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Research Article

Investment Marketing Strategies for Attracting Foreign Partners in Algeria's Rare Earth Elements Sector: Opportunities and Challenges

Hachelaf Hayet[1*] and Sayah Fatima[2]
[1]University of Tipaza, Algeria
[2]University of Algiers 3, Algeria

***Corresponding Author**
Dr. Hachelaf Hayet
(achelaf.hayet@univ-tipaza.dz)

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Abstract: This study investigates the role of investment marketing strategies in attracting foreign partners and technology to Algeria's rare earth elements sector, viewed as a vital catalyst for transitioning from a carbon-based economy to a digital economy. Adopting a descriptive-analytical approach, the research examines geological and legislative data regarding the sector, drawing upon international investment marketing literature—specifically Kotler's place marketing framework, Dunning's eclectic paradigm for foreign direct investment motivations, and Porter's diamond model of competitive advantage. The findings indicate that Algeria possesses substantial geological potential, accounting for approximately 20 percent of global rare earth reserves. However, translating this potential into actual investment remains contingent upon designing an integrated investment marketing mix that balances the legislative incentives introduced by Investment Law No. 22-18 and Mining Law No. 25-12 with the cultivation of a compelling international investment image. Furthermore, the study identifies key challenges, notably technological gaps in extraction and refining, alongside intense global competition for these strategic resources, and concludes with actionable policy recommendations for decision-makers.

Keywords: Investment Marketing, Rare Earth Elements, Foreign Direct Investment (FDI), Digital Economy, Algeria

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INTRODUCTION

Rare earth elements (REEs) currently hold a critical strategic position on the global natural resource landscape, having evolved from marginal entries on the periodic table into core components of high-tech supply chains—ranging from smartphones and electric vehicles to wind turbines and advanced defense systems. Data published by the U.S. Geological Survey (USGS) in 2026 indicate that global reserves of these elements stand at approximately 85 million metric years (or metric tons), with China alone accounting for roughly 52 percent of the total and controlling nearly 90 percent of global refining and processing capacities [1-2]. This dynamic has triggered an intense race among major Western powers to diversify supply sources and secure alternative partners outside the scope of Chinese monopoly.

Within this tense geostrategic context, Algeria emerges as a promising player. Estimates from the Bureau of Geological and Mineral Research, affiliated with the African Agency for Economic and Financial Information, suggest that the Algerian Sahara—specifically the Hoggar region south of the wilayas of Tamanrasset and in Guezzam—contains nearly 20 percent of the global reserves of these minerals [3-5]. The Ministry of Energy and Mines has confirmed favorable outcomes from preliminary prospecting in these wilayas, alongside the discovery of over thirty unexploited mineral substances across the national territory [6]. Nevertheless, possessing the resource alone is insufficient to convert it into actual wealth; the gap between geological discovery and economic valuation necessitates attracting international partners equipped with the complex technologies required for extraction, separation, and refining. Consequently, investment marketing stands at the very heart of the equation, acting as the primary mechanism to bridge latent potentials and viable investment opportunities.

Research Problem

Building upon the preceding context, the core problem of this study is encapsulated in the following primary research question: How can investment marketing strategies contribute to attracting foreign partners and technology to Algeria's rare earth elements sector, and what are the available opportunities and challenges that must be addressed to operationalize this orientation?

This primary question branches into several sub-questions:

- What is meant by investment marketing, and what are its theoretical dimensions within international marketing literature
- What are the geological and legislative potentials offered by Algeria to attract foreign partners in this sector
- How can an appropriate investment marketing mix be designed to suit the specific nature of the rare earth elements sector
- What are the key challenges limiting the effectiveness of this orientation, and what are the ways to overcome them

Significance of the Study

This study derives its significance from connecting two complementary dimensions: the first relates to the rising strategic value of rare earth elements as the "oil of the 21st century," while the second pertains to the effective role that modern marketing can play in translating this comparative advantage into tangible foreign direct investment amidst intensifying global competition for these critical resources. Furthermore, its importance stems from aligning with the priorities of the second conference theme regarding the advantages of transitioning from a petroleum-based economy to a digital economy, as investment marketing serves as the practical bridge that materializes this strategic transition on the ground.

