



Workshop on Attracting FDI into the Tourism Sector **发展旅游事业·促进跨国直接投资增长培训班**

Sponsors	Ministry of Commerce, P. R. China (MOFCOM)
主办方	中国商务部
	United Nations Conference on Trade and Development (UNCTAD)
	联合国贸易发展会议
	China National Tourism Administration (CNTA)
	国家旅游局
	World Association of Investment Promotion Agency (WAIPA)
	世界投资促进机构协会
Co-sponsor	Investment Promotion Agency, Ministry of Commerce, P. R. China (CIPA)
协办方	商务部投资促进事务局
Organizer	China Council on International Investment Promotion (CCIP)
承办方	中国国际投资促进会
Time	am9:00 - pm17:00, September 10-12, 2006
时间	2006年9月10日-12日 9:00 – 17:00
Venue	Seacoast Multifunction Banquet Hall, Asia Gulf Hotel, Xiamen, P. R. China
地点	厦门亚洲海湾大酒店海岸多功能宴会厅
Number of Participants	Approx. 30
参会规模	30人左右

Day One (第一天)

Opening Ceremony for both 2006 Workshop for Asian Investment Promotion Agencies and Workshop on Attracting FDI into the Tourism Sector

开幕式：2006年亚洲投资促进机构研修班 & 发展旅游事业·促进跨国直接投资增长培训班

- 09:00-11:10** Opening statements MOFCOM, CIPA/MOFCOM, CNTA, UNCTAD, WAIPA related ambassadors and representatives of trainees
商务部相关官员致辞、国家旅游局相关官员致辞、联合国贸发会议官员致辞、世界投资促进机构协会主席致辞、驻华使节代表、学员代表致辞
- 11:10-11:40** *Brief Remarks: Capacity Building of Investment Promotion Professionals, Overview of the workshop and Presentation of Participants*
简述：投资促进专业人员的能力建设，介绍研修班和学员
Mrs. Nazha Benabbes Taarji,
Chief, Investment Promotion Section, UNCTAD
联合国贸易发展委员会 投资促进部门负责人：Nazha Benabbes Taarji
- 11:40-12:00** Group Photo
集体照

12:00 - 14:00 Lunch Break (午餐)

Workshop Sessions

专题培训班

- 14:00-14:45** Foreign Direct Investment Trends – FDI in Services
外国直接投资的趋势 – 服务部门的外资
- 14:45-16:45** Roundtable: Tourism – The Investors’ Perspective
圆桌讨论：从投资者的视角看旅游业
- 16:45 - 17:00** Coffee Break (茶歇)
- 17:00-18:15** Understanding the Tourism Sector and International Investment Projects in Tourism
了解旅游业和旅游业的国际投资项目

Day Two (第二天)

- 08:30-10:00** A National Strategy for Developing Sustainable Tourism and the role of FDI
实施旅游业可持续发展的国家战略和外商直接投资的角色

10:00 - 10:15 *Coffee Break* (茶歇)

10:15-11:45 Principles of Investor Targeting (Exercise)
投资者确立目标的原则

11:45-12:30 Creating a Tourism Inventory to Improve Investor Targeting
建立旅游行业项目清单以使投资者明确目标

12:30 - 14:30 *Lunch Break* (午餐)

14:30-16:00 Market studies and SWOT analysis (Exercise)
市场学习和 SWOT 分析方法 (练习)

16:00-17:30 Understanding how Investors in Tourism Make Decisions
了解旅游业的投资者如何进行决策

17:30 - 17:45 *Coffee Break* (茶歇)

17:45-19:00 How to approach potential investors
怎样处理潜在的投资者

Day Three (第三天)

09:00-10:30 Wrap up exercise: draft and present guidelines of a strategy to promote FDI in tourism
练习：起草和提出旅游投资促进战略方针

10:30-10:45 *Coffee Break* (茶歇)

10:45-11:00 Exercises presentations and discussion facilitated by training team
研修小组进行演讲和讨论

Closing Ceremony
闭幕式

11:00-11:15 Closing Remarks (CIPA-MOFCOM; UNCTAD; WAIPA)
闭幕致词 (商务部投资促进事务局, 联合国贸易发展委员会, 世界投资促进机构协会)

11:15-11:25 Evaluation Forms
评估会议

11:25-11:45 Awarding of Certificates
颁发证书