

WAIPA Workshop on Strategic Marketing Marseille (France), 1-2 December 2004

The third regional World Association of Investment Promotion Agencies (WAIPA) workshop on Strategic Marketing was held in Marseille, France, from 1st to 2nd December 2004. Training modules for the workshop were prepared and delivered by experts from IBM-Plant Location International (Belgium) and the Euro-Mediterranean Network of IPAs (ANIMA). The latter programme also hosted the event in Marseille. The objective of the course was to help investment promotion practitioners to understand foreign investors' needs and, on that basis, to design a marketing strategy. Seventeen participants in the workshop represented WAIPA members from countries-members of ANIMA Programme (Algeria, Cyprus, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia), and from a number of other countries (Malaysia, Poland, Romania, Slovenia and Spain). Workshop participants were introduced to analytical tools for Investment Promotion Agencies (IPAs) to segment sector and country targets in order to market their country and the IPA services in the most cost-effective way. Delivering of training modules was accompanied by presentations by participants on their respective agencies' experiences and also by case studies on examples of marketing and promotion strategies developed by Invest in France Agency and Welsh Development Agency.

Workshop Participants

Investment Promotion Officials and Experts:

Algeria, *Agence Nationale de Développement de l'Investissement (ANDI)*, Ms. Leila Abdeladim, Director
Cyprus, *Ministry of Commerce, Industry and Tourism*, Ms. Panayiota Patsali, Commercial Officer
Egypt, *General Authority for Foreign Investment (GAFI)*, Mr. Mohamed Aref, Investment Promotion Officer
France, *Euro-Mediterranean Network of IPAs (ANIMA)*, Ms. Veronique Ledru, Manager, Training; Mr. Bénédict de Saint-Laurent, Project Coordinator; Ms. Louise Gibbons, Manager, Communication and Marketing; Mr. Stéphane Jaffrin, Manager, Web and Data Bases; Ms. Delphine Breant, Administrative Manager
Israel, *Ministry of Industry, Trade & Labor*, Mr. Keinan Gil, Foreign Investments Director
Jordan, *Jordan Investment Board (JIB)*, Mr. Issa Gammoh, Overseas Marketing Manager
Lebanon, *Investment Development Authority of Lebanon (IDAL)*, Mr. Abbas Ramadan, Head of Information and Promotion Unit; Mr. Walid Hanna, Legal Advisor
Malaysia, *Selangor State Investment Centre (SSIC)*, Mr. Jabar Ahmad Kembali, General Manager
Morocco, *Direction des Investissements (DI), Ministère des Affaires Economiques et Générales*, Ms. Nisrine Loubaris, Head, Tourism Sector Service
Palestine, *Palestinian Investment Promotion Agency (PIPA)*, Ms. Shireen Anabtawi, Director of International Cooperation; Ms. Riham Tarazi, PR Adviser
Poland, *Polish Information and Foreign Investment Agency*, Mr. Marcin Kaszuba, Executive Vice President; Ms. Barbara Loboda, Senior Economist
Romania, *Romanian Agency for Foreign Investments (ARIS)*, Ms. Miriam Costea, Counselor
Slovenia, *Slovenian Trade & Investment Promotion Agency (TIPO)*, Ms. Irena Lukac, Project Manager
Spain, *Ministry of Industry, Tourism and Trade*, Mr. Erik Rovina Mardones, Technical Advisor
Tunisia, *Foreign Investment Promotion Agency (FIPA)*, Mr. Nejib Tordjman, Promotion Division, Director Consumer Products

Company Representatives:

Belgium, *IBM-PLI*, Mr. Roel Spee, Associate Partner; Ms. Amaya Manrique, Senior Consultant

Officials from International Organizations:

United Nations Conference on Trade and development (UNCTAD), Mr. Vladimir Pankov, Regional Advisor