



World Association of Investment Promotion Agencies

**EIGHTH ANNUAL CONFERENCE, 22-24 JANUARY 2003
PALAIS DES NATIONS, GENEVA**

**Plenary Sessions (Wednesday 22 & Thursday 23)
Topical Workshops and Site Visit (Friday 24)**

UN Security and Badges: Villa Les Feuillantines – Palais de Nations
Opening hours: 08:30-14:00 - 14:00-17:00

Tuesday 21 January 2003

18:15- 19:00 **Welcome Cocktail:** UN Library, Assembly Building, Palais des Nations

Wednesday 22 January 2003

09:00-10:00 **Delegates Registration**

10:00 -12:00 **First Session: *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)
- Report on WAIPA Activities in 2002
- Report on WAIPA Finances
- Welcome to New Members
- Benchmarking Exercise: The Making of the WAIPA Awards 2003, Mr. Arvind Mayaram, WAIPA Vice President

12:00 -15:00

LUNCH BREAK



World Association of Investment Promotion Agencies

Wednesday 22 January 2003

15:00-17:00 **Second Session: Joint High Level Session with UNCTAD's Commission on Investment, Technology and Related Financial Issues**

Export Processing Zones at Risk? The Effects of the WTO Agreement on Subsidies and Countervailing Measures (Room XVII)

Chairperson: Mr. Carlos Fortin, Deputy Secretary-General of UNCTAD

Keynote Speaker: Mr. Francisco Thompson-Flôres, Deputy Director-General, World Trade Organization (WTO)

Panellists: Mr. Karl P. Sauvant, Director, Division on Investment, Technology and Enterprise Development (DITE), UNCTAD

Mr. Frieder Roessler, Executive Director, Advisory Centre on WTO Law

Mr. Francisco T. Dueñas, former Minister of Foreign Trade, Costa Rica

Mr. Enrique Camacho, Managing Director, Professional Services, Motorola

Questions & Answers

17:00-17:30 **Video: "The Benefits of EPZs to Local Economies: The Case of Penang (Malaysia)"**

Introduced by H.E. Madam Rajmah Hussain, Ambassador, Permanent Representative of the Mission of Malaysia to the United Nations Office in Geneva

18:00 **COCKTAIL AND WAIPA AWARDS CEREMONY.** Sponsored by FDI Magazine (FT Group)

Delegates Restaurant, 8th Floor Assembly Building, Palais des Nations



World Association of Investment Promotion Agencies

Friday 24 January 2003

Topical Workshops

(Participation limited to registered participants)

9:00-13:00

MIGA Workshops (*Room XXVII*):

9:00-11:00

"Advanced Topics in Conducting Investor Research and Benchmarking Your Country vis-a-vis Competitors", Mr. John R. Wille, Interim Director; Mr. David Bridgman, Programme Manager; Mr. Stephan Dreyhaupt, Senior Investment Marketing Specialist; Ms. Birgit Braunwieser, Manager, Investment Marketing Services, MIGA

11:15-12:15

"FDI-Xchange Technical Assistance Grant Programme", Mr. John R. Wille, Interim Director; Mr. Stephan Dreyhaupt, Senior Investment Marketing Specialist; Ms. Beatriz Peralta, Executive Director, Comisión Nacional de Promoción de Inversiones – PROESA (El Salvador)

12:15-13:00

"How Competitive is My Country's Taxation of FDI?", Mr Rory Allan, Principal Investment Adviser, DITE, UNCTAD

09:00-12:00

UNCTAD Workshop: Introduction to Investor Targeting (in French) (*Room E-7052*)

9:00-9:30

"Investment Trends and Flows to Francophone Countries", Mrs. Nazha Benabbes Taarji, Chief, Investment Promotion Section, DITE, UNCTAD

9:30-10:15

"How to Attract FDI – Understanding TNC's Investment Strategies", Mr. Fabrice Hatem, Head of Research, Invest in France Agency (France)

10:15-11:00

"How Does a Country Get Short-Listed by a Foreign Investor?", Professor Charles-Albert Michalet, University of Paris Dauphine (France)

11:00-11:30

Best Practice Examples and Discussion

11:30-12:00

"UNCTAD Support to the Country's Investor Targeting Strategy", Mrs. Nazha Benabbes Taarji, Chief, Investment Promotion Section and Ms. Christiane Stepanek-Allen, Training Co-ordinator, DITE, UNCTAD

09:00-11:30

UNIDO Workshop: Investment Project Appraisal: Computer Model for Feasibility Analysis and Reporting (COMFAR III Expert) (*Room E-7109*)

