

Inaugural Course

Aftercare Masterclass Series

An 8-week Programme to maximise the contribution foreign investors make to host economies.

Training Partner



World Association of
Investment Promotion
Agencies

Our Approach to Training

We live in a new era, one where governments across the world are asking themselves how to stand tall following Covid-19, the disruption of value chains or the expected food insecurity derived from the conflict in Eastern Europe. We believe that Aftercare offers a path to contribute to this; it provides a methodology for joining forces across different organisations, bridging the gap between public and private sector, and for host economies to create more value by working closely with their foreign investors.

With cutting-edge insight gathered while writing the seminal book "Investment Aftercare Explained", the Aftercare Masterclasses Series is a first and equips participants with the skills, toolkits and mindsets so that they not only leverage the presence of foreign investors in their host economy to new levels, but also to develop new skills that unleash stakeholder value to drive resilience and sustainability.



FdiCampus.com

Master FDI faster

Equip yourself with the FDI mindsets, skillsets and action sets, so that you play an active role in accelerating economic recovery, help foreign investors grow further and catapult your career.

This training is delivered by fdiCampus from Cities & Collaboration.

Programme

Post-investment is not a destination, but rather a journey to becoming a strong and resilient host economy that place foreign investors centre-stage of economic development. This series of 10 sessions equip participants with a 360 degree approach to post-investment, looking into the why, what and how of Aftercare, as well as how it links to other functions of FDI.

Week 1: FRAMEWORK LONG-TERM FDI

Looking after investors can no longer be an afterthought. Aftercare is a key function to grow and retain foreign investors as well as an effective tool for local economic development. This course dives into the why, what and how of post-investment in general, and how Aftercare is paving the way to long-term engagement with established foreign investors, providing them with a platform to amplify their positive contribution to the local economy.



Week 2: ENGAGEMENT WITH ESTABLISHED INVESTORS

Established investors don't respond to typical FDI messages. In fact, speaking to them as if they were new investors is one of the most common mistakes IPAs can make. As a result, many FDI professionals find it difficult to come across as authoritative when speaking to investors and choose to avoid those conversations. This course explores how to overcome that barrier.



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Week 3: INVESTOR SERVICES

Investor Services are at the core of post-investment investor support; they are a platform for IPAs and EDOs to engage with foreign investors and to develop a relationship that leads to further economic growth. Neglecting investor services puts the return of investment of attracting FDI at risk. Participants will learn about best practices from around the world, and hopefully be inspired and enthused to implement some of these examples locally.



Week 4: INVESTOR AID, CONFLICT & GRIEVANCES

Conflict is a by-product of human activity, including FDI. This course explores what the most common sources of investor discontent are, what can be done to manage conflict and avoid escalation, the different options investors have when it comes to taking investors to court, both nationally and internationally, and best practice when it comes to setting up conflict management systems.



Week 5: DIVESTMENT

What happens when things do not go as planned and when investors decide to leave? This week we explore what factors lead to divestment, what actions host locations can take to manage divestment risks and what to do when it comes to corporate closures.



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Week 6: VALUE CHAINS

Companies looking to grow analyse a country's value chain in detail. This week we explore the basics of how supply chains and value chains are structured, how to better embed the investor in the local ecosystem and why FDI professionals need to understand how they function in order to attract and retain investors.



Week 7: ECOSYSTEM ENGAGEMENT

It takes a whole ecosystem to nurture foreign investors. Promotion agencies rely heavily on the support of the local business community to help support and retain foreign investors. This week we explore the building blocks of efficient ecosystem engagement to support FDI and how working to grow a local cluster pays off.



Week 8: MANAGING AN AFTERCARE UNIT

With 50% of all FDI jobs being created during the post-investment phase, having a strong Aftercare unit is a must for host economies keen to leverage FDI as a driver of long-term economic growth. This session presents a step-by-step methodology of how to do this and covers the most relevant elements of successful investor support, including service models, tools, narratives and how to set targets for the different roles.



Format & Dates

Online live webinar with main trainer and guest speakers. Session to last up to 2 hours, with focus on content delivery, best practices, case studies and exercises.

