



World Association of
Investment Promotion
Agencies



WORLD
FREE ZONES
ORGANIZATION

MASTERCLASS

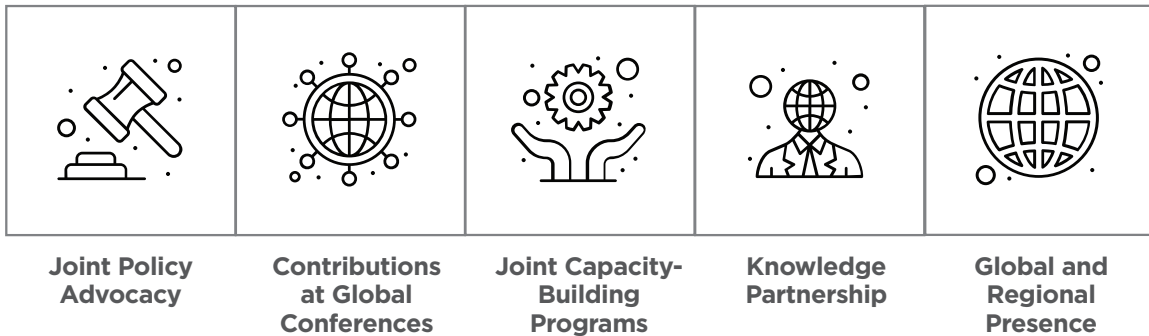
GLOBAL LEADERSHIP AND INNOVATION IN INVESTMENT PROMOTION

12-15 MAY 2025 | MIE2 GENEVA

Welcome to the Global Leadership and Innovation in Investment Promotion Masterclass, an immersive four-day program collaboratively designed by the World Association of Investment Promotion Agencies (WAIPA) in partnership with the World Free Zones Organization (World FZO). This masterclass aims to equip leaders of Investment Promotion Agencies (IPAs) and Special Economic Zones (SEZs) with the skills and insights needed to navigate and influence the global investment landscape effectively. Set against the backdrop of dynamic global market shifts, this program integrates expert-led sessions, practical case studies, and on-site explorations of Swiss innovation and diplomatic hubs to provide a comprehensive understanding of investment strategies, sustainable development, and technological advancements essential for fostering international investments and enhancing collaboration between IPAs and SEZs.

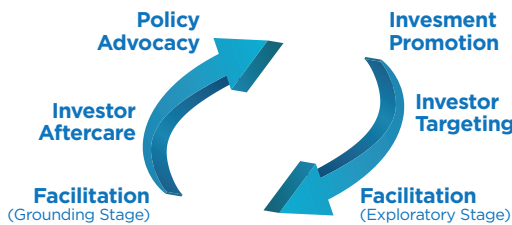
WAIPA and World FZO collaboration - Shaping the Future of Global Investment

WAIPA and World FZO's collaboration empowers investment promotion agencies and special economic zones worldwide through five transformative pillars, driving sustainable growth and global economic innovation. Together, they are shaping a more inclusive and prosperous future for global investment





Expert-Led Insights: Benefit from the global experience and insights of seasoned experts and leaders from multilateral organizations, enriching your understanding of investment promotion.



Investment Lifecycle and Case Studies: Explore the investment lifecycle with 35 case studies, focusing on sustainability, technology, and advanced strategies to enhance your toolkit.

Geneva's Diplomatic Hubs: Explore the iconic centers of international cooperation and diplomacy in Geneva, pivotal venues where global strategies and agreements are shaped.



International Labour Organization HQ Geneva



Palais des Nations, UNCTAD HQ Geneva



Centre William Rappard WTO HQ Geneva

*The specific details of locations are being firmed up with international organizations.



Live Case Assignment: Participate in a 90-day live case assignment to apply course learnings, tackle real-world challenges, and deliver tangible outcomes in investment promotion, sustainability, and innovation.

Swiss Innovation & Investment Zones: Discover the synergy between innovation and investment in Swiss zones, underscoring their role in driving economic and technological advancements. Scheduled visits offer an insightful glimpse into how these hubs meld cutting-edge technology with strong industrial practices, creating a fertile environment for innovation and investment.



DAY 1

Laying the Foundations

The program begins with a session on **transformative leadership**, setting the stage for the day's activities. This is followed by an overview of the collaborative program and a keynote on **Prospects for global FDI and value chains - implications for investment promotion and business incubation**. This will be followed by a brief on **The Free Zones of the Future: future proofing of zones through innovation, sustainability and digitalization. - The Zones of the Future**. A panel then explores **"Integrated Value Chains: IPA and SEZ Strategies for Enhancing Global Value Chains."** Post-lunch, sessions focus on **developing a strategy and advocacy & aftercare**. The day wraps up with a **visit to UNCTAD Headquarters** for further interactions and learning.

DAY 2

Deep Dive into Investment Facilitation, Aftercare, and Sustainability

Emphasis is placed on integrating sustainability into investment strategies, examining financially viable and environmentally sustainable projects, and exploring green finance mechanisms. Fireside chat with an investor offers firsthand insights into investor expectations, providing a practical perspective on investment challenges and how IPAs & SEZs can enhance their environments to attract and retain investors through streamlined processes and transparency. The day concludes with visits to Campus Biotech and then to the WTO headquarters to discuss the WTO's Investment Facilitation for Development (IFD), linking international trade frameworks to sustainable investment practices.

