



World Association of  
Investment Promotion  
Agencies

استثمر في السعودية  
INVEST SAUDI



# 28<sup>th</sup> World Investment Conference

## Event Program

25-27 November  
Fairmont Hotel, Riyadh

This program is not final and is subject to change.

10:00 -  
10:20  
(20 mins)

## Opening Ceremony

### Speakers

H.E. Khalid A. Al-Falih, Minister of Investment, Saudi Arabia  
Nivruti Rai, Managing Director and CEO, Invest India, and President, WAIPA  
Dr. James Zhan, Chair, Executive Board of World Investment Conference, WAIPA

Conference

Thuraya  
Ballroom

10:20 -  
11:00  
(40 mins)

## “Defying Gravity”

### The Increasing and Changing Role of Emerging Economies in the Global Economy and Investment Ecosystems

This session will examine how emerging economies and a multipolar world are reshaping global investment, trade agreements, and sustainable PPPs. It will cover the impact of economic corridors like the New Silk Road on connectivity, highlighting successful initiatives and future pathways for cooperation.

Conference

Thuraya  
Ballroom

### Speakers

H.E. Faisal Fadhil Alibrahim, Minister of Economy and Planning, Saudi Arabia (*Tentative*)  
H.E. Saleh Al-Jasser, Minister of Transport, KSA  
H.E. Mehmet Fatih Kacir, Minister of Industry and Technology, Turkey (*Tentative*)  
H.E. Dr. Muhammad Sulaiman Al Jasser, Chairman, Islamic Development Bank (IsDB) Group

### Moderator

John Deferios, Visiting Professor of Business, NYU Abu Dhabi

11:00 -  
11:30  
(30 mins)

## “Impact Maximization“

### Leveraging Trade and Investment for Growth and Development

This session will highlight the key features of the future international investment and investment policies. It will delve into leveraging trade and investment to achieve economic transformation and discuss the role of trade policies, investment incentives, and regulatory reforms in advancing policy objectives and economic priorities such as economic diversification and driving private sector growth.

Conference

Thuraya  
Ballroom

### Speakers

H.E. Ibrahim Almubarak, Assistant Minister of Investment and CEO, Saudi Investment Promotion Authority (SIPA)  
Prof. Lars-Hendrik Röller, Chairman, Berlin Global Dialogue and Professor of Economics, ESMT  
Ismail Ersahin, Executive Director and CEO, WAIPA

### Moderator

Ali Aslan, International Presenter and Journalist

11:30 -  
12:00  
(30 mins)

## “Global Market Navigator”

### Leadership in Trade and Investment

This session will explore how trade partnerships, market insights, and international agreements attract investment, focusing on tax incentives, streamlined regulations, and cross-border collaboration to drive entrepreneurship and sustainable growth.

Conference

Thuraya  
Ballroom

### Speakers

Rt. Hon Alderman Alastair King DL, Lord Mayor of London, United Kingdom  
Nan Li Collins, Senior Director, Investment and Enterprise, UN Trade and Development (UNCTAD)

### Moderator

Stephen Anderson, Partner & Middle East Strategy Leader, PwC Middle East

13:00 -  
14:00  
(60 mins)

Closed door

Ministerial Roundtable Venue

## Ministerial Roundtable: Paradigm Shift - Synergizing Industrial Policy and Investment Promotion Strategy

The 28th WAIPA World Investment Conference will host a high-level Ministerial Roundtable focused on the theme: “Paradigm Shift - Synergizing Industrial Policy and Investment Promotion Strategy.” This roundtable seeks to bring together Ministers from diverse economies to discuss and strategize on aligning industrial policies with forward-looking investment promotion strategies in an era marked by profound global transformations.

14:00 -  
15:00  
(60 mins)

Open Plenary

Thuraya Ballroom

## Ministerial Roundtable: Paradigm Shift – Synergizing Industrial Policy and Investment Promotion Strategy

**Kingdom of Saudi Arabia**

HE Khalid A. Al-Falih Minister of Investment

**Antigua & Barbuda**

The Honourable Mr. Henry Fernandez, Minister of Tourism and Investment

**Federation of Saint Kitts and Nevis**

The Right Honourable Dr. Denzil Douglas, Minister of Foreign Affairs, International Trade, Industry & Commerce, Consumer Affairs, Economic Development and Investment

