

**The FDI Excellence Series  
“FDI Essentials” Training**

**16-18 January 2018**

**WAIPA Training Center, Istanbul**



World Association of  
Investment Promotion  
Agencies

Date & Time	Topics
<b>Tuesday, January 16</b>	
12:30-13:30	<b>Registration</b>
13:30-14:00	<b>Introduction</b> Introduction of course objectives and participants
14:00-15:00	<b>Definitions and types of FDI</b> What are the different categories and types of FDI? How do investors choose a mode of investment? What else can be considered investment? What are the benefits of FDI for host locations? Are all types of FDI equally attractive? What are the risks associated with FDI?
15:00-16:00	<b>Drivers of FDI and location choices</b> Why do companies invest overseas? What FDI drivers are currently most influential? How do companies select locations for different types of projects? What do investors look for in a location?
16:00-16:30	Break
16:30-17:30	<b>FDI Trends</b> Where are companies investing around the world? Which are the largest/fastest growing sources and destinations of FDI? Which industries/types of projects are generating FDI projects? What is the prevalence of greenfield vs. M&A in different regions and sectors?
17:30-17:45	Summary and discussion of the day's key points.

## Wednesday, January 17

### **The FDI market**

09:00-10:00

Who are the key private, public and multilateral players in the global market for FDI? How are the different parts of the FDI "ecosystem" connected?

### **Role and functions of IPAs**

10:00-11:00

What are the key functions of IPAs? What are the different models and organizational structures? How do IPAs interact with partners and stakeholders?

11:00-11:30 Break

### **National investment policies**

11:30-12:30

What policies can governments put in place to attract more and higher quality investment?

12:30-13:30 Lunch

### **Practical exercise**

13:30-15:00

Participants work in teams to develop and present location criteria for different international investment projects

15:00-15:30 Break

### **Competition for investment**

15:30-16:30

How do locations compete with one another? What methods do IPAs use to compete? Which approaches to investment attraction are most effective?

### **International investment regulations and agreements**

16:30-17:30

How do international agreements affect the flow of FDI? How do they impact the activities of IPAs?

17:30-17:45 Summary and discussion of the day's key points.

## Thursday, January 18

### **Participant presentations**

09:00-10:00

Selected participants provide short presentations about their agencies, including size, structure and key activities and areas of focus.

Participants should be asked in advance to prepare short (5 to 10-minute) presentations.

	<b>Key success factors</b>
10:00-11:00	What factors determine the success of IPAs and locations in attracting investment? What can IPAs do differently from their competitors? How should investment attraction activities be managed in practice? What tools and resources are necessary for successful investment promotion?
11:00-11:30	Break
	<b>Best practices</b>
11:30-12:30	Which IPAs around the world are most successful and why? What are the best practices for different aspects of investment promotion and attraction? To what extent can these best practices be replicated in other locations?
12:30-12:45	Summary and discussion of overall course learnings
12:45-13:30	Farewell lunch (optional)