



Leadership and Advocacy

Intercontinental Warsaw, Poland, 9 – 10 October 2019

DAY1

Wednesday, October 9

09:30-10:00

Registration

10:00-10:30

Introduction

Introduction of course objectives and participants

10:30-11:30

Global FDI trends and drivers

This presentation will review recent changes in global investment flows and the impact of current economic, geopolitical and technological developments on FDI. The session will highlight the key trends that are likely to affect global FDI flows and projects in the coming months and years.

Andreas Dressler, Managing Director, FDI Center

11:30-12:30

Developing an effective attraction strategy

Strategy provides the foundation for an IPA's activities and is vital to successful investment attraction. Andreas Dressler will describe how to develop a comprehensive strategy that reflects the strengths of the location and the resources available to the IPA. This session will also highlight the key success factors for investment attraction and how these can be integrated into an effective strategy.

Andreas Dressler, Managing Director, FDI Center

12:30-13:30 Lunch

13:30-14:30

Integrating trade promotion and investment attraction

Although many agencies have combined investment attraction and trade promotion,

these functions often remain separate in practice. This session will describe how a leading IPA has successfully merged the trade and investment functions to derive synergies and reach a situation where the whole is greater than the sum of the parts.

TBD

14:30-15:30

Building a successful investment promotion team

As in most organizations, the quality and dedication of employees is instrumental to an IPA's success. This presentation will look at different options for structuring an IPA and organizing key investment promotion functions. The session will also explore what skills are required for investment promotion and different approaches for enhancing staff capabilities.

Andreas Dressler, Managing Director, FDI Center

15:30-16:00 Break

16:00-17:00

Investment promotion agency best practice

Invest Victoria is the IPA for the state of Victoria in Australia. Invest Victoria has long been considered a best practice agency and strives to continuously improve itself to remain competitive. The agency has maintained consistently high levels of performance and continues to attract investment that reflects the diverse economic profile of Melbourne and Victoria. In this session, Daniel Bisignano provides insight into the agency's operations and ability to remain innovative.

Daniel Bisignano, Director - Invest Victoria, State Government of Victoria, Australia

19:00-21:00 Participant dinner (optional)



Leadership and Advocacy

DAY2

Thursday, October 10

09:00-10:00

Digital transformation of investment promotion

Almost all industries are being transformed by digital technologies. Yet the impact of digitalization on investment promotion has been limited. Copenhagen Capacity, the investment promotion agency for the Copenhagen metropolitan area, has been a pioneer in this sector and has developed a system that effectively digitalizes both investment and talent attraction. This session will provide insight into this unique approach and describe the costs and benefits of a digital approach.

Louise Juhl, Director of Marketing & Communications at Copenhagen Capacity

10:00-11:00

Attracting high-technology growth companies

Fast growing technology companies are becoming a major source of FDI and economic growth. Global competition for this type of investment is fierce as governments have realized the significance of innovation for economic development. This session will explore the opportunities associated with “high-growth technology companies” and the value propositions and approaches required to attract them,

Andreas Dressler, Managing Director, FDI Center

11:00-11:30 Break

11:30-12:30

Measuring the impact of FDI and investment promotion

Measuring the impact of FDI is essential not only to capture the benefits of foreign investment, but also to communicate the value of the IPA itself. Traditional measures are typically quite narrow and fail to capture the full value of FDI to the economy. Based on her experience working with different IPAs, Eva Rytter Sunesen will present broader approaches and models for measuring the impact of FDI and investment promotion.

Eva Rytter Sunesen, Head of Trade and FDI, Copenhagen Economics

12:30-13:30 Lunch

13:30-14:30

Advocacy

TBD

14:30-15:30

Concluding discussion

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

Moderated by Andreas Dressler, Managing Director, FDI Center