



World Association of Investment Promotion Agencies

**WAIPA WORLD INVESTMENT CONFERENCE 2006**

**ELEVENTH SESSION**

***WHAT TOMORROW BRINGS: THE RISE OF NEW PLAYERS AND  
NEW FORMS OF FDI***

**8-9 MARCH 2006, PALAIS DES NATIONS, GENEVA**

*Pre-Conference Meeting*

**Monday 6 & Tuesday 7 March 2006**

**Room XXV**

***WAIPA-ProInvest Workshop on  
Promoting Partnerships between ACP and EU IPAs***

The exchange of good practices in investment promotion and collaboration between investment promotion agencies (IPAs) has proven to be beneficial to IPAs from a large number of countries and regions. Sharing of experiences is often done through regional and global networks, but cooperation between individual IPAs can bring additional benefits. This workshop will cover the advantages from IPA partnerships and the specifics of collaborations between IPAs from EU member states and ACP countries.

OCO Consulting will lead this workshop drawing on their IPA experience in over 50 countries worldwide.



World Association of Investment Promotion Agencies

**Wednesday 8 March 2006**  
**Room XX**

**10:00 - 11:00**                    **Official opening of the WAIPA World Investment Conference 2006**

*Chairperson:*                    *Mr. Kai Hammerich, WAIPA President*

Welcome address by *Mr. Supachai Panitchpakdi*, Secretary-General, United Nations Conference on Trade and Development (UNCTAD) on *FDI and Internationalization of R&D*

Keynote address by *Professor John Dunning*, Reading University, UK, and Rutgers University, US, on *New Actors take the Stage*

Keynote address by *Mr. Kai Hammerich*, Former Executive Vice-President of SAAB-SCANIA AB, on *New Forms and New Methods of FDI*

**11:00 – 13:00**                    **First session: Joint high-level session with the UNCTAD Commission on Investment, Technology and Related Financial Issues**

**What tomorrow brings: More Competition ! More Benefits ?**

Interactive debate between high level representatives to discuss the challenges and potential benefits of market globalization, rising fierce international competition at the firm and country levels, and implications therein in terms of investment policies, incentives and employment.

*Chairperson:*                    *H.E. Mr. Ian De Jong*, Ambassador, Permanent Mission of the Kingdom of the Netherlands, Chairperson, UNCTAD Commission on Investment, Technology and Related Financial Issues

*Moderator:*                    *Mrs. Hilary Bowker*, Former Senior European Anchor, CNN,  
Principal, Bowker Media + Communications

*Panelists:*                    *Mr. Werner Geissler*, Group President, Central and Eastern Europe, Middle East and Africa, Procter & Gamble

*Mr. Sibusiso Ndebele*, Premier of KwaZulu Natal, South Africa

*Mr. Supachai Panitchpakdi*, Secretary-General, UNCTAD

*Mr. Hiroshi Tsukamoto*, President, JETRO, Japan

**Questions & Answers**

**13:00 - 15:00**                    **Lunch break**



## World Association of Investment Promotion Agencies

**15:00 - 17:00**

**Second session: New Actors take the Stage, Growing Importance of Developing Countries in FDI**

The next decade of FDI will see younger firms entering as international players. More investment will start flowing towards low-income countries from other developing countries.

*Chairperson:* *Mr. Kai Hammerich, WAIPA President*

*Moderator:* *Mrs. Hilary Bowker, Former CNN Anchor*

*Panelists:* *Mr. Joseph Battat, Lead Investment Policy Officer, Investment Climate Department, FIAS*

*Mr. Douglas van den Berghe, Director, Ernst & Young - International Location and Real Estate Advisory Services, Netherlands*

*Mrs. Patricia Francis, Executive Director of ITC beginning in June 2006, Head, Jamaica Promotions Corporation, Jamaica*

*Mr. Louis Kasekende, Deputy Governor, Central Bank of Uganda, Uganda*

*Mr. Lakshman R. Watawala, Chairman and Director-General of the Board of Investment of Sri Lanka (BOI), Sri Lanka*