**Great Britain**

Allister King, Lord Mayor of London

**Hellenic Republic**

H.E. Mr. Kostas Fragogiannis, Deputy Minister of Foreign Affairs

**Islamic Republic of Iran**

H.E. Mr. Abdolnaser Hemmati, Minister of Economy and Financial Affairs

**Kyrgyz Republic**

H.E. Mr. Ibraev Taalaibek, Omukeyevich Minister of Energy

**Kyrgyz Republic**

H.E. Mr. Talantbek Imanov Director of the National Investment

**Kindom of Bahrain**

H.E. Ms. Noor bint Ali Alkhulaif, Minister of Sustainable Development; Chief Executive, Bahrain EDB

**Republic of Djibouti**

H.E. Ms. Safia Mohamed Ali Gadileh, Secretary of State for Investments and Private Sector Development

**Republic of Ghana**

Hon. Herbert Krapah Minister of Energy

**Republic of Guinea**

H.E. Mr. Ismael Nabe, Minister of Planning and International Cooperation

**Republic of Guinea-Bissau**

H.E. Mr. Orlando Mendes Viegas, Minister of Trade and Industry

**Republic of Kazakhstan**

H.E. Mr. Renat Bekturov, Governor of the Astana International Financial Center

**Republic of Kenya**

H.E. Mr. Salim Mvurya Cabinet Secretary, Ministry of Investments, Trade & Industry

**Republic Lebanon**

H.E. Mr. Amin Salam Minister of Economy and Trade

**Republic of Serbia**

H.E. Mr. Nenad Popović, Minister without Portfolio in charge of International Economic Cooperation and the Social Position of the Church in the Country and Abroad

**Republic of Sierra Leone**

The Honourable Ibrahim Alpha Sesay, Minister of Trade and Industry

**Tuvalu**

The Honourable Mr. Simon Kofe Ministry of Transport, Energy Communication and Innovation

**Union of the Comoros**

H.E. Mr. Moustoifa Hassani Mohamed, Minister of Economy, Industry, Investments, in charge of Economic Integration

**Islamic Development Bank**

H.E. Dr. Muhammad Sulaiman Al Jasser, Chairman, Islamic Development Bank (IsDB) Group

**Moderator**

Dr. James Zhan, Chair, Executive Board of World Investment Conference, WAIPA

13:00-  
13:30  
(30 mins)

## The Future of Private Sector Participation in the Kingdom's Education

This session will explore the evolving landscape of private sector involvement in the Kingdom's education system, emphasizing its potential to enhance educational quality, accessibility, and innovation.

Conference

Mecca Hall

### Speakers

H.E. Yousef Al-Benyan, Minister of Education, Saudi Arabia (*Tentative*)  
Abdullah bin Salman Alsalman, President, King Saud University (*Tentative*)  
Sir Edward Byrne AC, President, King Abdullah University of Science and Technology (*Tentative*)

13:30 -  
14:00  
(30 mins)

## “The Investor Arena” The Latest Responses to Enhance Competitiveness – An IPA Performance Pulse Check from an Investor Point of View: Commonalities, Best Practices, Lessons Learned

This session will assess Investment Promotion Agencies (IPAs) from an investor's perspective, focusing on strategies, engagement, and success metrics aligned with SDG 8. It will discuss the need for International Investment Agreements, effective arbitration, and unified investor records to promote fair and sustainable investment.

Conference

Thuraya  
Ballroom

### Speakers

Eng. Ahmed M. Al Sharqi, Deputy Minister of Labor Affairs, Saudi Arabia  
Githa Roelans, Head, Multinational Enterprises and Responsible Business Conduct Unit, International Labour Organization (ILO)  
Ivan Anton Nimac, Global Lead, Investment Policy and Promotion, Prosperity Vice Presidency, World Bank  
Dr. Stefan Kratzsch, Head, Sustainable Investments and Responsible Business Unit, UN Industrial Development Organization (UNIDO)

### Moderator

Philipp Lemmerz, Partner & Middle East Economic Competitiveness Leader, PwC Middle East

13:30 -  
13:45  
(15 mins)

## “So Many Economies, So Many Opportunities!” A Global, Cross Sectoral Opportunity and Challenge, How to Leverage Funds for Climate, Blue, Green, Space, Low Altitude, Circular and Other Economies

This session will spotlight high-potential investment sectors and the policy enablers that support them. It will address cross-sector collaboration, innovative PPP models, and the challenges of leveraging funds for strategic growth.

