



PWC CONSULTING



Regional Workshop on Investor Targeting

10 – 12 July 2002
ISTANBUL, Turkey

Programme

CENTRE FOR PRIVATE SECTOR DEVELOPMENT

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This workshop has been jointly organized by the OECD, UNCTAD, WAIPA, PricewaterhouseCoopers – Plant Location International (PwC-PLI), Black Sea Economic Cooperation Business Council (BSECBC), Foreign Investors' Association of Turkey-YASED, and Turkish International Cooperation Agency (TICA), under auspices of the Stability Pact for South East Europe and financing from the Government of Ireland.

Day 1
Wednesday, 10 July 2002

09:00-10:00 Opening Ceremony

- ?? Words of welcome by Dr. Nihat Kaya, Vice-President, Turkish International Cooperation Agency (TICA)
- ?? Introductory remarks by Mr. Declan Murphy, Programme Director, Investment Compact for South East Europe, OECD
- ?? Introductory remarks by Mrs. Nazha Benabbes Taarji, Chief, Investment Promotion Section, UNCTAD
- ?? Introductory remarks on behalf of WAIPA by Mr. Andrus Viirg, Director, Estonian Investment Agency (EIA)
- ?? Introductory remarks by Dr. Costas Masmanidis, Secretary-General, Black Sea Economic Cooperation Business Council (BSECBC)
- ?? Brief remarks by Mr. Roel Spee, Director, PwC-PLI

10:00-10:30 Investment Trends

by Mrs. Nazha Benabbes Taarji, UNCTAD

Objective:

- Provide overview of global/regional investment trends
- Introduce the *World Investment Report* and other data sources

10:30-10:45 Three Generations of Investment Promotion

by Ms. Christiane Stepanek-Allen, Training Coordinator, Investment Promotion Section, UNCTAD

Objective:

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

- Q&A

Coffee (10:45 – 11:00)

11:00-12:45 International Investment and Projects (Module 2)

by Mr. David Banks, OECD consultant

Objective:

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

- Q&A

Lunch (12:45 – 14:00)

14:00-15:30 Understanding Investor Decision-Making (Module 3)

by Mr. Roel Spee, PwC-PLI

Day 1 cont.
Wednesday, 10 July 2002

Objective:

- Provide an overview of key decision-making factors for investors
- Introduce a step-by-step approach to analyze the location decision process
- Qualitative, physical and technical assessment of locations

Coffee (15:30 – 15:45)

15:45-17:30 **Understanding Investor Decision-Making (Module 3 cont.)**

by Mr. Roel Spee, PwC-PLI

- Q&A

19:30 *Reception hosted by YASED at the Merit Antique Hotel*

Day 2
Thursday, 11 July 2002

9:00-10:00 **Investment Climate Case Study (Module 3 cont.)**

by Mr. Roel Spee, PwC-PLI

Objective:

- Analyze a concrete site-selection case
- Encourage participants to identify possible IPA interventions

10:00-10:30 **The Principles of Investor Targeting (Module 4)**

by Ms. Christiane Stepanek Allen, UNCTAD

Objective:

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

Coffee (10:35 – 10:45)

10:45 – 12:45 **The Investor Targeting Approach (Module 5)**

by Mr. Roel Spee, PwC-PLI

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 (12.45 – 14:00)

Day 2 cont.
Thursday, 11 July 2002

14:00-15:15 **The Essentials of Investor Targeting** (Module 5 cont.)
by Mr. David Banks, OECD

Objective:

- Provide an approach on how to select and approach potential investors
- Discuss how and when IPAs should contact target companies
- Demonstrate a successful case of investor targeting

Coffee (15.15 – 15:30)

15:15-16:00 **SWOT Analysis** (Module 7)
by Ms. Christiane Stepanek-Allen, UNCTAD

Objective:

- SWOT analysis as a tool in positioning a country or a region

16:00-17:00 **Investment Policies and Practices in Turkey and the Region: Corporate representatives present their investment experiences**

- Mr. Rint Akyuz, Chairman, Amylum Nisasta San. ve Tic. A.S.
- Mr. Alp Sevindik, Corporate Affairs Director, Pfizer Ilaclari Ltd. Sti.
- Mr. Ahter Kutadgu, Corporate Affairs Director and Board Member, Unilever Holding A.S.
- Dr. Till Becker, General Manager, Mercedes-Benz Turkey A.S.

Objective:

- Present concrete examples of investment from the Region's TNCs
- Highlight investors' experiences with their investment decision-making process
- Identify the role of IPAs in the process

Day 3
Friday, 12 July 2002

9:00-10:45 Regional Cooperation and Networking in Investor Targeting (Module 6)

by Mr. David Banks, OECD

Objective:

- Explore the possible advantages of cooperating regionally in investor targeting
- Introduce the SWOT analysis to identify possibilities for regional cooperation
- Present best practices in regional cooperation (The Baltic States)
- Discuss the development of an overseas network
- The role of WAIPA (WAIPA representative)
- **Q&A**

Coffee (10.45 - 11.00)

11:00-11:45 Core Functions and Structure of an IPA

by Mrs. Nazha Benabbes Taarji and
Mr. David Banks, UNCTAD and OECD

Objective:

- Explain the function and possible structures of IPAs

11:45-12:45 Corporate Development Support (CDS) (Module 13)

by Ms. Christiane Stepanek-Allen and
Mr. David Banks, UNCTAD and OECD

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

- Q&A

12:45-13:15 Closing Ceremony and Award of Certificates

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

Lunch (13.15 – 14:30)

14:30 - Site visit to the Hosdere Plant of Mercedes-Benz Türk A.S. in Istanbul

