



UNCTAD

Regional Workshop on Investor Targeting For Latin America

***2 – 4 December 2002
Guayaquil, ECUADOR***

Programme

This workshop has been financed by the Government of Ireland.



IBM Business Consulting Services - Plant Location International

Day 1
Monday, 2 December 2002
FDI LOCATION DECISION MAKING

09:00-10:00 **Opening Ceremony**

- ?? Words of welcome by Mr. Ricardo Estrada, Executive President of CORPEI
- ?? Introductory remarks by Mrs. Nazha Benabbes Taarji, Chief, Investment Promotion Section, UNCTAD
- ?? Brief remarks by Mr. Roel Spee, Director, IBM Business Consulting Services –Plant Location International (IBM-PLI)
- ?? Words of thanks on behalf of WAIPA (Costa Rica)

10:00-10:45 **Three Generations of Investment Promotion**

(UNCTAD: Christiane Stepanek-Allen)

Objective:

- Present the workshop objectives and outline
- Introduce participants
- Present the "Three Generations of Investment Promotion" concept

Coffee (10:45 – 11:00)

11:00-11:45 **Investment Trends**

(UNCTAD: Nazha Benabbes-Taarji
(IBM -PLI: Henry Loewendahl)

Objective:

- Provide overview of global/regional investment trends
- Present concrete corporate investment cases to illustrate global trends
- Questions

11:45-13:00 **International Investment and Projects**

(UNCTAD: Charles-Albert Michalet)

Objective:

- Enhance the understanding of FDI concepts and its impact on the work of IPAs
- Outline international investment options
- Questions

Lunch (13:00 – 14:30)

14:30-16:00 **Understanding Investor Decision-Making**

(IBM -PLI: Roel Spee)

Objective:

- Provide an overview of key decision-making factors for investors
- Introduce a step-by-step approach to analyze the location decision process
- Case study

Coffee (16:00 – 16:15)

16:15-17:30 Understanding Investor Decision-Making (cont.)

- Qualitative, physical and technical assessment of locations
- Case study

19:30 *Welcome Reception*

<p>Day 2 Tuesday, 3 December 2002 INVESTOR TARGETING</p>

9:00-9:10 Revision of Day 1

9:10-10:30 Investment Climate Case Study

(IBM -PLI: Roel Spee)

- Case study data collection
- Presentation of case study and group discussion
- Results and feedback

Coffee (10:30-10:45)

10:45-11:15 The Principles of Investor Targeting

**(UNCTAD: Christiane Stepanek-Allen
IBM -PLI: Henry Loewendahl)**

Objective:

- Identify investor targeting as a source of competitive advantage
- Highlight the benefits of investor targeting
- Provide a set of guidelines on investor targeting

11:15-13:00 The Investor Targeting Approach

(IBM -PLI: Henry Loewendahl)

Objective:

- Introduce the process of identifying target sectors and companies
- Discuss the reasons for focusing on specific sectors and companies
- Elaborate on sectoral priorities for the region

Lunch (13:00 – 14:30)

14:30-16:00 Investor Targeting Tools

(IBM -PLI: Henry Loewendahl)

Objective:

- Provide an approach on how to select and approach potential investors
- Discuss how and when IPAs should contact target companies

Coffee (16:00 – 16:15)

16:15-17:30 **Investment Policies and Practices in Ecuador and the Region:**
Corporate executives present their investment experiences
(Facilitated by UNCTAD: Nazha Benabbes Taarji)

Objective:

- TNCs from the Region share their investment experiences (Nestlé, Unilever, Hochuli Cement)
- Discussion on the role IPAs can play during the investment decision-making process

<p>Day 3 Wednesday, 4 December 2002 INVESTOR TARGETING IN PRACTICE</p>

9:00-9:10 **Revision of Day 2**

9:10-10:45 **Corporate Development Support (CDS)**
(UNCTAD/IBM -PLI)

Objective:

- Introduce CDS principles and objective
- Highlight the importance of CDS as an integral part of investor targeting
- Introduce the importance of backward linkages
- Outline planning steps for a successful CDS programme

Coffee (10:45 – 11:00)

11:00-12:45 **Regional Cooperation and Networking in Investor Targeting**
(UNCTAD: Charles-Albert Michalet)

Objective:

- Explore the possible advantages of cooperating regionally in investor targeting
- Present best practices in regional cooperation
- Discuss the development of an overseas network
- The role of WAIPA

Joint luncheon (12:45 – 15:00)

15:00-15:45 **The Investment Gateway**
(UNCTAD: Frank Grozel)

Objective:

- Present UNCTAD's internet-based investment promotion system
- Brief presentations of country experiences

Coffee (15:45 – 16:00)

16:00-16:15 **Workshop Evaluation**

16:00-17:00 **Closing Ceremony and Award of Certificates**

- ?? The workshop organizers, UNCTAD and WAIPA, provide a brief description of their follow-up services
- ?? Representatives of CORPEI, UNCTAD, IBM -PLI and WAIPA make closing remarks
- ?? Distribution of certificates

<p>Day 4 Thursday, 5 December 2002 SITE VISIT</p>
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Optional visit to Hochuli Cement, a Swiss investor in Ecuador