Conference

Mecca Hall

### Speakers

Dr. Hashim Hussein, Head, Investment and Technology Promotion Office in the Kingdom of Bahrain (ITPO Bahrain), UN Industrial Development Organization (UNIDO)  
Dr. Nadir Mohammed, Regional Director, Equitable Growth, Finance and Institutions (EFI), MENA Region, the World Bank

15:00-  
15:30  
(30 mins)

## “The Market Access Forum” Economic Trends and IPA Realities – Enhancing Investor Journeys and Institutional Agility

Conference

This session will explore how evolving policies impact investment landscapes and necessitate strategic adaptations by IPAs. It will address shifts in trade agreements, the role of technology in enhancing investor experiences, and the importance of collaboration among IPAs, governments, and the private sector.

Thuraya Ballroom

### Speakers

Dr. Asya Akhlaque, Practice Manager, Investment Climate Global Practice, World Bank  
Nivruti Rai, Managing Director and CEO, Invest India, and President, WAIPA  
Biviana Riveiro Disla, Executive Director, Export and Investment Center of the Dominican Republic

### Moderator

Ismail Ersahin, CEO and Executive Director, WAIPA

15:00  
15:15  
(15 mins)

## “This is what good looks like” A success story of relationships, partnership, opportunity identification and stakeholder engagement

Conference

This session explores key success factors in investment projects, with a focus on government-private sector collaboration and the unique role of family businesses in sectors like banking and healthcare. It will examine how these enterprises manage public-private partnerships to effectively drive economic growth.

Mecca Hall

### Speakers

Dr. Ayth Almubarak, CEO, National Center for Family Business

### Moderator

Youmna Naufal, Director, APCO

15:30  
16:15  
(45 mins)

## "The Road to Success is Always Under Construction" Infrastructure Innovation in Emerging Economies

Conference

This session will explore infrastructure strategies in emerging economies, focusing on access to essential services, economic growth, and social equity. It will discuss how improved infrastructure reduces inequalities and boosts trade, highlighting impactful projects and policies.

Thuraya Ballroom

### Speakers

H.E. Ismael Nabe, Minister of Planning and International Cooperation, Republic of Guinea  
H.E. Kostas Fragkogiannis, Deputy Minister of Foreign Affairs for Economic Diplomacy & Openness, Hellenic Republic

H.E. Dr. Sidi Ould Tah, President, Arab Bank for Economic Development in Africa

### Moderator

Rami Nazer. Partner, EMEA Government & Public Services Leader, PwC Middle East

15:30  
16:15  
(45 mins)

## "Industry Insights Interchange" Building Inclusive Growth Brick by Brick

Conference

This session will examine how manufacturing drives inclusive growth in emerging markets through policies like tax incentives and trade agreements, highlighting successful strategies to boost economic resilience and reduce inequalities.

Mecca Hall

### Speakers

Dr. Trevor Gunn, Vice President, International Relations, Medtronic  
Nasser Al Shawaf, Member of the Board of Directors, Al Bawani Company  
Sun Yao, Director General, Beijing Investment Promotion Service Center (BIPSC)

### Moderator

Courtney Fingar, Senior Advisor, WAIPA

16:15 -  
16:45  
(30 mins)

## “From FDI to PDI”

### Investment needs are bigger than ever; definitions and perspectives may have to change

Conference

This session will examine the shift from traditional FDI to Partnership Direct Investments (PDI), focusing on collaboration for sustainable growth. It will address the impact on investment strategies, innovation, and resilience in emerging markets, while considering sustainability and geopolitical implications.

Thuraya Ballroom

### Speakers

R. Yofi Grant, CEO, Ghana Investment Promotion Centre (GIPC)

Salman Badr, Executive Vice President, Commercial Advisory, National Center for Privatization & PPP

Achim Hartig, Managing Director, Germany Trade and Invest (GTAI)

### Moderator

Anjani Trivedi, Global Business Correspondent, The Economist

19:00 -  
21:00  
(120 mins)

## WAIPA Excellence Awards Ceremony & WIC 28 Gala Dinner (by Invitation)

### Jury Members

#### World Association of Investment Promotion Agencies

James Zhan, Chairman, WIC Executive Board

#### World Economic Forum

Matthew Stephenson, Head, Investment and Services,

#### United Nations Industrial Development Organization

Gunther Beger, Managing Director of SDG Innovation and Economic Transformation,

#### International Labor Organization

Githa Roelans, Head, Multilateral Enterprises and Responsible Business Conduct Unit,

#### International Trade Council

Escipion Gomes, Director, Division of Enterprise Competitiveness and Institutions,