Mr. Robert Novak, Project Appraisal Expert, Industrial Promotion and Technology Branch, UNIDO



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Round Tables

11:15-13:00 **Round Table: Corporate Strategies and Regional Efforts in Investment Promotion: The Case of Latin America and the Caribbean (Room XXII)**

Chairperson: Ms. Edna Camacho, CEO
Costa Rican Investment & Development Board (CINDE)

Panellists: Mr. Enrique Camacho, Managing Director, Professional Services, Motorola (USA)
Mr. Randall Chinchilla, Corporate Manager, Procter & Gamble (Costa Rica)
Mr. Nicholas Phelps, Lecturer in Economic Geography, Univ. Leeds (UK)

11:15-13:00 **Round Table: Enhancing the FDI Potential of the Gulf Region (Room E-2064-66)**

Chairperson: Mr. Salem Bin Dasmal, Deputy Director General,
Dubai Development and Investment Authority (DDIA)

Panellists: Mr. Husam Dajani, Vice President, Oracle Systems Ltd in the Middle East (U.A.E.)
Ms. Mona Bseiso, Officer in Charge, Economics Department, The Inter Arab Investment
Guarantee Corporation (IAIGC) (Kuwait)
Mr. Esaam Al Tamimi, Legal Expert, (U.A.E.)

Presentations

10:00-13:00 **UNCTAD's Commission on Investment, Technology and Related Financial Issues. International Organizations Work Programme in FDI (FIAS, MIGA, OECD, UNCTAD and UNIDO) (Room XXVI)**

11:15-13:00 **ANIMA, The Euro-Mediterranean Network of Investment Promotion Agencies (Room XXIV)**

11:00-11:20 "The ANIMA Project: Objectives and Background", Ms. Laila Sbiti, Head of Promotion
Communication Cooperation Division, Foreign Investment Agency, (Morocco)

11:20-11:25 "Overview of the Institutions for FDI Attraction in the Twelve MEDA Countries Associated
to the European Union", Mr. Fabrice Hatem, Head of Research, Invest in France Agency
(France)

11:25-11:30 "Report of the ANIMA Activities in 2002", Ms. Véronique Ledru, Manager, Invest in France
(France)

11:30 -11:35 "The ANIMA Programme in 2003", Ms. Raffaella di Emidio, Manager, Italian Institute for
Foreign Trade (ICE) (Italy)

11:35-11:40 "ANIMA's Strategic Partnerships: Medium-Term Opportunities in the Medium-Term",
Mr. Alessio Ponz de Leon, Manager, ICE (Italy)

11:40-12:00 Questions and Answers

12:00-13:00 Discussion. "FDI Attraction Strategies and Regional Cooperation", Mr. Bénédicte de Saint-
Laurent, ANIMA Coordinator, Invest in France (France)

12:30 -15:00

LUNCH BREAK



World Association of Investment Promotion Agencies

Friday 24 January 2003

Topical Workshops

14:00-17:00 **UNIDO Workshop: Investment Evaluation (Room E-7109)**
(Individual tutorial sessions will be available upon request)

Presentations

14:00-15:00 **UNCTAD: Making Sense of WIR: Understanding FDI Statistics (Room E-70052)**

Mr. Masataka Fujita, Officer-in-Charge, Investment Trends Section, DITE, UNCTAD

14:00-16:15 **Corporate Location Decisions: Selected Case Studies (Room XXVII):**

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

14:00-14:45 "Shared Service Centres: Past Results and Future Trends in City Selection", Mr. Barry Bright, Director, Ernst & Young – International Location Advisory Services, (UK)

14:45-15:30 "Global Location Strategies for Manufacturing Operations: Case Study", Mr. Roel Spee, Director & Mrs. Amaya Manrique, Senior Consultant, IBM Business Consulting Services – Plant Location International (Belgium)

15:30-16:15 "Obtaining Competitive Advantage: How Governments Can Influence TNCs' Decisions and Secure Long-Term Economic Sustainability", Mr. Jason Eliadis, Director & Mr. Harvey Scriven, Assistant Director, Deloitte & Touche – International Business Location Services (UK)

Site Visit

14:00 -17:00 **Procter & Gamble EMEA Global Business Unit (Geneva)**
(Participation limited to registered participants)

Meetings

14:00-16:00 **ANIMA, The Euro-Mediterranean Network of Investment Promotion Agencies (Room XXIV)** (Private Meeting. Open to all Euro-Mediterranean IPAs)