

# WORLD BANK - WAIPA EXECUTIVE TRAINING ON FDI

## Background and rationale

Productive private sector investment is an important component of developing countries' competitiveness and growth strategies. Attracting foreign direct investment (FDI) helps to link a country's domestic economy to global value chains in key sectors, create quality jobs, increase exports, develop supply chains, and transfer technologies and business practices. These potential benefits require clear FDI policies and promotion strategies, as well as effective implementation that responds to the realities and aspirations of a country.

Countries also increasingly need to define their value proposition as an attractive investment location and to proactively market investment opportunities to investors in sectors and sub-sectors with comparative advantages relative to competing locations. This is particularly important for countries with little track record of attracting FDI or a reputation as difficult places to invest.<sup>1</sup>

For this reason, the World Bank Group and WAIPA partnered to bring an Executive training targeting high-level executives dealing with FDI at investment promotion agencies (IPAs) and policymaking bodies.

## Participants' profile

The target audience includes about 30 executives of IPAs as well as investment policy representatives from relevant line ministries or government offices. The training program will focus on empowering these leaders to master complex challenges in investment policy and promotion practice, on improving skills and talent, and providing practical tools and experience that they can use straight away.

## Course description and objectives

At the end of the course the participants will have:

- Learnt about the latest trends and best practices in investment policy and promotion, as well as links with Government's broader development agendas (i.e. economic diversification, job creation);
- Improved their capacities to design and implement effective policies and efforts aimed at attracting, establishing, retaining and expanding FDI, as well as linking it better to domestic economies;
- Gained knowledge of cutting edge solutions and tools, such as for the design and administration of effective investment incentives and investment retention and expansion,
- Familiarized with effective strategies to maximize the positive spillovers of FDI for domestic economies.

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<sup>1</sup> Trade and Competitiveness Global Practice, World Bank Group

## Date and Venue

The course will take place on July 17-20, 2017, at the WAIPA Training Center at the premises of WAIPA in the Istanbul World Trade Center.

## Methodology and resource person

The course will take a participatory approach ensuring exchange of information and sharing of experience of guest speakers, lecturers and participants. Brief lectures will present latest research, toolkits and real life experience of the World Bank Group in supporting Governments and IPAs around the world in the pursuit of investment agendas.

Lecturers and guest speakers will include specialists from the World Bank Group, WAIPA, as well as from selected National Investment Promotion Agencies and the business sector.

## Structure and content

The 4-day full training program will explore all areas of the investment life-cycle, starting with attracting and establishing FDI, proceeding with its retention and expansion, and concluding with linkages to domestic economies.

Sessions will include brief lectures, moderated group discussions, a case study as well as experience sharing by IPAs and the business sector, around the following topics:

- The evolution of FDI, its role in development, international investment agreements;
- The relationship between trade and investment and the current debate on globalization;
- Diversifying the economy with FDI: from theory to practice
- Anchoring Investment Policy Reforms: designing, approving and implementing investment laws;
- Effective Investment Promotion to attract, establish, retain and expand FDI;
- Removing Barriers to Entry;
- Investment Incentives: types, and when they do work;
- Making Investors Stay in the Long Term: investment protection, retention, and expansion
- Promoting Linkages between FDI and the Local Economy: the missing link!

The full training agenda is attached.

## Languages

The course will be conducted in English.

## About the organizers

WAIPA, the World Association of Investment Promotion Agencies represents over 170 IPAs in almost 130 countries. Amongst its core mandate is to provide technical assistance to IPAs on strategies and policies towards investment promotion/facilitation and the sharing of knowledge and best practices ([www.waipa.org](http://www.waipa.org)).

The Investment Policy and Promotion Unit is part of the Trade and Competitiveness Global Practice's Investment Climate Unit. It provides assistance to over 80 countries around the globe to improve their

investment policy frameworks – addressing legal, regulatory and administrative impediments in order to attract, retain and expand investments.

The World Bank Group is a vital source of financial and technical assistance to developing countries around the world and is not a bank in the ordinary sense but a unique partnership to reduce poverty and support development. The World Bank Group comprises five institutions managed by their member countries and has 10,000 employees in more than 120 offices worldwide ([www.worldbank.org](http://www.worldbank.org)).

### Cost of participation

There is no fee for this Executive Training for WAIPA members. The participants have to cover their travel between their home country and the course venue as well as lodging. Furthermore, no emergency medical insurance is provided. Participants have to ensure that they have a valid passport and appropriate [visa](#) for travel to Turkey.

### Applications

The application deadline is subject to seats' availability and thus varies. WAIPA members will be given preference. Participants must register by sending email to [andreas.hora@waipa.org](mailto:andreas.hora@waipa.org).