



Regional Workshop on Strategic Marketing

14 - 15 September 2005

Luanda, Angola

Programme

Workshop is sponsored by



Plant Location International

Wednesday, 14 September 2005

9:00-9:15 **Welcome**

- Agência Nacional para o Investimento Privado (ANIP)
- Kwodwo Filson, WAIPA Steering Committee
- Patrick Uyttendaele Amaya Manrique, IBM-PLI

9:15-9:30 **Introduction**

Objective: To set the overall stage for the workshop

- Present the workshop objectives and outline
- Present the "Strategic Marketing" concept
- Roundtable presentation of the participants
Patrick Uyttendaele, Amaya Manrique, IBM-PLI

9:30-10:30 **Module 1: Understanding Investor's Location Decision Making**

Objective: To understand the importance of investors' viewpoint as a basis for fulfilling the investors' needs

- Recent FDI trends globally and in the region
- Current global location strategies
Patrick Uyttendaele, Amaya Manrique, IBM-PLI

10:30-10:45 Coffee Break

10:45-13:00 **Module 1 (cont'd): Understanding Investor's Location Decision-Making**

- The TNCs decision-making process
- Exercises
Patrick Uyttendaele, Amaya Manrique, IBM-PLI

13:00-14:00 Lunch Break

14:00-15:30 **Module 2: Designing the Marketing Strategy**

Objective: To create awareness of all different elements, which need to be considered when designing a pro-active marketing strategy

- Principles of location marketing
- How IPAs can/should interact in investors location decision process
- Re-active versus pro-active marketing
- Key elements to be considered
- Location as a product: The competitive positioning of the location
Patrick Uyttendaele, Amaya Manrique, IBM-PLI

15:30 – 15:45 Coffee Break

15:45-17:30 **Module 2: Designing the Marketing Strategy (cont)**

- Location as a product: The competitive positioning of the location (cont)
- Exercises
Patrick Uyttendaele, Amaya Manrique, IBM-PLI

Thursday, 15 September 2005

8.30 –8.45 Introduction to Program and Objectives of Day Two

8:45-10:30 Module 3: Implementing the Marketing Strategy

Objective: to evaluate effectiveness of different marketing tools and techniques

- Which marketing materials work well and which don't?
- Which channels work well and which ones don't?
- Aftercare as a key technique for Sub-Saharan Africa
Patrick Uyttendaele, Amaya Manrique, IBM-PLI

10:30-11:00 Coffee Break

11:00-11:45 Final questions and answers & feedback from participants

11:45-12:00 Evaluation and conclusions

- IBM –PLI closing remarks
- Kwodwo Filson, WAIPA Steering Committee
- Agência Nacional para o Investimento Privado closing remarks
- Distribution of certificates