



World Association of  
Investment Promotion  
Agencies

# FDI Excellence Series 2019 overview

## INNOVATION IN INVESTMENT ATTRACTION

Location: Istanbul | Dates: 19 & 20 February 2019

This session will focus on the latest developments that are shaping foreign direct investment as well as the most exciting advances in the field of investment attraction. Topics to be covered include:

- Global FDI trends including changes in geographical investment flows and the types of projects locating in different areas of the world.
- Current drivers of FDI and the impact of geopolitical developments.
- Industry trends and the emergence of new sectors that are generating increased investment activity.
- The impact of new technologies such as automation and artificial intelligence on investment and FDI attraction strategies.
- The changing role of investment promotion agencies (IPAs) and new models for investment promotion around the world.
- Innovative approaches and best practices in different areas of investment attraction, including marketing, lead generation and aftercare.
- The growing use of technology in investment attraction and successful cases of IPAs that are applying new technological solutions.

## INVESTMENT ATTRACTION AND FACILITATION

Location: Dubai | Dates: 5 & 6 April 2019

This session will focus on the practical aspects of identifying, contacting and engaging with potential investors. The training will cover key aspects of successful investment attraction and facilitation, including:

- Developing a go-to market strategy focused on specific target sectors and geographic markets.
- Different channels for reaching investors, from setting up international offices to organizing roadshows, and their relative effectiveness.
- Identifying potential investors based on research, industry contacts and other sources.
- Approaching investors for the first time and building a relationship with decision makers.
- Conducting due diligence on potential foreign investors as part of a thorough qualification process.
- Providing support to investors at different stages of their decision-making process.
- Using IPA's services and support to differentiate the location and win investments.



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## LEADERSHIP AND ADVOCACY

(immediately prior to WAIPA WIC19)

Location: Warsaw | Dates: mid-October

This session is targeted to senior executives and management of investment promotion agencies and will address a range of issues that are critical to the success of an IPA, including:

- Developing a comprehensive strategy to cover all aspects of investment attraction.
- Successful integration of investment attraction with other promotional activities such as trade, tourism or innovation.
- Structuring investment attraction activities organizationally to make the most of existing resources.
- Building organizational capability and ensuring the right mix of skills in the IPA's staff.
- Collaborating effectively with partners including IPAs at different geographic levels, other government agencies, universities and the private sector.
- Managing key stakeholders to ensure their support for investment attraction and the IPA.
- Measuring the IPA's performance and communicating the impact of FDI and the role of the IPA.
- Working through government to enhance the investment environment and strengthen the role of the IPA.

## MARKETING AND PROMOTION

Location: tbd | Dates: mid-December 2019

This session focuses on the promotional activities that an IPA conducts to raise awareness of the location and communicate its advantages to potential investors. Topics that will be covered include:

- Integrating marketing effectively with investment attraction and the IPA's other activities.
- Developing and leveraging a location brand.
- Positioning the location through persuasive "story-telling"
- The effectiveness of different marketing channels and creating the optimal marketing mix
- Using social media to achieve maximum impact.
- Raising awareness of the location through public relations and communications.
- Employing the latest digital marketing tools and techniques to drive results.

**Fees per course per person: WAIPA members: USD 1700 / Non-members: USD 2500**

Should more than one person per agency participate we can offer group pricings:

\*Members: Fee per course for second participant: USD 1600, Fee per course for third or any additional participant: USD 1500

\*\*Non-members: Fee per course for second participant: USD 2300, Fee per course for third or any additional participant: USD 2000

Participants must cover and arrange their travel between their home country and the course venue as well as lodging, this is not included in the tuition fee. Furthermore, no emergency medical insurance is provided. Participants must ensure that they have a valid passport and appropriate visa for travel to the respective country.

The FDI Excellence Series trainings will be delivered by Andreas Dressler, who is one of the world's leading advisors in the field of foreign direct investment, as well as other selected FDI practitioners and professionals. Courses are open to all agencies from around the world, with a reduced registration fee for WAIPA members.

**To register please visit: [www.waipa.org](http://www.waipa.org)**