Objectives of the Study

This paper seeks to achieve several key objectives, notably:

- Assessing the current state of Algeria's rare earth elements sector in terms of reserves, geographical distribution, and governing legislative framework
- Providing a conceptual framework for investment marketing and applying it to analyze the specific nature of the sector under study
- Analyzing the investment marketing mix tailored for international partners based on the 4Ps approach (Product, Price, Place, Promotion)
- Outlining primary challenges and formulating actionable recommendations directed at decision-makers

MATERIALS AND METHODS

This paper adopts a descriptive-analytical approach, reviewing theoretical literature pertaining to investment marketing and place marketing, while analyzing statistical and legislative data concerning the rare earth elements sector in Algeria and globally. This relies on reports from specialized international institutions such as the U.S. Geological Survey (USGS) and the United Nations Conference on Trade and Development (UNCTAD), alongside relevant Algerian legislative texts.

First Axis: Conceptual Framework of Investment Marketing and the Rare Earth Elements Sector

Concept and Dimensions of Investment Marketing: Philip Kotler and his co-authors define strategic place marketing as "the process of designing a place to satisfy the needs of its target markets, achieved through four core activities: crafting an appropriate mix of local features and services, providing attractive incentives for current and potential investors and buyers, distributing the place's products and services efficiently and accessibly, and promoting the values and image of the place to enhance its overall appeal." This definition serves as a foundational starting point for understanding investment marketing, which represents a specialized application of general marketing principles to the field of promoting investment and attracting foreign capital.

Later, Kotler and his co-authors further developed this framework in their work on marketing European cities, emphasizing that the success of an investment marketing strategy depends on a country's or region's ability to attract four integrated categories of beneficiaries: visitors, residents and skilled labor, businesses and industries, and export markets, with a special focus on industrial and technological investment [7]. From his perspective, Theodoros Metaxas

argues that place marketing and local branding are closely intertwined with attracting foreign direct investment, proposing an analytical model based on three integrated hypotheses: a general hypothesis regarding the global market context, a supply-side hypothesis related to the local assets of the country, region, or city, and a demand-side hypothesis concerning the characteristics and expectations of the foreign investor [8].

Regarding the marketing mix, studies have shown that applying McCarthy's 4Ps framework—Product, Price, Place, and Promotion—remains limited in foreign direct investment literature, despite its high adaptability to this field [9]. In the context of investment attraction, the "Product" represents the portfolio of opportunities, projects, and assets offered by the host country; "Price" reflects operational costs, tax incentives, and the relative competitiveness of production factors; while "Place and Promotion" refer to the channels used to reach target investors through economic diplomacy, digital platforms, and international exhibitions.

It is worth noting that this traditional 4Ps mix has expanded in modern investment marketing literature to encompass three additional elements: Process, People, and Physical Evidence, thereby accommodating the intangible nature of investment promotion services [9]. The "Process" element holds particular significance in the Algerian context, as it directly relates to the smoothness and speed of processing investment applications through the single-window system. Meanwhile, the "People" element concerns the efficiency of officers assisting investors within the Algerian Agency for Investment Promotion (AFAXI / AAPI), whereas "Physical Evidence" is embodied in the quality of infrastructure and industrial zones prepared to host investment projects.

Nature of Rare Earth Elements and Their Geopolitical and Economic Significance

Rare earth elements comprise seventeen chemical elements located in the middle of the periodic table, including fifteen elements from the lanthanide series alongside scandium and yttrium. Despite being termed "rare," they exist in considerable quantities within the Earth's crust; however, their dispersed distribution and the complexity of their separation and refining processes drive up their costs, rendering them economically rare rather than geologically rare [5]. These elements are utilized in the manufacturing of high-performance permanent magnets, lasers, electric vehicle batteries, industrial catalysts, and defense systems such as ballistic missiles and radars, alongside their pivotal role in wind turbine and solar panel production, making them an essential pillar in the global energy transition toward clean energy sources.

