



World Association of
Investment Promotion
Agencies

FDI IN 2025

Insights & Trends Shaping the Future of
Investment



FRIDAY
21/02/2025



THE PENINSULA HOTEL
LONDON, UK

With the support of



Context and Background

FDI remains a critical driver of global economic growth and sustainable development, yet it faces evolving challenges due to geopolitical shifts, technological advancements, and changing investor priorities. The financial sector, including sovereign wealth funds (SWFs) and stock exchanges, plays a pivotal role in shaping FDI flows, offering significant opportunities for economies worldwide.

As Europe's investment landscape evolves, European IPAs are tasked with attracting quality investments that align with sustainable development goals and national economic strategies. This event will explore these dynamics, focusing on the intersection of financial investments and targeted investor engagement.

By hosting the event in London – a global financial hub – WAIPA and KDIPA aim to bring together key stakeholders to address these issues, share insights, and enhance the investment ecosystem's resilience and inclusivity.

10:00-10:15 – Opening Session with keynotes

- Welcome Address by Mr. Ismail Ersahin, Executive Director and CEO, WAIPA
- Welcome Address from Kuwait (tbd) (Foreign Affairs)
- Opening statement by Mr. Mohamed Mulla Yaqoub, Assistant Director General for Business Development Affairs, KDIPA, Vice President of WAIPA

10:15-11:30 – Session I: Recent FDI Trends, Challenges, and Opportunities

This session will explore the latest trends in foreign direct investment (FDI). It will examine the challenges posed by geopolitical shifts, regulatory changes, and economic uncertainties, while highlighting emerging opportunities in innovation-driven sectors and sustainable investment. The discussion will incorporate global perspectives to provide a comprehensive understanding of current worldwide FDI dynamics.

- Keynote: Mr. James Zhan, Chairman, WAIPA WIC Executive Board

Panel Discussion:

- Mr. John Edwards, Director for Investment, Department of Business and Trade
- Mr. Antti Aumo, Head of Invest in Finland at Business Finland, Regional Director for EU at WAIPA
- High-ranking delegate of Business France (tbd)
- Mr. Chris Knight, Managing Director, FT Locations
- Moderated by Ms. Courtney Fingar, Senior Advisor, Europe and Communications, WAIPA

11:30-11:45 – Coffee Break

11:45-13:15 – Session II: Navigating Financial Investments and Targeting Strategic Investors

This session delves into the strategies and trends shaping financial investments, with a particular focus on sovereign wealth funds, stock exchanges, and the evolving dynamics of the financial sector. Participants will explore how these key players influence global capital flows, investment priorities, and market stability. The discussion will also address effective investor targeting

approaches, highlighting opportunities and challenges in an increasingly interconnected and competitive financial landscape.

- **Panel Discussion:**

- Mr. Abdulmohsen Al Mukhaizeem, President and CEO KIO – London Kuwait Investment Authority (KIA)
- Ms. Nicola Watkinson, Managing Director, International Trade and Investment, TheCity UK
- Mr. Marios Tannousis, CEO, Invest Cyprus; Regional Director for Eastern Europe at WAIPA (tbc)
- High-ranking delegate of the European Bank for Reconstruction and Development (EBRD) (tbd)
- High-ranking delegate of the London Stock Exchange Group (LSEG plc.) (tbc)

- Moderated by Mr. James Zhan, Chairman, WAIPA WIC Executive Board; Co-founder & Chairman Emeritus, Sustainable Stock Exchanges Initiative (SSE)

13:15-14:30 – Lunch

14:30-16:00 – Exclusive IPA Roundtable

This roundtable offers an interactive platform for IPAs, to explore collaborative strategies for tackling region-specific investment challenges. Participants will share best practices, exchange insights, and develop actionable solutions to enhance investment attraction and retention. The discussion will emphasize fostering partnerships, addressing unique regional barriers, and identifying opportunities for sustainable economic growth.

Expected Outcomes:

- Enhanced Collaboration Among IPAs
- Identification of Regional Investment Barriers
- Development of Practical Strategies
- Sustainable Economic Growth Initiatives
- Actionable Next Steps & Commitments

Note: This event is by invitation only. For further information on the registration and the event itself please reach out to info@waipa.org. Please also note that some of the items may be subject to change.