

# FDI EXCELLENCE SERIES

## ATTRACTING QUALITY FDI TRAINING COURSE

DUBAI, UAE

26 & 27<sup>th</sup> March 2022



World Association of  
Investment Promotion  
Agencies

[www.waipa.org](http://www.waipa.org)

In collaboration with  FDI Center



### Day 1 – March 26

**13:00 – 13:30**

Introduction of course objectives and participants

**13:30 – 14:30**

#### Global FDI Trends

The FDI landscape has changed significantly in the past two years and is characterized by new types of projects and investors. This session will look at key developments in global investment, including the impact of innovation, digitalization, sustainability and other trends on corporate strategy and investment decisions. Participants will learn which sectors are generating projects and what types of companies are most actively expanding their international presence.

*Andreas Dressler, Managing Director, FDI Center.*

**14:30 – 15:00**

Break

**15:00 – 16:00**

#### Defining Quality Investment

FDI can generate many benefits but not all of these are equally important for every location. In this session, we will explore how IPAs can focus on attracting FDI that generates the desired advantages for their location. Participants will learn how to identify FDI that contributes to their location's overall economic and social goals and is aligned with government policy. The session will also look at the importance of a clear strategy for guiding an IPA's efforts and how the strategy can guide what type of FDI to attract.

*Andreas Dressler, Managing Director, FDI Center.*

**16:00 – 17:00**

#### Providing customized value and support

More innovative and developed investors typically have more complex requirements. To provide effective support that differentiates their location from others, IPAs need to understand the specific requirements of the types of investors they are trying to attract. In this session, we will learn how Dubai CommerCity has developed a suite of 'E-commerce-as-a-Service' offerings that reflects the needs of the target companies that it is seeking to attract to its e-commerce ecosystem.

*Anisa Muhammad Ali, Senior Director, Business Planning and Operations, Dubai CommerCity*

### Day 2 – March 27

**9:00 – 10:00**

#### Identifying Quality Investors

Identifying companies that have the potential to make the right types of investment is essential for investment attraction. Day 2 will start with a hands-on session on how to identify companies that may have plans for specific kinds of investment. The session will use case studies of real companies to demonstrate research techniques and sources that participants can apply to identifying potential investors for their own targeting and investment attraction efforts.

*Andreas Dressler, Managing Director, FDI Center.*

**10:00 – 11:00**

#### India's approach to attracting quality investment

This session will provide a case study of how Invest in India has been able to attract quality FDI in the electronics sector. Participants will gain insight into how the agency contributed to the creation of an investment ecosystem and worked closely with

relevant government departments to introduce supporting policies and incentive schemes. The session will also describe how Invest In India built on this foundation to successfully conduct investor targeting, promotion and facilitation to achieve outcomes.

*Dushyant Thakor, Senior Vice President, Invest India*

**11:00 to 13:30**

Break

**11:30 – 12:30**

#### Providing Value

"Quality investors" often need different types of assistance than the typical package of support that most IPAs offer. In this session, participants will learn about the requirements of different types of investors and projects and why these require a different approach from IPAs. The session will also provide examples of how agencies around the world are developing innovative types of support in response to the changing needs of investors.

*Andreas Dressler, Managing Director, FDI Center.*

**12:30 -13:30**

Lunch

**13:30 - 14:30**

#### Attracting Sustainable Investment

This session will focus on the growing importance of sustainability in investment attraction. Key topics to be covered include how sustainability can be defined for investment attraction purposes and how IPAs can identify sustainable projects and investors. To illustrate these points, the speaker will present a case study of how InvestChile changes critical functions of

the agency, including sector prioritization, value propositions, business intelligence, aftercare and policy advocacy role to be able to successfully attract sustainable FDI.

*Cristián H. Rodríguez-Chiffelle, Luksic Visiting Scholar, David Rockefeller Center, Harvard University and former CEO, InvestChile.*

**14:30 – 15:30**

**The role of Innovation Ecosystems** – speaker TBC

**15:30 – 16:00**

Break

**16:00 – 16:30**

#### Measuring Impact

Traditional performance indicators of job creation and investment inflows do not provide the full picture of the benefits that FDI can provide. Quality investment often has other benefits that are difficult to measure, including innovation or contribution to the sustainability development goals. This session will provide a review of different methods that IPAs around the world are using to measure and communicate their performance and the impact of FDI in a more comprehensive way.

*Andreas Dressler, Managing Director, FDI Center.*

**16:30 -17:00**

Wrap-up, summary of learnings and presentation of certificates

► **Price:**  
**1800 \$ per person for WAIPA members;**  
**2500 \$ per person for non-WAIPA members**

► **Register here:**  
<https://waipa.org/the-fdi-excellence-series-registration-page/>



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