



PROMO-KIT

Preparations for the [22nd annual World Investment Conference](#) (WIC17) are well underway and registration for the event is now open. The flagship event of the [World Association of Investment Promotion Agencies](#) (WAIPA) will be held for two days (November 27-28, 2017) and hosted by WAIPA Steering Committee Member Dubai FDI at the InterContinental Dubai Festival City. This annual meeting, under this year's theme "**FDI as a driving force for sustainable development**", will bring together over a hundred leading Investment Promotion Agencies (IPAs) from all around the world, international organization's leaders, heads of financial institutions, leading political figures, private sector representatives, prominent economists and researchers.

This year's WIC will considerably differ from previous versions. To disseminate the value and the information to a broader community we look forward to your support on the promotion of the #WIC17.

In this toolkit, we have attached key messages that you can copy and share with your social media followers across sites such as Facebook, Twitter, LinkedIn and Instagram. You will also find a list of key social media accounts, hashtags to use and graphics for your websites, emails and social media.

If you have any questions or need any other materials, please feel free to reach out to our Communication Specialist, Eva Salamon at eva.salamon@waipa.org

WIC17 Official Website

www.worldinvestmentconference.org

Social Media Accounts To Follow

Twitter: <https://twitter.com/WAIPAorg>

Facebook: <https://www.facebook.com/WAIPAorg/>

Linkedin: <https://www.linkedin.com/company/waipa>

YouTube: https://www.youtube.com/channel/UCzMhf_MIyf5o1Dz4wKWs9Dw

WIC17- related Hashtags

#WAIPA

#WIC17

#FDI

#investment

#sustainabledevelopment

#SDGs

Suggested Social Media Posts

@WAIPAorg 's 22nd annual #WIC17 is just few weeks away- join us to discuss the future of #FDI

Hear from #FDI experts at the #WIC17 in #Dubai November 27-28, 2017

Connect directly to business growth opportunities at #WIC17 in #Dubai

#WIC17: The top #FDI event & highest level event of its kind hosted by @WAIPAorg and @DubaiFDI

Hear from #FDI experts on trends, policies and cutting-edge investment promotion practices at the #WIC17 this November

Create strategic partnerships and expand your network at #WIC17 in #Dubai November 27-28

The #WIC17 will connect #FDI experts to discuss what is in hold for the future. Join us in #Dubai in November 27-28

Discover what the changing development agenda means for your business at #WIC17 in #Dubai November 27-28