Data from the U.S. Geological Survey for 2026 reveal that global production of rare earth elements reached approximately 390,000 metric tons in 2025, with China accounting for 270,000 tons—equivalent to roughly 69 percent of global production—followed by the United States at nearly 13 percent, and subsequently Australia and Myanmar [2,10]. This sharp concentration of production and refining in the hands of a single actor explains the intense race waged by major industrial powers to diversify their supply sources through novel partnerships with nations possessing promising, yet unexploited, reserves, most notably in North Africa and Latin America.

In this framework, Algeria stands among the nations that have begun rediscovering their non-traditional mineral wealth after decades of near-exclusive focus on the hydrocarbon sector, which has historically accounted for over 80 percent of export revenues [11]. Data from the Ministry of Energy and Mines have revealed the presence of rare earth elements—such as yttrium, scandium, and cerium—in the Hoggar region, alongside other strategic industrial minerals like barite, phosphate, fluorite, and kaolin, as part of a total portfolio comprising 38 classic minerals distributed across the national territory.

Some experts have estimated that the optimal exploitation of this wealth could generate revenues of nearly $150 billion for the national economy in the medium term, provided there is mastery over extraction and refining technologies, given that these are toxic chemical materials requiring specialized training systems and a clearly defined economic vision. This is precisely the gap that a systematic investment marketing strategy targeting international partners holding such complex technology is expected to bridge.

The Relationship Between Critical Minerals and the Transition Toward the Digital Economy

The growing interest in rare earth elements falls within a broader context concerning the digital economy—or the economy of digitization and micro-technology—which has increasingly emerged as a strategic alternative to the rentier economy reliant on fossil fuel exports. Critical minerals, spearheaded by rare earth elements, serve as indispensable inputs in the manufacturing of semiconductors, smart batteries, high-efficiency electric motors, and 5G and 6G telecommunications networks, all of which constitute the foundational pillars of the modern digital economy. In this sense, the transition from a carbon-based economy to a digital economy cannot genuinely materialize in isolation from valuing these critical minerals; indeed, rare earth elements represent the tangible physical link between the two economies, functioning as the raw material from which the tools and components of the digital realm are crafted.

Consequently, any national strategy aimed at transitioning toward the digital economy remains incomplete without a clear vision for how to valorize this latent mineral wealth, which brings us once again to the core of investment marketing as the practical instrument for operationalizing this valorization.

This theoretical framework can be further enriched by drawing upon Michael Porter's diamond model, which explains the competitive advantage of nations. The model identifies four interacting determinants that shape the competitiveness of a country or sector: factor conditions (such as available natural resources, labor, and infrastructure), demand conditions, related and supporting industries, and firm strategy, structure, and rivalry. Although this model was originally designed to analyze the competitiveness of industrial sectors, it provides a useful framework for understanding how Algeria's rare earth elements sector can build its competitiveness—not solely through the abundance of the natural resource as a primary condition, but also by developing supporting industries such as geological exploration services and chemical engineering, alongside establishing a clear institutional strategy governing how actors enter this sector. In this sense, investment marketing is not confined to promoting the raw resource; rather, it extends to promoting an integrated competitive ecosystem surrounding that resource.

Subsequent studies have introduced an important dimension known as "nation branding," defined as the practice of applying brand-building techniques to promote a specific geographical location. Unlike corporate brands, which can be created from scratch, nation branding is organically linked to a country's national identity and cultural heritage [12]. Furthermore, the case study of Qatar has demonstrated that building a cohesive national brand contributes to enhancing a country's competitiveness as an investment destination, drawing upon the Anholt-Ipsos Nation Brands Index model and Dunning's eclectic paradigm [13].

This perspective is further reinforced by John Dunning's assertion that foreign direct investment decisions are determined by four main motives: resource-seeking, market-seeking, efficiency-seeking, and strategic asset-seeking [14]. This categorization places critical raw material sectors, such as rare earth elements, at the very core of the first motive, namely resource-seeking.

