



**21<sup>st</sup>  
World Investment  
Conference  
Istanbul**

**INCLUSIVE INVESTMENTS  
AND A SUSTAINABLE FUTURE**

**OCTOBER 13-14**

**#WIC16  
Çırağan Palace**

## The Conference on Sustainable FDI

The 21st annual WAIPA World Investment Conference (#WIC16) is being held in Istanbul, Turkey, on October 13-14, 2016. This annual meeting will bring together Investment Promotion Agencies (IPAs) from a vast number of countries; other government officials, development sector leaders, private sector representatives and academics relevant to FDI policy and strategy.

Following last year's WIC in Milan (2015), a consensus has been established among WAIPA members that there is a need to bring marked policy shift to create sustainable investments at the investment agency level. That is why we have chosen "Inclusive Investments and a Sustainable Future," as the overarching theme for this conference. It will guide our discussions in the different sessions of #WIC16.

WAIPA #WIC16 Istanbul debate sessions will focus on the following topics:

- Steering towards sustainable FDI – FDI as a main driver to achieve SDGs;
- Influence of technology in IPA service excellence;
- Analyzing factors that determine private sector investments into markets.

WAIPA brings together the three key players to discuss what makes investments more sustainable: global businesses, Investment Promotion Agency (IPA) professionals that can help scale up quality of investment promotion and the leaders of relevant international organizations.

No policy changes can ever happen in a vacuum; they need political will. To bring more of that to the international geo-political context, the President of Turkey will deliver the keynote address. As a leading emerging market, Turkey can model this shift for other nations with a similar disposition. The vision of WAIPA's Presidency is to continuously provide a platform for shared experiences that enhance the understanding of both the challenges and opportunities of investment promotion.

Invest in Turkey (ISPAT) and WAIPA welcome IPA officials at what is seemingly the first conference by WAIPA to link investments and United Nation's Sustainable Development Goals (SDGs).



# SCHEDULE

## INSTITUTIONAL MEETINGS\*

October 13, Thursday

### Workshop on Sustainable Development Goals and Investment Promotion\*

9:30 AM - 12:30 PM	Mabeyn Room (Parallel to Steering Committee Meeting in Simal Room C)
09:30-09:40	Welcome by Bostjan Skalar, WAIPA CEO
09:40-10:10	UNCTAD Presentation: <i>A New Agenda for Investment Promotion and Facilitation</i> Paul Wessendorp, Chief, Investment Promotion Section of the UNCTAD Division on Investment and Enterprise
10:10-10:40	OECD Presentation: <i>Planet and Prosperity – Linking SDGs to Effective Policy making at IPA level</i> Michael Gestrin, Senior Economist OECD Investment Division
10:40-11:10	UNIDO Presentation: <i>Ensuring Investments that lead to inclusive and sustainable industrial development</i> Bernardo Calzadilla Sarmiento, Director Department of Trade, Investment and Innovation, UNIDO
11:10-11:40	ILO Presentation: <i>Making Investment Promotion the engine for decent job creation</i> Githa Roelans, Head of the Multination Enterprises and Enterprise Engagement Unit of the ILO Enterprises Department
11:40-12:30	Discussion
12:30 PM - 2:00 PM	Luncheon in Enderun Ballroom

### WAIPA General Assembly Meeting\*

2:00 PM - 4:00 PM	Mabeyn Room OPENING CALL AND CHAIRMANSHIP Audited financial statements 2015-2016 Arda ERMUT, President, WAIPA & ISPAT Annual Report of WAIPA activities 2015-2016
4:00 PM – 6:00 PM	Presentations by WAIPA Members APIP Guinee FIPA Bosnia Herzegovina UgandaInvest Tatarstan Investment Development Agency PAIZ Poland FIPA Tunisia MARKA Turkey

### Bosporus Cruise and Gala Dinner

7:30 PM – 10:00 PM	Cubuklu 29, Istanbul, Asian side waterfront Dress code: business attire
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\*) Participation in the Workshop and General Assembly is restricted to WAIPA Members



