. Such new linkages and alliances allow them to share information and R&D costs as well as to establish co-marketing and co-production agreements or joint ventures. As a result, international investment has become a precious resource and both companies and regions around the world are competing for it.*