Furthermore, Wells and Wint, in their benchmark study published by the World Bank's Foreign Investment Advisory Service, pointed out that investment promotion represents a quintessential marketing tool that extends beyond mere advertising of opportunities to encompass building direct relationships with target investors and supporting them through the various stages of their investment decision [15]. This explains the growing trend among investment promotion agencies worldwide toward adopting digital marketing tools, public relations, and economic diplomacy as core pillars of their strategies.

Second Axis: Available Opportunities and the Investment Marketing Mix in Algeria

Investment Potentials and Available Opportunities: Algeria possesses a set of objective potentials that qualify it to become a promising investment destination in the rare earth elements sector, which can be summarized in four main axes:

- **Substantial Geological Reserves:** Available estimates indicate that Algeria holds approximately 20 percent of the global reserves of rare earth elements, primarily concentrated in the Hoggar region in the south of the country. This proportion places Algeria among potential actors on the international stage when compared with the reserves of countries such as Brazil, Vietnam, Russia, and Australia, which share with China the largest portion of the global reserve estimated at approximately 85 million metric tons [1,3]. Furthermore, Algeria features a wide mineral diversity encompassing gold, iron, zinc, phosphate, lithium, and cobalt, providing it with an opportunity to design integrated investment offers that extend beyond rare earth elements alone. The following table illustrates Algeria's relative position compared to prominent countries possessing significant global rare earth reserves, based on the same source
- The Table above demonstrates that although Algeria is not yet included in the official, detailed classifications of the U.S. Geological Survey due to incomplete detailed survey work, available preliminary estimates place it in a competitive standing compared to established nations in this field. This underscores the necessity of accelerating the integration of these data into benchmark international databases to enhance the credibility of Algeria's investment offer
- **Strategic Geographical Location:** Algeria's geographical location—situated in close proximity to the European market and serving as a gateway to the African interior—confers a significant logistic competitive advantage, particularly amidst the orientation of Western corporations toward "near-shoring" strategies and the reduction of reliance on lengthy Asian supply chains. This has been underscored by the experiences of numerous European firms seeking entry into the African market through the Algerian portal [16]

Table 1: Global Distribution of Rare Earth Element Reserves by Country

Country	Reserves (Metric Tons)	Percentage of Global Reserves
China	44,000,000	51.8
Brazil	21,000,000	24.7
Australia	6,300,000	7.4
Russia	3,800,000	4.5
Vietnam	3,500,000	4.1
United States	1,500,000	1.8
Greenland	1,900,000	2.2
Algeria (Preliminary unofficial estimates)	Not yet listed in official USGS data	~20% according to specialized media sources (pending formal valuation)

- **Strategic Orientation Toward Economic Diversification:** The mounting focus on the mining sector generally, and rare earth elements specifically, falls within a broader strategic orientation aimed at gradually liberating the Algerian economy from excessive reliance on hydrocarbon revenues—especially after repeated fluctuations in global energy markets exposed the vulnerability of this rentier model [11]. Today, mining stands among the new priorities upon which the Algerian state relies to achieve this transformation Table 1
- **Modern Legislative Development:** In recent years, Algeria has witnessed a comprehensive legislative reform considered the boldest in decades, embodied in Investment Law No. 22-18 issued in July 2022 and the new Mining Law No. 25-12 issued in August 2025, which replaced the previous law in effect since 2014 [11-17]. This recent reform introduced a fundamental shift in the ownership regime: foreign investors are now permitted to own up to 80 percent of the capital in mining exploitation companies, compared to a minimum of 20 percent retained by a public entity. Previously, exploration and exploitation licenses were monopolized by public institutions, with foreign participation restricted to mining agreements where the state maintained a stake of no less than 51 percent [18]

Furthermore, foreign companies can now apply directly for prospecting and exploration licenses without the requirement of a local partner—a fundamental change that facilitates foreign investors' entry into the Algerian market and stimulates technology transfer.

