



World Association of Investment Promotion Agencies

**WAIPA WORLD INVESTMENT CONFERENCE 2007  
TWELFTH SESSION**

***THE NEW SOURCES OF FDI: EMERGING ECONOMIES ON THE RISE***

**8-9 MARCH 2007, PALAIS DES NATIONS, GENEVA, SWITZERLAND**

**Thursday 8 March 2007  
Room XX**

- 14:30 – 15:00**      **Welcome coffee**
- 15:00 – 17:00**      **Official opening of the WAIPA World Investment Conference 2007**  
Joint high-level session with the UNCTAD Commission on Investment, Technology and Related Financial Issues
- Welcome address by *Mr. Kai Hammerich*, President of WAIPA and Chairperson of the official opening session
- Key-note address by *Mr. Driss Jettou*, Prime Minister of Morocco
- Key-note address by *Dr. Supachai Panitchpakdi*, Secretary-General of UNCTAD
- Key-note address by *Mrs. Xiuhong Ma*, Vice Minister of the Ministry of Commerce, People's Republic of China
- Key-note address by *Mr. Victor Chu*, Chairman, First Eastern Investment Group, Hong Kong
- The keynote speakers will address the themes to be developed in the sessions held on the 9<sup>th</sup> of March, i.e South-South FDI, Globalization & new protectionism, and FDI & natural resources.*
- 17:00 – 18:00**      **WAIPA General Assembly**
- Chairperson:      *Mr. Kai Hammerich*, WAIPA President
- 18:00 – 18:15**      **Launch of the MIGA/FIAS e-Learning Course** on "Managing Effective Investment Promotion Campaigns"
- 20:00**              **Gala dinner & WAIPA Awards**

**Friday 9 March 2007**  
**Room XX, XXIII, XIV, XV**

**09:00 – 10:00**

**Meet the consultants, Room XX**

*Mr. Douglas van den Berghe*, Director, Corporate Location Services, OCO Consulting

*Mr. René Buck*, President, Buck Consultants International

*Mr. Gene DePrez*, Global and Americas Leader, IBM PLI-Global Location Strategies

*Mr. Marc Lhermitte*, Associate, Ernst & Young, International Location Advisory Service

*Mr. Mark O'Connell*, CEO, OCO Consulting

*Mr. Roel Spee*, Global and EMEA Leader, IBM PLI-Global Location Strategies

**10:00 – 12:00**

**Session 1, Room XXIII: *South-South FDI: The new source of development financing***

Chairperson:

*Mr. Dan O'Brien*, Senior Europe Editor/Economist, The Economist Intelligence Unit

Panelists:

*Mr. David Bridgman*, Implementation Team Leader, Multilateral Investment Guarantee Agency (MIGA) of the World Bank Group

*Mr. Mazen Darwazah*, Vice Chairman, Hikma Pharmaceuticals Group, Jordan

*Mr. Torek R. Farhadi*, Head – ITAP (Investment Promotion Technical Assistance Program), Islamic Development Bank Group, Kingdom of Saudi Arabia

*Mr. Stephen Gelb*, Executive Director, The Edge Institute, South Africa

*Mr. Mohammad Lufti*, Chairman, Indonesian Investment Coordinating Board, Indonesia

*Mr. Han-Koo Yeo*, Director, National Economic Advisory Council, Presidential Office, Republic of Korea

*Questions & Answers*

**Session 2, Room XXIV: *Globalization and the new protectionism: Is there a backlash against FDI in the making?*** Co-organized with the Columbia Program on International Investment

Chairperson:

*Mr. Karl Sauvant*, Executive Director, Columbia Program on International Investment, and Co-Director, Millennium Cities Initiative

Panelists:

*Mr. Jan Atteslander*, Member of Executive Committee, Federation of Swiss Industrial Holding Companies, Switzerland, and Co-Chair, Business and Industry Advisory Committee (BIAC) on International Investment and Multinational Enterprises

*Mr. Ronnie L. Bryant*, President and CEO, Charlotte Regional Partnership, and Chairman, International Economic Development Council (IEDC), U.S.A.

