

FDI Capacity Building Workshop for Investment Promotion Professionals

Annual Investment Meeting Workshop
1 April 2017, 10-13:00h in Room Dubai E

1. Investment promotion trends - by Andreas Dressler, FDI Advisor

The classic vanilla but ever so popular - this training on investment promotion trends enables investment agency officials to not only refresh their skills on promotional services but also allows them to chart through the whole flow of end-to-end support.

With ever year that passes, investors expect better service delivery from IPAs and with better technology tools, with a more amalgamated knowledge base and measurable results and output.

While IPAs struggle to be recognized for the tremendous boost they provide development, this training enables them to effectively structure their core field of expertise.

2. Multi-stakeholder dialogue – by Bostjan Skalar, CEO WAIPA

An IPA's promotional activities and after care services can be significantly enhanced through facilitating a constructive dialogue between the investors and the workers and enterprises impacted by the investor's operations.

This is particularly true for large investment projects with significant community impacts. This session will focus on ways in which IPAs can facilitate multi-stakeholder dialogue on issues of mutual concern between investors and communities, to smooth the establishment and operation of

the investment and higher levels of investor and community satisfaction.

This topic should be re-shaped and renewed. Should give the idea that IPAs are bridges between investors and governments.

3. Passing the mic on to IPAs:

- **Esmel Emmanuel Essis, CEO of CEPICI, Cote d'Ivoire**
- **Gianpaolo Bruno, Italian Trade Commissioner to the UAE, Oman and Pakistan**
- **Taliya Minnulina, CEO of Tatarstan Investment Development Agency, Tatarstan, Russia**

When it comes to training on investment promotion there is always a one-way flow – from the experts to the IPAs. The fact remains though that IPAs have far more sophisticated on ground knowledge than any theoretical discourse would allow. They are far more adapt to challenges and develop the keen ability to think on their feet in terms of changing investor needs and turbulent political climate.

Here IPAs will be invited for best practice sharing on investment promotion and facilitation. While they share what makes or breaks deals, they will also provide great insights to their peers on the effectiveness of documenting. They will shed light on various case studies. This will serve as a much more practical guide to other IPAs.