Regarding Investment Law No. 22-18, it established a new body for investment management—the Algerian Agency for Investment Promotion (AAPI), which replaced the former National Agency for Investment Development—alongside the National High Commission for Investment Appeals. It also introduced centralized single-window mechanisms for major projects and foreign investments, as well as decentralized single windows for local projects, ensuring the simplification of administrative procedures and the reduction of processing timeframes [19]. Furthermore, the law provided substantial tax incentives, including exemptions from customs duties, value-added tax, and property tax, as well as exemptions from corporate income tax and professional activity tax ranging between five and ten years depending on the nature of the project. These privileges specifically benefit projects in renewable energies, pharmaceutical industries, agriculture, mining, and modern technologies [19].

A recent study published in the journal Lex Localis noted that this law represents a significant step forward in streamlining procedures and enhancing investment attractiveness through clear financial incentives and flexibility within the single-window system, despite the persistence of certain challenges related to actual field implementation [20].

Designing the Investment Marketing Mix to Attract Partners

Drawing upon Kotler's theoretical framework and its applications in the field of foreign direct investment [7,9], an investment marketing mix tailored to Algeria's rare earth elements sector can be designed around the following core elements:

Investment Product:

The investment product encompasses the totality of opportunities and projects presented to international partners, which ought to be structured into clearly defined investment packages rather than merely announcing the existence of the resource. This specifically requires:

- Completing detailed geological survey work in the regions of Tamanrasset and in Guezzam to transform preliminary estimates into precise, investable geological data conforming to approved international standards (such as the JORC Code), thereby granting foreign investors the confidence necessary to make investment decisions
- Designing integrated projects along the entire value chain—ranging from exploration and extraction to separation and refining—rather than limiting operations to exporting raw materials, thereby enhancing local value addition

- Offering a package of technical facilities and accompanying infrastructure, such as roads, energy, and water, as an essential component of the "product" evaluated by the foreign investor prior to making their decision

Pricing and Costs (Price/Cost):
This element represents the totality of incentives and relative costs that determine the competitive attractiveness of the investment destination, wherein Algeria stands out with several key advantages:

- The new fiscal incentives enacted by Investment Law No. 22-18, embodied in tax and customs exemptions for up to ten years [19]
- The competitiveness of energy costs, given that Algeria possesses relatively abundant energy resources that lower the expenses of extraction and refining operations, which are notoriously energy-intensive
- A relative cost competitiveness in labor compared to other regional and international competitors, coupled with the imperative need for parallel investment in training specialized labor for this highly technical sector

Distribution and Promotion (Place and Promotion)
This element constitutes the linkage between the investment product and the target investor, the activation of which necessitates the adoption of multiple, integrated tools:

- Activating economic diplomacy through Algerian diplomatic and consular representations abroad, in coordination with the Algerian Agency for Investment Promotion (AAPI), which is tasked with establishing cooperative relations with similar foreign bodies and promoting business and partnership opportunities [16]
- Active participation in international exhibitions and forums specialized in mining and critical minerals, which serve as direct arenas for networking with major global industrial actors
- Employing digital platforms and the investor portal launched by the Algerian Agency for Investment Promotion to facilitate foreign investor access and accelerate the processing of investment files [16], alongside the necessity of enriching them with comparative and interactive data regarding opportunities specifically within the rare earth elements sector, in line with recent studies recommending the significance of digital tools in contemporary investment marketing [12]
- Building a distinctive national investment brand (Nation Branding) that links Algeria's image to the concept of a "trusted partner" in global critical mineral supply chains, mirroring the successful experiences of other nations that have leveraged national branding to enhance their investment attractiveness [13]

Comparative International Experiences in Investment Marketing for the Critical Minerals Sector
The induction of comparative international experiences yields a set of lessons adaptable to the Algerian context, most notably:

