



World Association of
Investment Promotion
Agencies

2020

FDI ATTRACTION AND PROMOTION

20-21 April, Madrid, Spain

www.waipa.org

DAY1

10:00-10:30

Introductions

Overview of training objectives, structure and participant expectations.

10:30-11:30

FDI trends and drivers

How are the flows and characteristics of global investment changing? What factors currently have the greatest influence on investment decisions? What is the impact of new technologies on FDI? What opportunities and threats does this create for locations seeking to attract investment?

11:30-12:30

Competition for investment

How are governments and IPAs responding to current developments and seeing to attract investment? What is the role of investment promotion agencies (IPAs) and how can they influence corporate location decisions? What are the key success factors for investment attraction?

12:30-13:30

Lunch

13:30-14:00

The FDI attraction process

What are the most effective methods for attracting FDI? How can IPAs implement a structured and focused approach to FDI attraction?

14:00-15:00

Investment attraction in practice

As in most A leading IPA presents its approach to FDI attraction, including the various methods, channels and tools it uses to identify and approach investors.

Presenter TBD

15:00-15:30

Break

15:30-17:00

Identifying potential investors

What is a target company? What criteria can be used to identify potential investors? How can we use research to determine whether a company has investment potential? What sources and tools are available for identifying and researching companies and decision makers?





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DAY2

09:00-11:00

Practical exercise

Participants work in teams to research and qualify the investment potential of real companies from selected industries. Teams present their results, provide feedback and discuss findings.

11:00-11:30

Break

11:30-12:30

Approaching potential investors

What are the different methods IPAs can use to make the first contact to potential investors? Which methods are most effective? What are the operational requirements and costs of the various methods?

12:30-13:30

Lunch

13:30-14:15

Investment attraction in practice

A leading IPA presents its approach to FDI attraction, focusing on a particular channel

(e.g. foreign offices, lead generation trade shows) that it considers most effective for reaching investors.

Presenter TBD

14:15-15:00

Investment attraction in practice

A leading IPA presents its approach to FDI attraction, focusing on a particular channel (e.g. foreign offices, lead generation trade shows) that it considers most effective for reaching investors.

Presenter TBD

15:00-15:30

Break

15:30-16:00

Concluding discussion

This session will bring together the presenters and participants for a discussion of key topics covered over the two days. Participants will have the opportunity to join the discussion, ask questions and share their experiences.

