



World Association of Investment Promotion Agencies

WAIPA EXECUTIVE MEETING

27-29 January 2004 Geneva (Switzerland)

- Programme -

UN Security and Badges: Villa Les Feuillantines – Palais de Nations
Opening hours: 08:30-17:00

Tuesday, 27 January 2004

- 10:00-13:00 **Pro-Invest Workshop for ACP Countries: "Sales and Marketing for IPAs: The Dos and Don'ts of Inward and Outward Missions. The Post-Mission Follow-Up and Aftercare" (Room XXIV)**
15:00-18:00
- 13:00-14:30 **UNCTAD Brown Bag Lunch: "The Investment Gateway" (Room XXIV)**
- 18:00 **Pre-Registration Cocktail sponsored by The World Free Zone Convention**
Delegates Restaurant, 8th Floor Assembly Building, Palais des Nations

Wednesday, 28 January 2004

- 09:00-10:00 **Delegates Registration**
- 10:00 -10:30 **Official Opening (Room XVII)**
- Chairperson: Ms. Patricia Francis, President of WAIPA
- Welcome Address by Mr. Carlos Fortin, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD)
- 10:30-11:30 **First Session: *Best Practices in IPAs Target Setting and Performance Evaluation* (Room XVII)**
- Chairperson: "Targets and Performance: The Issues" Mr. William Pedder, Chief Officer, Inward Investment Group - UK Trade and Investment
- Keynote Speaker: "High Priority on Performance Evaluation: The Case of ISA" Mr. Kai Hammerich, Director-General, Invest in Sweden Agency (ISA)
- Panellists: "Operating and Applying Performance Data" Mr. Martin Jahn, CEO, CzechInvest
- "Sound Corporate Governance within the Mandate of GEDA" Mr. Charles Jonker, CEO, Gauteng Economic Development Agency (GEDA), South Africa
- "IPAs Performance Benchmarking: An Expert's View" Mr. John Hanna, Managing Director, GDP Global Development, UK
- Questions & Answers



Thursday, 29 January 2004

Topical Workshops

(Participation is limited to the registered delegates in order to allow for active participation in the discussions)

10:00-13:00 **WAIPA Workshop: "The Keys to Success in Policy Advocacy"**
15:00-18:00 **(Room E-1008-1010)**

Following from the high level segment of the Conference on "Strengthening the Role of IPAs in Policy Advocacy" this one-day workshop on policy advocacy for FDI promotion will focus on policy reform as a basic investment promotion tool. Participants will be introduced to techniques for advocating improvements in the foreign investment climate such as: Identification and analysis of investor concerns, policy formulation processes, positioning of the IPA, strategic planning of public policy, identification of advocacy issues, advocacy strategy planning models, how to develop advocacy messages, as well as techniques for monitoring and evaluating the IPA's advocacy strategy.

10:00-13:00 **MIGA Workshop for New IPA CEOs: "Leading Change in the New FDI Environment"**
15:00-18:00 **(Room XXIII)**

MIGA and WAIPA are offering a one-day seminar for new CEOs with the following objectives: Review the challenges of the new global FDI environment -characterized by the largest downturn of FDI flows in 30 years- assist in assessing key aspects of their country's competitive strategy and to leverage new tools and techniques for investment promotion. The seminar will provide an opportunity to discuss experiences and lessons learned from various IPAs by addressing issues related to investment generation, investor servicing and information and communication strategies. It will also discuss ways in which IPAs can leverage their own efforts through resources and services offered by the multilateral and bilateral donor agencies active in FDI promotion.

10:00-13:00 **IBM-PLI Workshop: "Strategic Marketing for IPAs: Introducing the Investors' Perspective"**
15:00-18:00 **(Room XXIV)**

This workshop is aimed at IPA's senior managers. The objective is to explain the value of investors' needs in the design of the IPA's marketing strategy. IPAs should market their location as a product. To do so they should understand the demand for their product as well as their competitors'. The workshop will introduce analytical tools to do research on sectors, sub-sectors and activities for which their location enjoys strong competitive advantage. Hands-on exercises will be designed on the basis of the audience profile and region. The concepts introduced in the workshop will be illustrated by recent real cases where IPAs have used this methodology to successfully design their marketing strategy.

13:00-14:30 **UNCTAD Brown Bag Lunch: "The Investment Compass: Who Are My Competitors?"**
(Room XXIII)

Analyse key economic and policy determinants that affect your country's investment climate. The Compass comprises a special taxation module where the impact of a wide range of possible tax policy measures can be assessed. Direct tax measures include corporate tax rates, tax holidays, depreciation allowances, investment allowances and credits and dividend withholding tax. This tool allows comparison between countries, between a country and a region, or between a country and the best performer.

10:00-13:00 **UNCTAD's Commission on Investment, Technology and Related Financial Issues: "Investment Policy Reviews, Follow-Up Activities"**
(Room XXVI)

09:00-13:00 **Tutorials: Understanding FDI Statistics (Please sign up at the Delegate Registration Desk)**