- **The Brazilian Experience:** Despite possessing the world's second-largest rare earth reserve, estimated at approximately 25 million metric tons, its actual production barely exceeded two thousand tons in 2025, meaning that the bulk of this wealth remains under development [2]. Brazil recently resorted to attracting a specialized American strategic partner who acquired one of its major mines in exchange for a direct investment of $2.8 billion, coupled with a 15-year exclusive supply agreement. This model demonstrates how a single well-studied strategic deal can jump-start investment in a sector that has remained stagnant for decades [2]. The lesson derived from this experience is that Algeria can similarly target a pioneering "anchor investment" partnership with a major international actor, serving as a role model that subsequently attracts other investors
- **The Vietnamese Experience:** Vietnam has adopted an approach that combines gradual openness to foreign investment with the development of local investor satisfaction indices as a tool to continuously improve the investment environment. Field studies in regions such as Long as have demonstrated the importance of periodically measuring the satisfaction of foreign-invested enterprises to guide public policies (Marketing Asian Places, cited in [7]. This participatory approach, based on continuous listening to the investor, can serve as an inspiration for Algeria in designing periodic evaluation mechanisms for the foreign investor's experience within the mining sector
- **The Saudi Experience:** Saudi Arabia has leveraged its geographical and nodal location as a core component of its national investment brand through targeted promotional campaigns highlighting its position as a crossroads for three continents, alongside profound regulatory reforms for the mining sector under Vision 2030. This demonstrates the importance of linking the geographical dimension with the legislative dimension in building an

Table 2: SWOT Analysis of Algeria's Rare Earth Elements Sector

Strengths	Weaknesses
* Considerable geological reserves (approx. 20% of global reserves), wide mineral diversity, and recent, bold legislative reforms [22-23].	* Technological gap in extraction and refining, absence of completed detailed geological surveys, and limited specialized marketing expertise within the sector.
Opportunities	Threats
* International race to diversify supply sources away from Chinese monopoly, European companies' trend toward near-shoring supply chains, and the rise of the digital economy and clean energies.	* Fierce international competition from countries with earlier experience (Brazil, Vietnam, Australia), China's monopoly on refining technology, and global price volatility of critical minerals.

integrated, internationally marketable investment offers. Algeria shares with this experience the possession of a promising geographical location that could be further leveraged from a marketing standpoint within its outward-facing investment discourse

- **The Australian and Myanmar Experiences:** Both Australia and Myanmar have relied on enhancing transparency by publishing geological and production data periodically and regularly through specialized bodies, making them among the most trusted destinations for international investors despite the difference in the size of their economies [10,21]. This highlights the importance of transparency and regularity in data publication as a core factor in building investment trust—a standard that Algeria can adopt by issuing a specialized annual report on the critical minerals sector

SWOT Analysis of the Rare Earth Elements Sector

The strategic positioning of Algeria's rare earth elements sector from the perspective of investment marketing can be summarized according to the following SWOT matrix:

This analysis demonstrates that Algeria possesses strong objective foundations (reserves, location, legislative reform); however, its ability to translate these foundations into actual investment remains contingent upon its success in addressing internal weaknesses—primarily associated with the technological gap and weak institutional marketing—while simultaneously preempting external threats represented by escalating international competition over this strategic resource Table 2.

Challenges and a Strategic Vision for Activating Investment Marketing

IChallenges and Obstacles to Attracting Foreign Partners: Despite the available potentials, Algeria faces a set of challenges that may limit the effectiveness of the investment marketing strategy in this sector, most notably:

- **Fierce International Competition:** Numerous countries are currently racing to attract investments in the critical minerals sector—ranging from Brazil, which recently announced a $2.8 billion acquisition by an American company of one of its principal mines to boost its production capacity [2], to Vietnam, Myanmar, and Australia, which possess significant reserves and relatively more mature investment frameworks [24]. This means that Algeria is required to present a distinguished competitive offer that goes far beyond merely announcing the availability of the resource
- **Perceived Investment Risks:** Despite recent reforms, foreign investors continue to perceive risk factors related to regulatory stability and historical administrative complexity. Specialized studies have indicated that the accumulation of past regulatory restrictions—such as the 51/49 rule that remained in effect for over a decade—has contributed to shaping a cautious mental image among some international investors regarding the Algerian business environment [24-25]. This calls for additional marketing efforts to correct and update this image to reflect the new legislative transformations
- **The Technological Gap:** The processes of extracting, separating, and refining rare earth elements require complex and costly technologies that Algeria still lacks domestically, whereas China alone monopolizes nearly 90 percent of global refining capacities [2]. This renders the success of any investment strategy in this sector conditional upon the ability to convince international partners to transfer this technology, at a time when nations holding it are tightening their control over its export for strategic considerations
- **Supply Chain and Infrastructure Obstacles:** The exploitation of mineral wealth in remote regions such as Ahaggar requires massive parallel investments in logistical infrastructure—ranging from roads to energy and water. These investments necessitate complex financing and institutional coordination that may slow down the pace of implementing investment projects
- **Ambiguity of the Balance Between Sovereignty and Openness:** The maximum ceiling imposed on foreign ownership in the mining sector—despite being raised to 80 percent—remains a factor that may limit the

