



Workshop on Investor Aftercare and Corporate Development Services

**10-12 September 2004
Xiamen, China**

Programme

**Imperial Bayview Hotel
Xiamen, China**

This workshop has been jointly organized by UNCTAD, WAIPA, the Investment Promotion Agency, MOFCOM and Ernst & Young.

Day One Friday, 10 September 2004
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08:30-09:00 Registration of Participants

Opening Ceremony

09:00-09:10 Introduction of Guests and Presenters

Mrs. Zhou Ming

Deputy Director General, Investment Promotion Agency, MOFCOM

09:10-09:20 Brief Remarks: UNCTAD, WAIPA and Aftercare

Mrs. Nazha Benabbes Taarji

Chief, Investment Promotion Section, UNCTAD

09:20-09:35 Keynote: Aftercare in Investment Promotion Agencies

Good Practices at the Invest in Sweden Agency

Mr. Kai Hammerich

WAIPA President and Director-General/Head, Invest in Sweden Agency

09:35-09:55 Group Photo

Workshop Sessions

10:10-10:55 Introduction to the Workshop

Mr. Jan Smit

Management Consultant, Ernst & Young

11:05-11:50 Global Foreign Direct Investment Trends

Mrs. Nazha Benabbes Taarji, UNCTAD

11:50-12:10 FDI Promotion Center: Hands-on Tools for Investment Professionals

Ms. Mari Kogiso

Representative (Tokyo), Multilateral Investment Guarantee Agency

Lunch Break

14:00-15:00 Why have Corporate Development Services (CDS)?

Mr. Jan Smit, Ernst & Young

Exercises and discussion facilitated by training team

15:10-16:10 Types of CDS Programmes

Mr. Jan Smit, Ernst & Young

Exercises and discussion facilitated by training team

16:20-17:30 The Corporate Sector Perspective:
Corporate Investors in China Share their Experiences
What services do investors look for after they have invested?

moderated by Mr. Kai Hammerich

corporate speakers: to be announced

Questions and Answers

Day Two Saturday, 11 September 2004
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- 09:00-10:20** Designing a CDS Programme
Mr. Jan Smit, Ernst & Young
Exercises and discussion facilitated by training team
- 10:30-11:50** Segmenting the Market, Targeting your Prospects and Positioning your Agency
Mr. Jan Smit, Ernst & Young
Exercises and discussion facilitated by training team
- Lunch Break*
- 14:00-15:00** Understanding Transnational Corporations – Business and Location Drivers
Mr. Jan Smit, Ernst & Young
Exercises and discussion facilitated by training team
- 15:15-16:45** Understanding Transnational Corporations – Financial Drivers
Mr. Jan Smit, Ernst & Young
Exercises and discussion facilitated by training team

Day Three Sunday, 12 September 2004
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- 09:00-09:30** Review Exercise
facilitated by training team
- 09:30-10:30** Dealing with Transnational Corporations
Identifying Buyers and Building Relationships
Mr. Jan Smit, Ernst & Young
Exercises and discussion facilitated by training team
- 10:30-11:50** Key Success Factors for a CDS Programme
Mr. Kiyoshi Adachi
Legal Officer, Investment Promotion Section, UNCTAD
Exercises and discussion facilitated by training team
- 12:00-13:00** Designing your own CDS programme
Mr. Jan Smit, Ernst & Young
Presentation by participants and comments by the training team

Lunch Break

Closing Ceremony

- 14:30-14:50** Closing Remarks (CIPA-MOFCOM; UNCTAD/WAIPA, EY)
- 14:50-15:00** Evaluation Forms
- 15:00-15:30** Awarding of Certificates

BIONOTES

Mr. Kai Hammerich

President, World Association of Investment Promotion Agencies Director-General and Head, Invest in Sweden Agency

Kai Hammerich is, since 1995, Director-General and head of the Invest in Sweden Agency (ISA). He has a background in industry, in international organizations, and in journalism. From 1980-1995, Mr. Hammerich worked with Saab-Scania AB, and was its Executive Vice President between 1987-1995. From 1977-1980 he was Deputy Director and Head of the Press and Information department at the Council of Europe, Strasbourg, and from 1969-1976 he was correspondent for European affairs, stationed in Brussels. Mr. Hammerich has a Bachelor of Law (1967, University of Stockholm), a "Diplôme d'Etudes Supérieures Européennes" (1968, Department of Political Science of the Centre Européen, University of Nancy), and a B.A. in social science (1969, University of Stockholm). Kai Hammerich has been and is chairman and member of the board of several companies and committees, and is also an author of political literature. In June 2004, Mr. Hammerich was elected President of the World Association of Investment Promotion Agencies.

Mr. Kiyoshi Adachi

Legal Officer/Regional Coordinator, Investment Promotion Section, UNCTAD

Kiyoshi Adachi is a lawyer and regional coordinator with the Investment Promotion Section, part of the Investment Policies and Capacity Building Branch, at UNCTAD. Through the Advisory Services on Investment and Training Group (ASIT), he develops and manages technical cooperation activities in the area of investment promotion and capacity building, assisting developing countries and economies in transition with a view to establishing an enabling environment for foreign direct investment (FDI). Prior to joining UNCTAD in April 2002, he worked with the United Nations in both New York and Vienna, and as a corporate lawyer with the international law firm of Baker & McKenzie in Tokyo. Mr. Adachi has a *Juris Doctor* from the UCLA School of Law in Los Angeles (1991) and is admitted to the bars of Pennsylvania and the District of Columbia, USA. He also holds a Master of Public Administration from the American University in Washington, D.C. (1995) and a Bachelor's degree from Dartmouth College (1988).

Mrs. Nazha Benabbes Taarji

Chief, Investment Promotion Section, UNCTAD

Nazha Benabbes Taarji-Aschenbrenner is Chief of the Investment Promotion Section, part of Investment Policies and Capacity Building Branch, at UNCTAD. Through the Advisory Services on Investment and Training Group (ASIT) she develops and supervises technical assistance activities in the area of investment promotion and capacity building assisting developing countries and economies in transition to establish an enabling environment for foreign direct investment (FDI), to attract more FDI and benefit from it. She has worked in UNCTAD since 1981 on various subjects, including investment. Her previous duties included the conduct of research and analysis on issues relating to commodities, namely minerals and metals, preparing in-session background documents and servicing UNCTAD intergovernmental meetings for the negotiation and conclusion of international commodity agreements such as tin and natural rubber and the management of technical assistance projects on the impact of the mineral sector on the economic development of developing countries in Africa, Latin America and Asia. She also managed the technical co-operation projects of UNCTAD's Advisory Services on Investment and Technology (ASIT) in Africa and the Middle East, identifying,

developing, implementing and monitoring advisory and training projects. Prior joining the United Nations in 1981, she worked as a diplomat with the Morocco Ministry of Foreign Affairs. She is a graduate of Nice University and the School of Advanced International Studies (SAIS) of John Hopkins University.

Mr. Jan Smit

Management Consultant, Ernst & Young

Jan Smit 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 and an MBA, and is fluent in English, Flemish, French and Italian. Jan's clients include ONE, UK Trade and Investment, the IDB and Sviluppo Italia. He also has substantial experience with private sector clients.