DAY 3

Technology, Strategic Insights, and Live Case Application

Day three integrates digital transformation in investment strategies, beginning with discussions on **Harnessing Digital Transformation and AI-Driven Investment Facilitation** to improve investment processes and outcomes. Attention then turns to **Efficient Project Implementation via Digital Tools and Attracting Major Tech Investments**, highlighting practical applications for engaging significant technology enterprises. The day progresses to a crucial **Live Case Assignment** discussion, setting a 90-day challenge that blends theory with actionable insights. It concludes with a reflection and debrief session, capped by a certificate handover that celebrates the application of these strategies in real-world scenarios.

DAY 4

Investment & Innovation Exploration Series

The final day provides a comprehensive exploration of how industrial zones and technological hubs intertwine to boost innovation and investment. The day's activities will showcase environments that exemplify the merging of cutting-edge scientific research with robust industrial practices. Participants will witness firsthand how these sectors drive technological advancements and contribute to economic growth, gaining valuable insights into integrating these strategies into effective investment promotion.

Day 01 **Monday, 12th May 2025**

09:00 - 12:30	Session 1	Welcome and discussion on Transformative leadership in IPAs & SEZs led by Mr. Ismail Ersahin, Executive Director & CEO, WAIPA & Dr. Mohammed Alzarooni Chairman, Board of Directors, World FZO
	Session 2	Program Overview: Delve into the objectives and scope of the program
	Session 3	Keynote Address: Prospects for global FDI and value chains - implications for investment promotion and business incubation by Dr. James Zhan, Chair, Executive Board of World Investment Conf; Founding Co-Chair, Global Alliance of SEZs
	Session 4	The Free Zones of the Future: future proofing of zones through innovation, sustainability and digitalization by Dr. Samir Hamrouni, CEO, World FZO
	Session 5	PANEL DISCUSSION Integrated Value Chains: IPA and SEZ Strategies for Enhancing Global Value Chains Moderator: Dr. James Zhan, Chair, Executive Board of World Investment Conference, WAIPA; Founding Co-Chair, Global Alliance of SEZs Panelists: International Organizations; IPA; SEZ
12:30 - 13:30	Lunch Break	
13:30 - 14:15	Session 6	Investment Strategy: Craft visionary investment strategies that synchronize with broader economic goals
14:15 - 15:00	Session 7	Advocacy & Aftercare: Unified Advocacy and Aftercare: Enhancing investor support through IPA and SEZ collaboration.
15:30 - 17:00		Visit to UNCTAD Headquarters: Visit and Interactions at UNCTAD

Day 02 Tuesday, 13th May 2025

09:00 - 10:30	Session 8	Sustainable Development Goals and Bankable Projects: Integrating SDGs into financial strategies for sustainable project funding
10:30 - 11:30	Session 9	Investment Facilitation: Enhance investment facilitation through streamlined processes (The session begins with a fireside chat with an investor)
11:30 - 12:30	Lunch Break	
12:30 - 14:00		Visit to Campus Biotech: Explore cutting-edge biotech innovations
14:30 - 17:00		Visit to WTO Headquarters: Session on WTO and Investment Facilitation for Development

Day 03 Wednesday, 14th May 2025

9:00 - 10:00	Session 10	Live Case Assignment: Strategic discussion setting the stage for a 90-day executive challenge
10:00 - 11:00	Session 11	Attracting Major Tech Investments: Strategies for engaging technology companies by Dr. Matthew Stephenson, World Economic Forum
11:00 - 12:00	Session 12	Harnessing Digital Transformation: Exploring digital transformation's impact on investment promotion
12:00 - 13:00	Lunch Break	
13:00 - 14:00	Session 13	Reflection and Debrief: Reflect on the week's activities and strategic applications Discussions led by Mr. Ismail Ersahin, Executive Director & CEO, WAIPA
14:00 - 15:00	Session 14	Certificate Handover: Formal recognition of achievements and strategic insight application by Mr. Ismail Ersahin, Executive Director & CEO, WAIPA; Dr. Mohammed Alzarooni Chairman, Board of Directors, World FZO; Dr. James Zhan, Chair, Executive Board of World Investment Conference, WAIPA; Founding Co-Chair, Global Alliance of SEZs
		Visit to ILO Headquarters: Visit and Interactions at ILO Facility

Day 04

Thursday, 15th May 2025

Meyrin Industrial Zone and CERN

8:00 AM	Departure	Geneva	Travel to Meyrin Industrial Zone
9:00 AM	Tour of Meyrin Industrial Zone	Meyrin Industrial Zone (ZIMEYSA)	Explore advancements in electronics and pharmaceuticals, and meet with industry leaders
11:30 AM	Lunch Break	Local Area near Meyrin	
12:30 PM	Departure for CERN		Short commute to CERN
1:00 PM	Tour and Discussions at CERN	CERN	Discover groundbreaking scientific research and potential tech transfer opportunities
3:30 PM	Return Travel	Geneva	Reflect on insights during return to Geneva

COSTING

For WAIPA & World FZO members – USD 2,000

For Non-Members – USD 3,000