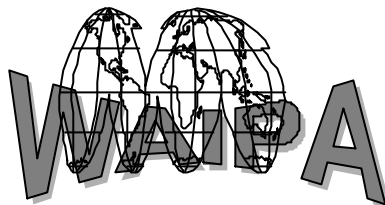




UNCTAD



**REGIONAL WORKSHOP ON INVESTOR TARGETING
KAMPALA, 1 - 3 DECEMBER 1999
Programme**

Wednesday, 1 December

Morning (8:30 a.m. - 12:30 p.m., including coffee break)

- ?? Registration (8:30 a.m. - 9:00 a.m.)
- ?? Introductory remarks by the President of WAIPA, Mr. Páid McMenamin
- ?? Opening by the Minister for Investment Planning in Uganda, Hon. Gabriel Opiyo
- ?? Welcome words by the UNDP Resident Representative in Uganda, Mr. Douada Toure

Coffee Break

? **Introduction:**

- ~~///~~ *Global and regional FDI trends* by Joerg Simon, UNCTAD
- ~~///~~ *Outward investment agencies and FDI in Africa* by Paul Wessendorp, UNCTAD

--- Luncheon ---

Afternoon (2:00 p.m. - 5:00 p.m., including tea break)

? **Investor Targeting:**

- ~~///~~ *What to promote in investor targeting* by Rafi Benvenisti
- ~~///~~ *Marketing your country and projects for investment* by John Hanna
- ~~///~~ *Networking techniques in investor targeting* by Páid McMenamin

- ?? **Cocktail Reception in Masaba Lounge, Sheraton Hotel, at 6:30 p.m.**

Thursday, 2 December

Morning (9:00 a.m. - 12:30 p.m., including coffee break)

? **Case studies and discussion on investor targeting:**

- ~~///~~ *Understanding the investor* by Sanjeev Anand, Citibank
- ~~///~~ *Kenya - Developing a national investor targeting strategy* by Rafi Benvenisti
- ~~///~~ *Uganda - Attracting FDI into the cobalt industry sector* by Patrick Nyaika, UIA
- ~~///~~ *Wales (UK) - Conversion of a traditional industrial base into a competitive modern economy* by John Hanna

--- Luncheon ---

Afternoon (2:00 p.m. - 5:00 p.m., including tea break)

- ? Case studies on investor targeting (continued)

Friday, 3 December

Morning (9:00 a.m. - 12:00 p.m., including coffee break)

- ? Clinic sessions: individual one-to-one sessions between participants and trainers
- ? Closing session by the Minister of Economic Monitoring, Hon. Kweronda Ruhemba with presentation of Certificates followed by a luncheon offered by WAIPA (12:00 p.m. - 2:00 p.m.)

<p><i>Sponsors of the workshop are the Governments of Ireland and the Netherlands, UIA, UNCTAD and WAIPA</i></p>
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