



World Association of Investment Promotion Agencies

SECOND WAIPA REGIONAL INVESTMENT CONFERENCE

ON

**IPA CAPACITY BUILDING & INVESTMENT PROMOTION STRATEGY IN
AFRICA AND THE MIDDLE EAST**

17-18 NOVEMBER 2006

**CONFERENCE HALL JOLIE SHARM,
MÖVENPICK HOTEL SHARM EL SHEIKH, EGYPT**

Friday 17 November 2006

Conference Hall Jolie Sharm

08:00 – 09:00 **Registration & Welcome Coffee**

09:00 – 10:00 **Inauguration Ceremony & Opening Session**

Opening by *Mr. Kai Hammerich*, WAIPA President

Welcome Address by *Dr. Ziad Bahaa El Din*, Chairman, General Authority
For Investment and Free Zones (GAFI)

Keynote Address by *H.E. Dr. Mahmoud Mohieldin*, Minister of Investment,
Egypt

Keynote Address by *H.E. Dr. Ahmed Nazif*, Prime Minister of Egypt

10:00 – 11:30 **Plenary Session 1: Trends & Implications of South-South FDI within
and into Africa and the Middle East**

*Interactive debate between high level representatives of organisations who will
give an overview of South-South investment trends within and into Africa and
the Middle East region and discuss the implications and benefits of investment
flowing towards developing economies from other developing countries.*

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

Panelists: Key issues of African outward investment in Africa and the Middle East by
Mr. Stephen Gelb, Executive Director, The Edge Institute

Key findings of the Africa Foreign Investor Survey by
Mr. Mithat Külür, Industrial Investment Officer, United Nations Industrial
Development Organization (UNIDO)

Key findings of the World Investment Report 2006 by
Dr. Anne Miroux, Chief, Investment Issues Analysis Branch, United Nations
Conference on Trade and Development (UNCTAD)

Questions & Answers

- 11:30 – 12:30** **Alternative Programme during the Muslim Friday Prayer**
Meeting with the WAIPA Secretariat
- 11:30 – 13:30** **Muslim Friday Prayer**
- 13:30 – 15:00** **Lunch**
- 15:00 – 16:30** **Plenary Session 2: South-South Investment & the Role of IPAs - Case Studies**
Interactive discussion between corporates on the role of IPAs to attract FDI into their region. From these private sector representatives' point of view, what are the conditions that IPAs should fulfill to be more efficient?
- Moderator:* *Mr. Dan O'Brien, Senior Europe Editor/Economist, The Economist Intelligence Unit*
- Panelists:* *Mr. R.N. Agarwal, President, Alexandria Fiber Company S.A.E Egypt, Aditya Birla Group*
Mr. Ahmed El Sewedy, CEO, EL Sewedy Cables
Dr. Ahmed Zaghoul, President, AstraZeneca Egypt
- Questions & Answers*
- 16:30 – 17:00** **Launch of the Arabic FDI Center Website**, by *Mr. Mohamed O. Shouari*, Director, Operations Department, Inter-Arab Investment Guarantee Corporation (IAIGC) and *Mr. Damien Shiels*, Senior Investment Promotion Officer, Multilateral Investment Guarantee Agency (MIGA), World Bank Group
- 19:00** **Dinner & Bedouin Party**

Saturday 18 November 2006

Conference Hall Jolie Sharm

- 09:00 – 10:30** **Plenary Session 3: IPAs' Efforts to Improve their Capacity to Attract FDI & Implications on IPAs' Structure**
High level representatives of IPAs will debate with a representative of the private sector on efforts they have to strive to attract more FDI. What are the criteria IPAs should adopt to respond to investor's needs and what are the implications on their structure?
- Moderator:* *Mr. John Defterios, Group Vice President FBC, Media Broadcast*
- Panelists:* *Dr. Ziad Bahaa El Din, Chairman, General Authority For Investment and Free Zones (GAFI)*
Mr. Philip Diehl, Managing Director, Fleishman Hillard MENA, Vice President and Partner of Fleishman Hillard
Mrs. Sarah Tamimi, Head of International Operations, Saudi Arabia General Investment Authority (SAGIA)
Mr. Hiroshi Tsukamoto, President, Japan External Trade Organization (JETRO)
- Questions & Answers*

10:30 – 11:00 **Launch of the Swiss Organisation for Facilitating Investments (SOFI) and Napier University initiative: Master of Science course in Investment Promotion**, by *Pr. John Adams*, Napier University, Edinburgh, Scotland, and *Mr. Mario Vella*, Senior Associate Consultant, Swiss Organisation for Facilitating Investments (SOFI)

11:00 – 11:30 **Coffee Break**

11:30 – 13:00 **Plenary Session 4: Strategic Improvement of the Business Environment – Case Studies and Suggestions**
Interactive debate between international organisations, institutions and corporates on the strategy to develop to improve the business environment which facilitates FDI.