## CONFERENCE OPENING

October 14, Friday

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08:00 AM - 09:00 AM

### **Workshop Meeting** – Kaftan Room (only for WAIPA members)

World Bank Presentation: *Taking Stock of Sustainable Investments*

Roberto Echandi, Global Investment Policy Lead of the Investment Climate Unit of the World Bank Group's Trade & Competitiveness Global Practice

09:15 AM - 10:15 AM

### **Conference Opening** - Çırağan Ballroom

Opening statements by:

- Arda Ermut, President of WAIPA and ISPAT
- Celestin Monga, Vice President and Chief Economist, African Development Bank
- Oussama Kaissi, CEO of the Islamic Corporation for the Insurance of Investment and Export Credit (ICIEC) and Chairman of ITAP Supervisory Committee, Islamic Development Bank Group
- James Zhan, Director of the Division on Investment and Enterprise, UNCTAD
- H.E. Mehmet Şimşek, Deputy Prime Minister of Turkey

10:15 AM – 10:30 AM

### **MoU Signature Ceremony**

- Islamic Development Bank
- International Labour Organization
- Annual Investment Meeting
- fDi Intelligence

### **Steering towards sustainable FDI – FDI as a main driver to achieve SDGs**

10:30 AM - 12:00 PM

First Plenary Session – *Leaders' Talk*

Moderator: Bostjan Skalar, WAIPA CEO

Panelists:

- Michael Gestrin – Senior Economist, Investment Division, Directorate for Financial and Enterprise Affairs, OECD
- Bernardo Calzadilla Sarmiento, Director Department of Trade, Investment and Innovation, UNIDO
- Roberto Echandi, Global Lead, The World Bank
- Barry Matherly, Board Chair, International Economic Development Council
- Nicole Graugnard, Senior, Policy Manager Trade and Investment, International Chamber of Commerce
- Githa Roelans, Head of the Multinational Enterprises and Enterprise Engagement Unit of the ILO Enterprises Department
- James Zhan, Director of the Division on Investment and Enterprise, UNCTAD

12:00 PM - 01:30 PM

Luncheon in Enderun Ballroom



## CONFERENCE DAY

October 14, Friday

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### Influence of technology in IPA service excellence

01:30 PM – 01:45 PM      Second Plenary Session – *Tech Talk*  
Keynote: Bülent Hiçsönmez, Country Director, Google Turkey

01:45 PM - 03:15 PM      Moderator: Alexander Meyer, SAP Vice President  
Panelists:

- Mallikarjun Rao, Chief Technological Officer, Vodafone Turkey
- Lucia Cartini, Senior Industrial Development Officer and Coordinator for the UNIDO Investment and Technology Promotion Offices (ITPOs)
- Uygur Doyuran, GE Digital Country Manager Turkey
- Sarah Bauerle Danzman, Assistant Professor, Indiana University
- H.R.H. Princess Abze Djigma, CEO AbzeSolar

03:15 PM - 03:30 PM      Coffee Break

### Analyzing factors that determine private sector investments into markets

03:30 PM - 05:00 PM      Third Plenary Session – *Business Talk*  
Moderator: Andreas Dressler, Managing Director, Conway  
Panelists:

- Teresa Fogelberg, Deputy Chief Executive, GRI
- Roberto Echandi, Global Lead, The World Bank
- Cristian Rodriguez Chiffelle, Global Leadership Fellow and Lead for International Trade and Investment Policy at the World Economic Forum
- Cenk Kivilcim, General Manager Cisco Turkey
- Marc Seiler, CFO Nestlé Turkey

05:00 PM - 05:15 PM      **Closing Remarks**  
By Bostjan Skalar, WAIPA CEO

## RATIONALE

### MAIN SESSION

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#### **The Need to Promote FDI**

National economies can greatly benefit from an influx of foreign investments. As a result, jobs are created, technology transfer occurs and knowledge is shared. In this way, FDI encourages economic growth.

Investments traversing international state borders can prove to be important in advancing economic and social integration. Cross border investments work towards removing barriers of investment and furthering regulation to protect public interests of the host country involved. Contemporary investment trends favor intra-regional cross border investment and the increasing role of emerging economies as the drivers of FDI around the world.