#### World Bank

Ivan Anton Nimac, Global Lead for Investment Policy and Promotion, Prosperity Vice Presidency

08:30 -  
09:30  
(60 mins)

## WAIPA Steering Committee (Steering Committee Members Only)

The Steering Committee is the executive organ of the General Assembly and meets according to WAIPA Statutes Chapter V, Art. XVIII

Governance

Dammam Hall

10:00 -  
10:45  
(45 mins)

## Opening Session "Future Frontiers" Investing in Tomorrow's Industries

This session explores how sector-focused investment strategies aligned with national goals attract targeted investments by leveraging national strengths and incentives. It will examine public-private collaboration, policy frameworks, and strategies for emerging industries amid global challenges.

Conference

Thuraya  
Ballroom

### Speakers

H.H. Prince Sultan Bin Khalid Al Saud, CEO, Saudi Industrial Development Fund (SIDF)  
H.E. Zaher Al Qatarneh, Secretary General, Ministry of Investment, Jordan  
H.E Christophe Farnaud, EU Ambassador to Saudi

### Moderator

John Defferios, Visiting Professor of Business, NYU Abu Dhabi

10:45 -  
11:00  
(15 mins)

## "Unlocking Investment Opportunities" Fostering Foreign Direct Investment in new asset classes

This session explores government initiatives leveraging emerging technologies like blockchain to attract FDI, enhance transparency, and streamline operations. Investment opportunities in new asset classes and platforms supporting cross-border growth will be examined, providing insights into blockchain's transformative impact on FDI.

Conference

Thuraya  
Ballroom

### Speakers

Baxter Roberts, Counsellor, Director for Financial and Enterprise Affairs, Organisation for Economic Co-operation and Development (OECD)

11:00 -  
11:30  
(30 mins)

## "Sustaining Growth" Investment in Localization and Value Chains

This session explores major initiatives like the New Silk Road and IMEC, focusing on localization, value creation, and policies like tax breaks and trade deals. It will discuss how these projects boost trade connectivity, attract talent, and drive regional growth, while addressing sustainability, fairness, and global impacts amid geopolitical tensions.

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Thuraya  
Ballroom

### Speakers

Ibrahim Al-Helali, Executive Director, Global Compact Network, Saudi Arabia  
Tang Song, Deputy Director, Investment Promotion Agency of the Ministry of Commerce of P. R. China (CIPA)  
Oussama Abdel Rahman Kaissi, CEO, Islamic Corporation for the Insurance of Investment and Export Credit (ICIEC)

### Moderator

Selim Jeddi, Partner, McKinsey & Company

12:00 -  
12:45  
(45 mins)

## "Everything tech!" Institutional Responses in Digitization, Investments in Tech, Sustainability Considerations and Collaboration

This session explores aligning tech investments with strategic goals, emphasizing cybersecurity, compliance, and sustainable data center practices, while balancing regulatory demands and energy efficiency.

Conference

Thuraya  
Ballroom

### Speakers

Dr. Margarete Schramboeck, Former Minister of Digital and Economic Affairs, Austria and Advisor to The Minister of Investment, Saudi Arabia  
Dr. Heba Atyah, Founder & CEO, Gameit  
Ammar Mirza, CEO, AmmarM and Chairman and Founder, Asian Business Connexions (ABC) and Chairman & Founder, SME Centre of Excellence (CofE) group of companies

### Moderator

Mamoon Sbeih, President, MENA, APCO

12:00 -  
12:45  
(45 mins)

## “Sowing the seeds of collaboration” Leveraging Public-Private Partnerships for Agricultural Innovation and Sustainability

Conference

📍 Taif Hall

This session explores how Public-Private Partnerships (PPPs) drive agricultural reform and innovation in food processing through policy interventions. It will analyze successful models and collaborations that enhance productivity and sustainability, identifying strategies for significant sectoral reform.

### Speakers

Dr. Peter Ramsaroop, CIO, Office of the President and Agency Head, Guyana Office for Investment

Abdullah Albader, CEO, Almarai

Aïssata Lam, Director General, Investment Promotion Agency of Mauritania (APIM)

Sattam Almazyad, Director General, lending and Acting Head, Agricultural Investment Abroad, Agricultural Development Fund (ADF)

### Moderator

Christine Burke, Bureau Chief, Bloomberg, Saudi Arabia (*Tentative*)

12:45 -  
13:15  
(30 mins)

## “Money Moves for Meaningful Change” Social Impact Investing and Ethical Finance Models

Conference

📍 Thuraya Ballroom

This session explores social impact investing and ethical finance as avenues for achieving financial returns alongside positive social and environmental outcomes. It will cover socially responsible investing (SRI) and ESG criteria, evaluating their viability compared to traditional models and addressing integration challenges.