**Questions & Answers**

**17:00 - 17:15**

**Coffee break**

**17:15 - 17:30**

**Presentation of the WAIPA-MIGA Awards on Meeting Investor Information Needs**, by *Mr. David Bridgman, Team Manager, Operations, MIGA*

**17:30 - 18:30**

**Meet the Consultants**

This session will allow the audience to interact with the consultants:

*Moderator:* *Mrs. Hilary Bowker, Former CNN Anchor*

*Mr. Douglas van den Berghe, Ernst & Young - International Location and Real Estate Advisory Services, Netherlands*

*Mr. Henry Loewendahl, OCO Consulting Ltd, UK*

*Mr. Roel Spee and Mrs. Amaya Manrique, IBM Business Consulting Services, Plant Location International, Netherlands*

*Mr. Hans Vermij, Buck Consultants International, Netherlands*

**19:30 - 00:00**

**Gala dinner & WAIPA Awards ceremony**



World Association of Investment Promotion Agencies

**Thursday 9 March 2006**  
**Room XX**

**09:30 - 11:15**

**Third session: New Forms and New Methods of FDI**

Interactive debate on new forms of FDI such as strategic alliances, venture capital, human capital and the transfer of technology, as well as the socio-economic impact of these new methods of FDI.

*Chairperson:* *Mrs. Nazha Benabbes Taarji*, Chief, Investment Promotion Section, UNCTAD

*Moderator:* *Mrs. Hilary Bowker*, Former CNN Anchor

*Panelists:* *Mrs. Jalilah Baba*, Director, Domestic Investment Promotion Division, Malaysian Industrial Development Authority (MIDA), Malaysia

*Mr. Jeffrey Finkle*, President and Chief Executive Officer, International Economic Development Council (IEDC) in Washington, D.C, US

*Mr. Karl Sauvart*, Executive Director, Columbia Programme on International Investment, Columbia University, New York, US

*Mr. Laurent Trupin*, Director General, Agence Française pour les Investissements Internationaux (AFII), France

*Mr. Hans Vermij*, Senior Consultant, Buck Consultants International, Netherlands

***Questions & Answers***

**11:15 - 11:45**

**Coffee break**

**11:45 - 13:30**

**General Assembly**

*Chairperson:* *Mr. Kai Hammerich*, WAIPA President

**13:30 - 14:30**

**Lunch break**



## World Association of Investment Promotion Agencies

### 14:30 - 15:30 **Project, Research, Report and Conference Presentations**

*Moderator:* Mrs. Hilary Bowker, Former CNN Anchor

Mrs. Nazha Benabbes Taarji, Chief, Investment Promotion Section, UNCTAD: *A Survey of Support by Investment Promotion Agencies to Linkages*

Mr. Nicholas Davis, Saïd Business School, University of Oxford: *IPA Cooperation Strategies*

Mr. Michael Gestrin, Senior Economist, Investment Division, OECD: *Policy Framework for Investment*

Mrs. Maryanne Grieg-Gran, Director, Environmental Economics Programme International Institute, IIED: *Promoting Responsible Enterprise: Strengthening the Role of IPAs*

Mr. Friedrich von Kirchbach, Chief of the Market Analysis Section, ITC: *Investment Map Update: Combining FDI, Trade, Tariff and Company Data for Investment Targeting*

Mr. Mithat Külür, Industrial Investment Officer, UNIDO: *UNIDO Africa FDI Survey and The AfrIPANet meeting*

Mr. Patrice Lefeu, Executive Director, La Baule World Investment Conference: *Attractiveness of the World, Attracting Talents, the New Challenge*

Mrs. Barbara Samuels, Director, Global Clearinghouse: *The Global Clearinghouse: New Cost-Effective Tools for Investor After-care and Promotion*

15:30 - 16:00 **Coffee break**

### TOPICAL WORKSHOPS

14:00 - 16:00 **Room XXV - MIGA Workshop on *Effective Investor Outreach: Customizing Approaches***, by the CEOs of the respective IPAs from Tanzania and Croatia and moderated by Mr. David Bridgman, Operations Team Manager, MIGA and Mr. Dermot Coffey, Manager of the European Investor Outreach Program (EIOP).