#### **Inclusive Investments**

WAIPA believes in inclusive investments by adhering to a regional focus when it comes to putting in place best practices to attract foreign investment into regions. This is because we believe that FDI attraction principles need to be combined with local knowledge to be most effective. Such combined efforts can be useful in surpassing mutually shared challenges, for example the 2008 global financial crisis. Through a practice of inclusive investments, IPAs from around the world have begun to recover after the 2008 slump because they have begun to work regionally and collectively. This shows that challenges of attracting investment are shared by similar economic tier countries and can only be solved with a collective voice.

Representing IPAs around the world, WAIPA can bring together IPAs from vast number of countries, in particular those from emerging economies, government officials, prominent figures from the development sector, private sector representatives and those from the academia who can collectively contribute towards FDI policy and strategy.

#### **Sustainable Future**

From focusing solely on the role of IPAs in driving FDI, the global community of policy makers has now showed a growing interest in linking international investment schemes to the United Nation's Sustainable Development Goals (SDGs). This renewed focus is to ensure investments to be sustainable and furthermore, to offer a remedy to effectively address market challenges in the regional and global arena.

WAIPA bridges international organizations with IPAs that are working on the ground to implement investment promotion initiatives and with the IPA end clients, the investors. Therefore, WAIPA is well positioned to further explore these existing linkages, in such a way that a plan can be devised to integrate investment promotion with UN SDGs. Prominent goals of poverty eradication, employment generation, gender equality and environmental protection can be linked with investment schemes and hence create a platform for sustainable investment.

### **Rationale for Panel 1: Steering towards sustainable FDI – FDI as a main driver to achieve SDGs**

A few years ago sustainable investment was mainly sought after by small investors and was regarded as a fringe interest. Then, it only interested those few investors who held strong views on environment and human rights. However, over time, the international investment community has placed large amounts of money in sustainable investment initiatives, and the large financial services firms have taken notice and are now offering their clients a catered 'sustainable investment' option.

Not only are sustainable investments mainstream, but also they are very profitable. Investors no longer have to sacrifice potential profits for the cost of investing in sustainable and socially responsible initiatives. The Wall Street Journal reported that in 2014 "environmental and social issues have accounted for 56% of shareholder proposals, representing a majority for the first time." In Europe and America, sustainable investment funds are growing at a faster rate than conventional funds and it's important for emerging economies to evaluate this trend and direct their FDI inflow efforts to cater to sustainable investment goals.

### **Rationale for Panel 2: Influence of Technology in IPA service Excellence**

Technology is used by IPAs to gather information about various investment opportunities around the world. In an ever-increasing specialized global market, IPAs are required to narrow the scope for potential investments and adopt a structured approach to identify particular areas of investment. Moreover, traditional business models are evolving and thus investment opportunities are dispersing across the globe. IPAs use digital technology to track investments across the multiple segments of the economy and can promote their host-country's transparent governance structure. Open governance is a key factor that potential investors look for when driving FDI to unchartered economic zones.

Proliferation of technology through FDI can also be linked to meeting the United Nation's Sustainable Development Goals (SDGs). There is a direct link between transfer of technology and the improvement of socio-economic conditions of the host country. Such use of technology with FDI flow advances the transfer of knowledge, thus improving the efficiency of future investment initiatives. An example of this is in the agriculture field, where multinational firms help developing countries to improve soil consumption by adopting advanced technologies in the farming techniques.

### **Rationale for Panel 3: Analyzing Factors that Determine Private Sector Investments into Markets**

The main concern of this panel is to determine the following core question: what series of factors define how private sector investments are driven into markets? Understanding such factors is paramount particularly for emerging economies, so the IPAs representing those regions can make informed decisions to formulate and execute policies that can effectively attract FDI.

Elements such as openness to trade, extensive infrastructure development, a strong legal framework that exhibits the rule of law and availability of natural resources are major factors that can have a positive influence on attracting private sector investments into markets. Turkey serves as a prime example for other emerging economies that are looking to attract private sector investments. According to Invest in Turkey, the country has generated FDI inflow of \$12.5 billion in 2014 - A significant increase from \$8.5 billion in 2009 on account of the global financial crisis. To achieve these high levels of inward investment, Turkey has established strong trade ties with Europe, North America and the Gulf Countries.



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