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

Panelists: *Mr. Paolo De Santis*, Associate Principal, McKinsey & Company
Pr. Indurlall Fagoonee, Chairperson, the Common Market for Eastern and Southern African Countries Regional Investment Agency (COMESA RIA), and Vice Chancellor, the University of Mauritius
Mr. Xavier Forneris, Regional Program Coordinator for the region of the Middle East and North Africa, Foreign Investment Advisory Service (FIAS), World Bank Group

Questions & Answers

13:00 – 14:30 **Lunch**

14:30 – 15:30 **Round Table: What can be done to benefit more from South-South FDI into Africa?**
International and multilateral organisations will debate with an IPA representative on the results of FDI within and into Africa and the Middle East region and discuss what should be improved to enhance investment flows into this region.

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

Panelists: *Mr. Alexander Böhmer*, Executive Programme Manager, MENA-OECD Investment Programme, OECD Investment Division
Mr. Jonathan Naidoo, Chief Operations Officer, Trade and Investment KwaZulu Natal, South Africa
Mr. Chalimba Chimwala Phiri, Director General, Zambia Investment Center (ZIC) and Vice Chairperson for the Common Market for Eastern and Southern African Countries Regional Investment Agency (COMESA RIA)
Mr. Damien Shiels, Senior Investment Promotion Officer, Multilateral Investment Guarantee Agency (MIGA), World Bank Group

15:30 – 16:00 **Closing Session**

Address by *Dr. Ziad Bahaa El Din*, Chairman, General Authority For Investment and Free Zones (GAFI)

Closing Address by *Mr. Kai Hammerich*, WAIPA President

Post-Conference Activities

16:00 – 17:30 **MIGA IPA Performance Review 2006: “Providing Information to Investors Effectively”**, by *Mr. Damien Shiels*, Senior Investment Promotion Officer, Multilateral Investment Guarantee Agency (MIGA), World Bank Group

In the first public presentation since its launch, MIGA will present the results of this ambitious global survey of IPA performance. MIGA has assessed the performance of 125 IPAs in terms of their ability to effectively provide investor information through the IPA's website, and through their ability to handle direct investor inquiries. MIGA will present the eye-opening results and lessons, as well as telling in detail what exactly makes the difference between poor, good and best practice performance, and giving specific tips to improve your IPA's effectiveness.

Copies of the publication will be distributed among workshop participants.

16:00 – 18:30 **OECD Workshop on "Policy Advocacy Function of IPAs - Towards Effective Communication of Investment Climate Reforms"**, by *Mr. Declan Murphy*, Advisor to the MENA-OECD Investment Programme, former Head of Investment Compact for South East Europe, Organisation for Economic Cooperation and Development (OECD)

The effectiveness of investment promotion depends only in part on servicing and facilitating the potential investor. The international experience demonstrates that an important aspect of a country's strategy for attracting investment is an transparent and inclusive assessment of the investment climate and targeted efforts "to get the basics right". Overregulation, market distortions and other deficiencies in the business environment can neither be overcome by promotion and marketing efforts nor by offering generous fiscal and financial incentives. Successful investment attraction requires political will and committed champions at the highest levels of government who are willing to collaborate actively with the IPA and the private sector. Therefore, policy advocacy is an integral part of investment promotion. Experience shows that IPAs who have direct access to the highest levels in governments can assume successfully this function. The Workshop will explore how the institutional set up of IPAs from the MENA region live up to this challenge and what can be done to better communicate necessary reforms internally in the government but also to the affected constituencies in the society at large.

16:00 – 18:00 **UNCTAD workshop on “Promoting Investment through an Enabling International Framework”**, by *Marie Estelle Rey*, Legal Advisor, United Nations Conference on Trade and Development (UNCTAD)

International investment policies are important tools for developing countries to attract FDI and to foster economic growth. International investment agreements (IIAs) complement national laws on investment and strengthen the enabling framework for FDI. They should therefore be seen as an integral part of a country's investment promotion strategies. At the same time, the legally binding nature of IIAs can present challenges to developing countries. These can take the form of treaty-based investment disputes between the investor and the host country, overlapping and sometimes incompatible provisions within and among IIAs, and the need to build capacity and increase awareness among IIA negotiators on the key issues at stake. The workshop will review the latest developments in IIAs in Africa and the Middle East, as well as investor-State disputes before addressing the challenges facing African and Middle Eastern countries as a result of the rapid proliferation of IIAs.