*Mrs. Maria Livanos Cattai*, Vice-Chairperson, International Crisis Group, and Former Secretary-General, International Chamber of Commerce

*Mr. John Dunning*, Emeritus Professor, University of Reading, United Kingdom, and Rutgers University, New Jersey, United States

*Mrs. Patricia Francis, Executive Director, International Trade Center (ITC), and Former President, Jamaica Promotions Corporation, Jamaica*

*Mr. Rainer Geiger, Deputy Director, Directorate for Financial, Fiscal and Enterprise Affairs, OECD*

*Questions & Answers*

**Session 3, Room XXV: FDI and natural resources: New players on the scene**

Chairperson: *Mr. John Defterios, Group Vice President, FBC Media Broadcast*

Panelists: *Mr. Torbjörn Fredriksson, Officer-in-Charge, Policy Issues Section, United Nations Conference on Trade and Development (UNCTAD)*

*Mr. Tom James, Chair Professor of LNG business, University of Petroleum & Energy Studies, and Advisor to energy companies*

*Mr. Ufikile Khumalo, Vice President, Industrial Development Corporation (IDC), South Africa*

*Mr. Ian H. Lundin, Chairman, Lundin Petroleum*

*Mr. Ricardo Salcido, President, Industrial Development Commission of Mexicali, and Vice President, National Council for Foreign Industry, Mexico*

*Questions & Answers*

**12:00 – 13:00 Plenary session, Room XX**

Chairperson: *Mr. Kai Hammerich, WAIPA President*

*Mr. Dan O'Brien, Senior Europe Editor/Economist, The Economist Intelligence Unit, Moderator of session 1*

*Mr. Karl Sauvant, Executive Director, Columbia Program on International Investment, and Co-Director, Millennium Cities Initiative, Moderator of session 2*

*Mr. John Defterios, Group Vice President, FBC Media Broadcast, Moderator of session 3*

*The chairpersons of panels 1, 2 and 3 will deliver a summary report of their respective session & concluding discussion.*

**13:00 – 14:30 Luncheon**

**14:30 – 17:00 TOPICAL WORKSHOPS**

Workshop I: ***Strategic companies targeting***, by Mr. Mark O'Connell, CEO, OCO Consulting, Room XX

*The IPA business is becoming more specialized with many new location players and fewer projects to go around. The leading IPAs are responding by reducing the number of sectors they target and focusing on specific activities e.g. back office, R&D or high tech manufacturing. Some are developing very specific product offerings aimed at these activities and sectors and that tends to mean targeting potentially fewer but hopefully better quality investors. This is a major step change for many IPA organisations and requires a different approach to marketing and operations. In parallel many governments are challenging national IPAs about the quality and value added contribution of the companies they are attracting. So there are twin pressures of competition and political expectations pushing IPAs to achieve better results in attracting strategic projects. The workshop will advise participants*

*how to screen and identify strategic companies and how to engage with them looking at best practice from the public and private sector. The European Accession State advantage in attracting strategic investments will be considered as several countries from Eastern Europe have been successful in attracting investments from leading MNCs.*

Workshop II:

**Private sector involvement in IPAs**, by Mr. Gene DePrez and Mr. Roel Spee, Global Co-Leaders of IBM-PLI Global Location Strategies, **Room XXIII**

*This workshop will be facilitated by PLI-Global Location Strategies, the expert location advisory service of IBM Global Business Services. The objective of the workshop is to highlight advantages for economic development organisations and investment promotion agencies to involve the private sector in their efforts, but also to create awareness for the obstacles involved. Via a best practices overview and presentations of various case examples by IPAs from around the world, we will provide an insight in different models that can be applied for involving the private sector. This will not just focus on funding mechanisms, but also on leveraging industry knowledge, strategy formulation etc. Besides IPA case studies, a corporate perspective will be provided to gain an understanding of what motivates corporate executives to get actively involved in working with IPAs.*

Workshop III:  
English & French

**Attracting investment from emerging, high growth market**

**IDE des BRICs : Comment attirer des investissements des pays émergents en forte croissance?** by Mr. Marc Lhermitte, Partner, Ernst & Young, International Location Advisory Service, **Room XXIV**

*Developing and transition economies are becoming major players on the global FDI market, accounting for close to 20 per cent of the global outward investment. Who are these new players? How significant are BRICS countries? What are the "hot" destinations of their investment? What activities do they settle abroad? Pulling sectors? What are the key drivers and issues for these new players?*