How do you leverage your location brand in a most targeted way? What is the difference between expensive and efficient outreach tools? What works and what doesn't? Is there a one size-fits-all for all sectors and business environments? How do you assess the impact of outreach activities? What conversion rates to use for each outreach activity? Who pays the bill of the location's outreach? These questions and any other questions you may raise will be the focus of two case study presentations: Tanzania's successful tourism investor forum, and the highly-targeted meeting strategy for the manufacturing sector put in place by Croatia.



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**16:00 – 18:00**

**Room E-3056/58 - UNCTAD Workshop on *Improving Governance in Investment Promotion, Tools and Instruments***, by *Mr. Paul Wessendorp*, UNCTAD, *Mr. Frank Grozel*, UNCTAD and *Mrs. Maggie Kigozi*, Executive Director of Uganda Investment Authority (UIA).

An overview will be given on issues related to governance in investment promotion, including practices, tools and instruments that can help Investment Promotion Agencies (IPAs) improve transparency and efficiency of their operations. Special attention will be devoted to the use of the Internet, improvement of client services and the importance of policy advocacy by IPAs.

**16:00 - 18:30**

**Room E-3025 - IBM-PLI Workshop on *Why and How should IPAs Benchmark their Locations?***, by *Mr. Roel Spee*, Head, IBM-PLI and *Mrs. Amaya Manrique*, IBM-PLI.

Understanding the value proposition of the IPA's location is becoming more and more important given the increasing competition for FDI worldwide. The objective of this workshop is twofold. Firstly, to demonstrate how important it is for an IPA to benchmark its location against competitors for each particular target sector. Secondly, to show how to perform benchmarking from an investor's point of view. IBM-PLI will explain in detail which methodology investors are using to compare locations as options for their future business operations, and demonstrate how IPAs can use that same methodology to identify their strongest value propositions and successfully market those to prospective investors. IBM-PLI will present real life case examples from IPAs around the world that are using this benchmarking approach and are succeeding in winning new investment into their region as a result of it.

**Room XXII - WAIPA Workshop on *Best Practices in Promoting New Forms of FDI: Case Studies in the US***, by *Mr. Steve Lanier*, Managing Director, AWS Corporation.

WS Corporation has provided investment promotion marketing services to regional and national government organizations for over 10 years. Using the lessons learned from this experience, Steve Lanier, Managing Director of AWS, will discuss best practices in promoting FDI by examining several case studies from a variety of investment types. Specific case study types will include greenfield, joint venture partnerships, sales offices and technical support centers. In addition to discussing the general macro level strategy used to promote these investments, Mr. Lanier will also examine the specific marketing methods that are most effective in identifying companies with investment projects.



*World Association of Investment Promotion Agencies*

*Post-Conference Event*

**Friday 10 March 2006**

**09:00 - 12:30**

**Site visit: Vacheron Constantin**

Vacheron Constantin celebrates its 250th anniversary in 2005. It is in fact the world's oldest watch Manufacture to have enjoyed uninterrupted activity since its founding in 1755.

From the 18th century to the 21st century, the spirit and the letter have remained intact. Today as yesterday, creations by Vacheron Constantin stem from the encounter of three key factors:

Technique. Vacheron Constantin combines age-old know-how and ultra-modern equipment to produce ever more sophisticated timepieces.

Aesthetics. As the world's oldest watch Manufacture, Vacheron Constantin has never stopped creating and innovating.

Finishing. The finishing testifies to the efforts expended on technical and aesthetic levels to give exceptional value to each watch.

Vacheron Constantin currently employs around 350 people around the world, including 250 in Switzerland. A limited number of exceptional watches are produced with high added value: some 15,000 per year, a figure that obviously favours quality over any other considerations. In addition to developing and crafting all its "complication" models, Vacheron Constantin also decorates all its proprietary movements: bevelling the bridges, drawing out the flanks with file strokes, and individually polishing the screws are all part of the operations consistently performed before the meticulous process of assembling the parts one by one.