willingness of some investors seeking full control over their projects, particularly in major ventures involving massive capital and technology [18]

- **Weak Institutional Coordination Among Actors:** The success of any investment marketing strategy requires tight coordination among multiple institutional actors—ranging from the Ministry of Energy and Mines and the Algerian Agency for Investment Promotion to diplomatic representations and chambers of commerce. In practice, this coordination may encounter overlapping responsibilities and a sluggish flow of information among these bodies, which negatively reflects on the speed of response to foreign investors' inquiries
- **Limited Specialized Marketing Expertise Specifically in the Critical Minerals Sector:** Unlike other sectors such as tourism or renewable energy, in which Algeria has had some promotional experience, the rare earth elements sector remains relatively new to the Algerian authorities from a marketing perspective. This necessitates the development of specialized national competencies in investment marketing for this sensitive type of resource

Overall, it can be said that these challenges are not isolated from one another; rather, they interact in a manner that renders their management contingent upon a holistic and integrated approach. Such an approach does not merely address each challenge in isolation, but views the investment ecosystem as a unified whole that integrates legislative, technological, marketing, and institutional dimensions.

Strategies and Proposals for Enhancing Investment Attractiveness

In light of the aforementioned challenges, a set of strategic orientations can be proposed to activate investment marketing in Algeria's rare earth elements sector:

- **Building a Distinctive Investment Nation Branding:** This entails designing a unified and coherent communication discourse that highlights Algeria as a reliable investment destination in the critical minerals sector, leveraging its geographical location and reserve volume, and specifically targeting decision-makers in global corporations seeking to diversify their supply sources away from the Chinese monopoly—akin to what has been demonstrated by other international experiences that successfully utilized the national brand as a lever to attract foreign investment [13]
- **Activating International Strategic Partnerships (B2B and B2G):** This is achieved through concluding balanced mining agreements with leading global companies possessing the necessary technology, provided that these agreements include clear commitments to technology transfer and the training of local labor, thereby transforming the partnership from mere raw material extraction into building a sustainable national industrial capability
- **Activating Institutional Support Through the One-Stop Shop:** This entails enhancing the performance of the central one-stop shop for major foreign projects and investments established by the new investment law, and ensuring its field effectiveness in shortening administrative deadlines, as it represents one of the key elements of trust by which foreign investors assess the seriousness of the investment destination [16].
- **Investing in Training and Applied Scientific Research:** By establishing partnerships between Algerian universities and research centers and their international counterparts to train specialized national competencies in the geology and chemistry of critical minerals, thereby gradually narrowing the technological gap and granting Algeria a better negotiating position in its future partnerships
- **Proactive Marketing Through Specialized Digital Platforms:** By developing interactive digital content on the digital investor platform affiliated with the Algerian Agency for Investment Promotion, showcasing comparative geological data and tax incentives clearly and targeted specifically at investors in the critical minerals sector, following the growing global trend toward adopting digital tools in investment marketing [12]
- **Targeting an Anchor Partnership:** Drawing upon the Brazilian lesson, Algeria can seek to conclude an initial strategic agreement with a benchmark international actor in the extraction and refining of rare earth elements, serving as a flagship project that provides tangible evidence of the seriousness of the Algerian investment environment and generates a multiplier effect that encourages other investors to take a similar step
- **Publishing a Specialized National Annual Report on Critical Minerals:** Akin to the Australian and Myanmar experiences, the publication of a transparent official annual report on the reserves and indicators of the critical minerals sector in Algeria—in coordination between the Ministry of Energy and Mines and the Algerian Agency for Investment Promotion—would enhance the credibility of the data presented to international investors and facilitate the inclusion of Algeria within global reference databases, such as those issued by the United States Geological Survey (USGS)

