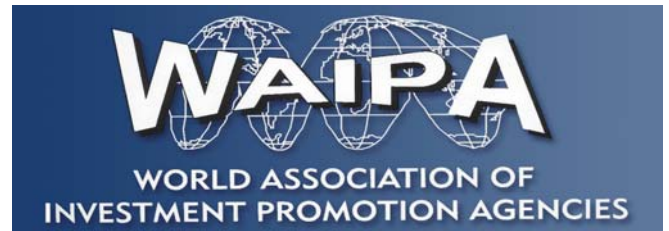


CINDE

Costa Rican Investment Promotion Agency



Regional Workshop on How to Promote and Target FDI into Tourism and Benefit from it

4-5 October 2005, San José

Workshop Aim

The overall objective of this workshop is to develop an appreciation among IPAs from the Latin American and the Caribbean region of:

- The role of tourism in generating sustained growth;
- The nature, design and development of investment promotion strategies for attracting FDI into the tourism sector, including: understanding investors' decision making; how to target investors in the most efficient way of promoting; benchmarking and image building;
- Best practices on regional cooperation for attracting FDI into tourism.

Participants will be provided with conceptual frameworks of attracting FDI into the tourism sector as well as with illustrations of investment promotion strategies and some country case studies that can be used to form the design and management of their own strategies. At the end of the workshop, participants will be able to develop investment promotion strategies for attracting FDI into the tourism industry and benefiting from it.

This workshop is sponsored by

ERNST & YOUNG

The logo for Ernst & Young, featuring a stylized 'EY' symbol followed by the company name in a bold, sans-serif font.

PROGRAMME

Tuesday, 4 October 2005

09:00-09:30 Opening Ceremony

- Welcoming address by CINDE
- Welcoming address and words of thanks by the organizers: UNCTAD/WAIPA
- Brief remarks by Mr. Douglas van den Berghe, Senior Manager, Ernst & Young

09:30-10:45 Introduction session

- Present the workshop objectives and outline
- Introduce participants

Coffee Break (10:45 – 11:00)

11:00-11:45 Attracting FDI into the tourism sector: an introduction

Objective: To provide a generic introduction to investment promotion techniques that should be adopted by IPAs to promote investment in general and attract FDI into the tourism sector

Questions and answers

11:45-13:00 Investment promotion as a key element for tourism development

Objective: To highlight the policies, main features and functions of the institutional framework needed for developing the tourism sector, and the synergies with investment promotion

Luncheon (13:00 – 14:00)

14:00-15:00 Investment promotion as a key element for tourism development (cont-d)

15:00-16:00 Understanding investor decision-making in tourism

Objective: To enable the IPAs to think like investors

Coffee Break (16:00 – 16:30)

16:30-18:00 Presentation by participants of country case studies

Objective: To bridge the gap between theory and practice. This will be done through a presentation of various countries' experience in attracting FDI into the tourism sector – successes and setbacks. The presentation will be followed by a Q&A session

19:00 Event to be organized by CINDE

Wednesday, 5 October 2005

09:00-9:15 **Revision of Day 1**

09:15-10:15 **Image building**

Objective: To enable IPAs to increase the tourism sector's attractiveness to investors

Coffee Break (10:15-10:30)

10:30-11:30 **Market segmentation and Investor targeting**

Objective: To enable IPAs to segment their population of established investors, select target investors and position themselves in a way that produces the best results

11:30-12:30 **Regional cooperation in investor targeting**

Objective: To enable IPAs to evaluate when and how to cooperate with their regional counterparts in targeting investors

Luncheon (12:30 – 13:30)

13:30-14:30 **How to generate Investment in tourism**

Objective: To enable participants to design strategies for generating investment into the tourism sector

Coffee Break (15:30 – 15:45)

15:45-16:15 **Workshop wrap-up and evaluation**

16:15-17:00 **Closing ceremony and award of certificates**

-Closing remarks by representatives of CINDE, E&Y and UNCTAD/WAIPA

-Award of workshop certificates to participants