*E&Y will address these crucial issues and trends, and give practical advices to seize these promising opportunities: how to detect and approach these investors? How to make them stay?*

*Les pays en développement deviennent des acteurs majeurs du marché international des investissements étrangers. Ils représentent en 2005 près de 20 pour cent du total des flux d'investissement dans le monde. Qui sont ces investisseurs? Quelle est la part des BRICS? Qui sont les principaux pays bénéficiaires de ces investissements? Quelles activités ces nouveaux investisseurs établissent-ils à l'étranger? Dans quels secteurs? Que vont-ils chercher à l'étranger, pour quelles raisons?*

*E&Y analyse les points clefs et tendances de cette nouvelle donne et propose une approche pratique pour saisir les opportunités d'investissement en provenance de ces nouveaux acteurs: comment les repérer, les approcher, les fidéliser ?*

Workshop IV:

**Understanding technology & know how driven location decisions and marketing the technology base of your region**, by Mr. René Buck, President, Buck Consultants International, **Room XXV**

*Many international leading companies are looking for the right location for investment projects which are driven by the search for technology, know how and talent. How do they make their location decisions? How does a location search for a R&D-center differ from a location search for a back office or distribution center? René Buck, President of Buck Consultants International presents the latest insights derived from investment projects carried out, interviews with top executives all over the world and discussions with leading inward investment agencies.*

*The second part of the workshop deals with the marketing of the technology base of your region. How can your region become a spot on the radar screen of R&D executives/Chief Technology Officers? What pitfalls can be avoided in international marketing?*

Workshop V:

**Promoting trade and investment: Separate worlds or potential for synergies?** by Mr. Douglas van den Berghe, Director, Corporate Location Services, OCO Consulting, **Room E-3056/58**

*This workshop focuses on the relationship between FDI and trade promotion and its organizational impact for IPAs. The workshop is explorative in nature as the theme has only recently been a topical issue for many IPAs and IPIs. It starts with setting out some of the theoretical issues related to FDI and trade. Based on the input of the participants it will further develop a framework that reveals the commonalities and synergies in FDI and trade promotion, marketing, research and organizational structure of different entities involved.*

Workshop VI: Presentation of the results of the following two surveys, **Room Villa Bocage:**

**Aftercare: A Core Function in Investment Promotion**, by Mr. Paul Wessendorp, Regional Coordinator, Investment Promotion Section DITE/UNCTAD

*This presentation will cover the increasing importance of aftercare, nature and scope of aftercare activities, the rationale of aftercare programmes, elements in operating an aftercare unit, challenges and best practices. The results of the 2006 UNCTAD-WAIPA survey among IPAs on aftercare services will be presented as well.*

**Shaping the Investment Climate: The IPA as Policy Advocate**, by Mr. Carlos Griffin, Consultant on Investment Promotion, Investment Promotion Section DITE/UNCTAD

*IPAs have always publicised the existing strengths of their investment climates, but more and more are now active in creating new strengths by advocating specific investment-related policies. UNCTAD has conducted a survey of IPAs to assess universal principles, common challenges and best practices in IPA Policy Advocacy.*

*Combining survey results with lessons learned in UNCTAD's development and delivery of policy advocacy training, it is producing the upcoming Advisory Study "Shaping the Investment Climate: The IPA as Policy Advocate". This presentation will address the importance of IPA policy advocacy, as well as key study findings and recommendations.*

## **Post-Conference Event**

### **Saturday 10 March 2007**

**09:00 - 12:30**      **Site visit: CERN**

CERN is the European Organization for Nuclear Research, the world's largest particle physics centre. It sits astride the Franco-Swiss border near Geneva.

CERN is a laboratory where scientists unite to study the building blocks of matter and the forces that hold them together. CERN exists primarily to provide them with the necessary tools. These are accelerators, which accelerate particles to almost the speed of light and detectors to make the particles visible.

Founded in 1954, the laboratory was one of Europe's first joint ventures and includes now 20 Member States.

A visit consists of an introduction to CERN presented by a guide, followed by a film projection and a visit to one of the experimental areas and/or to an accelerator on the surface.