- **Enhancing Institutional Coordination Through a Joint Ministerial Cell:** By establishing a permanent coordination body bringing together representatives from the Ministry of Energy and Mines, the Algerian Agency for Investment Promotion, and the Ministry of Foreign Affairs, tasked with directly supervising the investment marketing strategy for the critical minerals sector and periodically monitoring its implementation, thereby reducing overlapping responsibilities and accelerating the pace of response to investor inquiries

Furthermore, a phased operational roadmap can be proposed to activate these recommendations across three integrated time horizons:

- **Short-Term (1 to 2 years):** Completing detailed geological surveys, launching a specialized digital portal, and enhancing the performance of the one-stop shop.
- **Medium-Term (3 to 5 years):** Concluding the first flagship strategic partnership, launching specialized training programs in partnership with international universities, and publishing the sector's first national annual report.
- **Long-Term (More than 5 years):** Building an integrated national industrial capability along the entire value chain—from extraction and refining to final industrial transformation—thereby consolidating Algeria's position as a regional benchmark actor in global critical mineral supply chains.

CONCLUSION

Conclusion and Recommendations

This paper concluded that Algeria possesses considerable geological potentials in the rare earth elements sector, estimated at about one-fifth of global reserves. These potentials have been accompanied in recent years by substantive legislative reforms represented by Investment Law No. 22-18 and Mining Law No. 25-12, which unprecedentedly open the door to foreign ownership and tax incentives in this sector. However, the study reached a key conclusion: the mere availability of natural resources, regardless of their volume, is insufficient to translate comparative advantage into actual foreign investment unless accompanied by an active and systematic investment marketing strategy that targets major international actors and addresses them in a language combining geological transparency, competitive incentives, and an attractive mental image.

Furthermore, the study demonstrated that the success of this orientation remains contingent upon overcoming objective challenges—foremost among which are the technological gap in the extraction and refining of these minerals, and the escalating international competition over this strategic resource—as well as the necessity of enhancing institutional trust for foreign investors through the effective, on-the-ground application of proclaimed legislative reforms.

Based on the foregoing, the study recommends the following:

- Completing the detailed geological survey of the Ahaggar region in accordance with approved international standards, and making its results transparently available to potential investors
- Tasking the Algerian Agency for Investment Promotion (AAPI) with developing a dedicated investment marketing strategy for the critical minerals sector, distinct from the general investment promotion strategy
- Linking the granting of licenses and tax incentives to clear contractual commitments for technology transfer and the training of the national workforce
- Enhancing Algeria's presence in international forums and exhibitions specialized in critical minerals and clean technology industries
- Encouraging applied scientific research in the geology and chemistry of rare minerals through international university partnerships

The true stake for Algeria remains transforming this latent geological treasure into an actual lever for diversifying the national economy and gradually transitioning toward the digital economy—a stake that cannot be achieved in isolation from a smart investment marketing strategy that places Algeria firmly on the map of reliable partners in global critical mineral supply chains.

Prospects of the Study

It must be noted that this paper, despite attempting to provide a comprehensive analytical framework linking the theoretical literature of investment marketing to the realistic data of the rare earth elements sector in Algeria, remains

limited by its reliance on secondary data derived from institutional reports and specialized media sources, given the absence of officially published detailed geological data up to the time of preparing this study. This opens the door for future empirical studies relying on questionnaires directly targeting a sample of potential foreign investors in the critical minerals sector, aiming to measure their actual perception of the attractiveness of the Algerian investment environment and determine their true priorities when comparing Algeria with other competing investment destinations. Furthermore, subsequent studies could examine in detail the economic and financial feasibility of specific investment projects in the refining sector, thereby complementing the strategic and marketing character upon which this paper focused.

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