



Regional Workshop on Investor Aftercare

13-14 October 2003
Dakar, Senegal

Programme

This workshop is sponsored by

 **ERNST & YOUNG**

Day 1
Monday, 13 October 2003

09:00-09:30 **Opening Ceremony**

- Words of welcome by the Investment Promotion and Majors Works Agency (APIX)
- Brief remarks by Mr. Jan Smit, Senior Consultant, Ernst & Young –Investment Location Advisory Services – (E&Y –ILAS-)
- Words of thanks by WAIPA

09:30-10:45 **Introduction**

Objective: **To set the overall stage for the workshop**

- Present the workshop objectives and outline
- Introduce participants
- Present the "Aftercare" concept

Coffee Break (10:45 – 11:00)

11:00-11:45 **Why Have Aftercare Services**

Objective: **To understand the importance of Aftercare services in inward investment promotion and economic development**

- Provide an overview of Aftercare services
- Phases in the inward investment development path
- Present concrete corporate cases to illustrate trends in investor services

11:45-13:00 **Types of Aftercare Programmes**

Objective: **To introduce participants to Aftercare as a structured programme of activities**

- Outline the generic types Aftercare programmes
- Understand their impact on the work of IPAs
- Outline best practices by IPAs

Luncheon (13:00 – 14:30)

14:30-16:00 **Designing an Aftercare Programme**

Objective: **To make participants aware of the factors to be considered when considering the design and development of an Aftercare programme**

- Identify the key organizational issues to be considered for an IPA
- 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 Break (16:00 – 16:15)

16:15-17:30 **Segment-Target-Position**

Objective: **To outline how IPAs can segment their populations of established investors, select targets and position themselves in a way that produces the best results**

- Linking the IPA Investor Targeting Strategy to the Aftercare Programme
- Segmentation variables
- Selecting target segments
- Positioning
- Case study

17:30 ***Welcome Reception offered by APIX***

Day 2
Tuesday, 14 October 2003

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

09:15-10:30 **Understanding TNCs: Business and Location Drivers**

Objective: **To provide participants with an understanding of what it is that drives TNCs to undertake FDI.**

- Why is this important in an Aftercare context?
- Introduce the factors that make companies undertake FDI decisions
- Case study

Coffee Break (10:30-10:45)

10:45-11:25 **Understanding TNCs: Financial Drivers**

Objective: **To provide participants with an understanding of the financial drivers in FDI decisions**

- Why is this important in an Aftercare context?
- Introduce the financial factors that make companies undertake FDI decisions
- Case study

11:25-12:00 **Dealing with TNCs: Identifying Buyers and Building Relationships**

Objective: **To understand how TNCs make their location decisions**

- Discuss how and when IPAs should contact target companies
- The IPA sales approach in the investor relationship
- Provide a set of guidelines on TNCs management
- Case study

12:00-12:30 **Key Success Factors for an Aftercare Programme (I)**

Objective: **To pull together the various factors identified in the course of the workshop as key constituents of an Aftercare programme**

- Consolidation of previous sessions

Luncheon (12:30 – 13:30)

13:30-14:30 **Key Success Factors for an Aftercare Programme (II)**

Objective: **To pull together the various factors identified in the course of the workshop as key constituents of an Aftercare programme**

- Group discussion and feedback

14:30-15:45 **Presenting Your Aftercare Programme**

Objective: **To review how participants have been able to incorporate the ideas presented into their own thinking**

- Presentation and discussion of Aftercare programmes developed in the course of the workshop

Coffee Break (15:45 – 16:15)

16:00-16:15 **Workshop Wrap-Up and Evaluation (E&Y-ILAS: Jan Smit & Nigel Wilcock)**

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

- Representatives of APIX, E&Y –ILAS- and WAIPA make closing remarks
- Distribution of certificates

Bionotes

Jan Smit, Senior Consultant, Ernst & Young –ILAS-

Jan is a specialist in inward investment, including impact assessment and promotion, corporate location and marketing. He has worked in this area for some 18 years, including 6 years in consultancy. Before joining E&Y, Jan worked for the Economists Advisory Group on research into various aspects of assessment of effectiveness and evaluation studies, for the Government of Quebec promoting investment into Quebec, and for the Government of South Africa on inward investment (based in Pretoria, Milan and London), as well as regional policy development and assessment. He holds a master's degree in economics, a MBA and is fluent in English, French, Italian and Flemish. Jan's clients include ONE, In.UK, the IDB and Sviluppo Italia. He also has substantial experience with private sector clients. In 2002, he worked with three pharmaceutical companies and two ICT projects for clients in the US and the EU.

Nigel Wilcock, Senior Consultant, Ernst & Young –ILAS-

Nigel has a large experience in working with development agencies. For ten years he worked as a senior manager for the North West Development Agency (UK) in a variety of roles and joined E&Y in 2001. His field of specialization is corporate location, inward investment and the role of public sector funding models in attracting private sector investment. With E&Y Nigel has worked on a major assignment to look at the government role in attracting investment for the Kingdom of Saudi Arabia. He has also been involved in a large amount of training workshops and development assignments for the English regional development agencies. Other recent engagements in economic development work include Invest UK, The Mersey Partnership, Invest Northern Ireland and the North West Development Agency. He has also worked on a number of funding schemes for private sector clients. Nigel has a degree in economics and a postgraduate degree in Marketing. He is a Member of the Chartered Institute of Marketing in the UK.