



# Marketing and Promotion

**Location:** ITA - ITALIAN TRADE AGENCY, Via Liszt, 21 - 00144 EUR Rome, Italy  
**Date:** 3 - 4 December 2019

## **DAY1**

**Tuesday, December 3**

**08:30-09:00**

### **Registration**

**09:00-09:30**

### **Introduction**

Introduction of course objectives and participants

**09:30-10:30**

### **Global FDI trends**

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 and the impact of this on competition between locations for attracting investment.

**Andreas Dressler, Managing Director, FDI Center**

**10:30-11:30**

### **The role of marketing in FDI attraction**

This session will focus on the significance and objectives of marketing in FDI attraction. Marketing in an FDI context faces its own specific set of challenges and the session will assess how marketing relates to other FDI attraction functions to strengthen the overall investment attraction effort.

**Andreas Dressler, Managing Director, FDI Center**

**11:30-12:00 Break**

**12:00-13:00**

### **Marketing channels**

In this session, Andreas Dressler will review the different channels that investment promotion agencies can use to promote their locations and assess their relative advantages and disadvantages in practice. The session will take into consideration the factors that determine the success of each of the channels and their

suitability for different target groups.

**Andreas Dressler, Managing Director, FDI Center**

**13:00-14:00 Lunch**

**14:00-14:30**

### **Positioning a location internationally**

In this session, the Italian Trade Agency will provide an overview of their structure and activities to attract foreign investment to Italy, with special emphasis on the role of marketing to position Italy as an attractive investment location in different international markets.

**Stefano Nigro, Director of the FDI Department, Italian Trade Agency**

**14:30-15:30**

### **Social media marketing**

How can social media be used to promote awareness of your region and act as a lead generator for your sales team? Discover how Toronto Global has been using social media in new and innovative ways in the FDI space, the lessons learned so far, and some best practices that have helped shape Toronto Global's digital strategy.

**Julia Sakas, Director, Marketing & Communications at Toronto Global**

**15:30-16:00 Break**

**16:00-17:00**

### **Developing value propositions**

Value propositions are essential to FDI marketing. In this presentation, Andreas Dressler will use examples to illustrate how IPAs can define target groups for marketing and attraction and develop value propositions that are tailored to the specific requirements of target groups.

**Andreas Dressler, Managing Director, FDI Center**



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## DAY2

**Wednesday, December 4**

**09:00-10:00**

### **User-centered approach in FDI marketing.**

This session will focus on how to place the foreign investor at the center of an IPA's marketing activities. The presentation will look at different marketing channels and explore the benefits of User Experience (UX) and Design Thinking Techniques in website design, content creation and place marketing.

***Ardi Eleveld, Founder, The Place Project***

**10:00-11:00**

### **Building a leading business hub through digital marketing**

Copenhagen Capacity, the investment promotion agency for the Copenhagen metropolitan area, has developed a system that digitalizes large parts of both investment and talent attraction. This session will provide insight into this unique approach and describe the costs and benefits of a digital approach.

***Claus Lønborg, CEO, Copenhagen Capacity***

**11:00-11:30 Break**

**11:30-12:00**

### **Integrated FDI attraction**

How can different marketing channels be combined most effectively? How can marketing be integrated with attraction to generate the greatest impact? What are the elements of an integrated FDI attraction campaign?

***Andreas Dressler, Managing Director, FDI Center***

**12:00-12:30**

### **Open dialogue**

Participants will discuss the key messages of the program so far and ask any unanswered questions they have for the presenters. Participants can also present examples from their own marketing activities.

***Moderated by Andreas Dressler***

**12:30-13:00**

**Summary of overall course learnings, presentation of certificates**