



**World Association of Investment
Promotion Agencies**



**MULTILATERAL INVESTMENT
GUARANTEE AGENCY**
WORLD BANK GROUP

MIGA –WAIPA STRATEGIC WORKSHOP

**THE CHANGING NATURE OF FDI IN THE NEW ECONOMY – THE IMPACT OF INFORMATION TECHNOLOGY ON
THE INVESTMENT PROMOTION BUSINESS**

15 – 16 NOVEMBER, 2001, KINGSTON, JAMAICA

WORKSHOP DAY ONE

CEOs

Operational/Information Managers

AM

1. Examining the changing shape of the new economy – identifying the key drivers of economic change;
2. Examining the changing nature of global FDI flows – factors affecting competitiveness;
(10:30) COFFEE BREAK
3. Exploring the role of information technology as a key driver of change;
4. Discussing the implications of these changes and identifying the key challenges facing IPAs;

1. Discussing the changes brought about by the new economy and their implications for IPAs
2. Examining other investment promotion agencies and how they realize IT Potential (overview of the various IT tools; case studies and examples of how other investment intermediaries utilize IT)
3. Developing an effective Web presence
4. Expanding your reach: Online client servicing

PM

(12:00 - 1:00) LUNCH

5. Developing and understanding the implications;
6. Exploring the need for IPAs to evolve to these new circumstances;
7. Preparing for the future – the importance and process of ongoing strategic planning

(7:00) COCKTAIL RECEPTION

(for all Delegates)

5. Implementing Client Relationship Management Systems
6. Conducting Online Research (the mechanics of online research, securing market data, researching company information)

WORKSHOP DAY TWO
(CEOs and Operations/Information Managers)

Working within IPA teams:

- AM**
1. Considering IPA strategic goals and objectives
 2. Taking stock of IPAs strengths and development needs in information technology and related areas
 3. Prioritising areas for development

(10:15) COFFEE BREAK

PM

(12:00 - 1:00) LUNCH

4. Developing a strategic IT plan } *Developing a plan to engage other*
5. Developing an action plan } *stakeholders in the strategy process*
6. Identifying next steps/early actions