Dates: 8 weeks starting June 2nd, 2022.

Classes every Thursday 9 am GMT

Sessions will be recorded and made accessible for participants 48 hours after class in our online training portal www.fdiCampus.com for one year.

Participants will receive training certificate.



Trainers

The masterclasses will be delivered by **Carolina Arriagada Peters**, lead author of book 'Investment Aftercare Explained' with guest speakers joining on a weekly basis.



Biography

With extensive experience in international trade & investment, Carolina advises governments on how to lever trade and investment as drivers for local growth. As Managing Director of www.citiesandcollaboration.com she is a sought after consultant in FDI strategy, execution, aftercare, advocacy and impact and leads numerous initiatives that push the frontiers of the FDI industry.

As lead author of recently released book she interviewed dozen of IPAs and identified many best practices from around the world, which are the foundation of the innovative frameworks she included in the book on how to grow and retain business and to increase the return on investment of FDI. Carolina also delivers training and mentoring that explore the why, what and how of FDI promotion, attraction and retention via www.fdiCampus.com

The complete programme covers the main element in the post-investment journey and equips IPAs with strong foundations from which to accelerate a journey from an inward-looking approach to an outward looking, self-sustaining long-term aftercare mindset that makes a difference to the host economy.

Fees, Payment & the Small Print

Fees & Discounts

The Masterclass Series fee is: US\$ 2990 per delegate and US\$ 2500 for WAIPA members. Fee for individual sessions: US\$ 500 and US\$ 400 for WAIPA members. Team discounts: pay 2-bring 3 or pay 5 bring your team.

Bonus

Participants will receive a free copy of book “Investment Aftercare Explained”

Payment

Courses are quoted in dollars from the United States, however, effective currency and payment method will be confirmed on a country bases. Exchange rate as listed at www.xe.com of day of purchase apply. Courses to be paid prior to course commencement

Guarantee

We pride ourselves in providing the best training and make sure that the content we give is tailored to our clients’ needs. If for any reason a participant would like to change the content of the training during the training period, all efforts will be made to accommodate such new requests. If it is not possible, we offer a 100% money-back guarantee on all our courses provided the request is made within the first session of the training programme. Requests received after that period will be refunded proportionately based on of the unused hours.

Cancellation Policy

We have a tiered cancellation policy. Notice given:

- More than one calendar month before course: Full refund minus a cancellation fee of US\$ 100 per delegate or free of charge transfer to an alternative date/course.
- Between one calendar month and two weeks before course: Full refund minus a cancellation fee of US\$ 250 per delegate or free of charge transfer to an alternative date/course.
- Less than two week before course: No refund. Option to transfer to alternative date/course for US\$ 100 per delegate.

Trainer cancellation: In the unlikely event a course is cancelled, a full refund will be provided, or full value voucher to attend another course.

... Fees, Payment & the Small Print

Intellectual Property & Copyright

All content material and handouts are copyrighted and remain the intellectual property of Cities & Collaboration Ltd. The models and methodologies used during the course are to be kept confidential at all times. No recording, copying, screen-printing or any way of capturing data, image or audio is allowed in any form. Commercial use is prohibited.

Complaint Procedure

Please address any complaints to the tutor by email or post as per our contact details. We will endeavour to respond to any complaint within 2 working days of receipt.

Privacy

The tutor will store participants' name and address details on a cloud database. These details will not be made available to third parties. Should participants wish to have their details removed from our database, they are requested to advise us in writing or click the unsubscribe button of each email.

Confidentiality

Both Cities & Collaboration and the participants agree to keep any information that is not publicly available and is shared during the scope of training and consultancy as confidential.

Dispute Resolution

Any service agreement resulting from this proposal shall be governed by and construed in accordance with the law of England and Wales. Without prejudice to the above, the parties may agree to alternative methods of dispute resolution, including negotiation, mediation and arbitration.


Contact Details

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Notes:



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Aftercare Masterclass Series

A 10-week Programme to maximise the contribution foreign investors make to host economies.

fdiCampus is owned and managed by Cities & Collaboration Ltd

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