### Speakers

Maged al-Dakheel, Vice President, Financial Services, Social Development Bank (SDB)

Dr. Massamba Thiolye, Project Executive, UN Framework Convention on Climate Change (UNFCCC) secretariat, the UN Climate Change Global Innovation Hub

Dr Noor Ulain Rizvi, Lecturer, School of Business, Curtin University Dubai

### Moderator

Sarah Cocker, Founder, Amplify

14:30 -  
15:30  
(60 mins)

## “Industrial Zones and Special Economic Zones (SEZs)” Engines of FDI Growth

Conference

📍 Thuraya Ballroom

This session explores how government incentives attract investors to industrial zones and Special Economic Zones (SEZs), examining the effectiveness of tax breaks and infrastructure in fostering economic growth and analyzing current trends in manufacturing FDI through global case studies.

### Speakers

Dr. James Zhan, Founding Co-Chair, Global Alliance of Special Economic Zones (GASEZ)

Dr. Samir Hamrouni, CEO, World Free Zones Organization (WFZO), Co-Chair, GASEZ

Nabil Khojah, Secretary General, Economic Cities and Special Zones Authorities (ECZA)

Hossam Heiba, President, General Authority for Investments, Egypt

### Moderator

Yassir Zouaoui, Partner and Global lead, Economic Development Service Line, McKinsey&Company



14:30 -  
15:15  
(45 mins)

## "To Predict the Future, You Must Create It" Empowering Fintech Pioneers With Safe Spaces For Innovation

This session will explore policies that support the development and implementation of fintech sandboxes. The effectiveness of these policies and the balancing between regulatory flexibility with innovation incentives will be examined and the discussion will highlight how fintech sandboxes can drive innovation and productivity in the sector.

Conference

Mecca Hall

### Speakers

H.E. Renat Bekturov, Governor, Astana International Financial Center, Kazakhstan  
Faisal M Alsharif, Director General, Financial Sector Development Program  
Henri Arslanian, Co-Founder, Nine Blocks Capital, Crypto Hedge Fund  
Osama AlRaei, Co-founder and CEO, Lendo

### Moderator

Irina Asktrakhan, Practice Manager, Finance and Markets Global Practice, World Bank

15:30 -  
16:00  
(30 mins)

## "The Big Bets" Unicorns in the Tech Space as Investors and Investment Attraction Multipliers

This session examines the role of tech unicorns in driving Foreign Direct Investment (FDI) and fostering innovation ecosystems. It will address mergers and acquisitions, supportive policies, and talent retention strategies, focusing on balancing large FDI projects with the growth of emerging global champions.

Conference

Thuraya  
Ballroom

### Speakers

Emon Shakoor, Founder and CEO, Blossom Accelerator  
Eng. Ali Aldamanhori, CEO, HungerStation

### Moderator

Courtney Fingar, Senior Advisor, WAIPA

15:30 -  
16:00  
(30 mins)

## "Advanced Data Analytics for Trade & Investment Intelligence" Leveraging Insights for Competitive Advantage

This session examines how government initiatives enhance trade intelligence through data sharing and collaboration, addressing implementation challenges, investment trends in data analytics, and successful case studies that highlight the competitive advantage of advanced analytics in global trade.

Conference

Mecca Hall

### Speakers

Angelica Schempp, Consul General of Switzerland, Dubai and Head, Swiss Business Hub Middle East  
Dr. Caroline King, Global Head, Business Development, Government Affairs, SAP

### Moderator

Lama Alghair, Director, Market Intelligence, Saudi Investment Promotion Authority (SIPA)

16:00 -  
16:45  
(45 mins)

## "Diversifying Energy Sources" Accelerating FDI in Energy and Minerals Projects

This session explores government incentives aimed at attracting Foreign Direct Investment (FDI) in renewable energy and long-term projects, assessing the effectiveness of policies and opportunities in green technologies and mining for sustainable economic growth.

Conference

Thuraya  
Ballroom

### Speakers

Hesham Tashkandi, CEO, ACWA Power, Saudi Region  
Omar Aldaweesh, General Manager, CEO, KSA & Bahrain, EDF Group and Vice Chairman European Chamber of Commerce in the Kingdom of Saudi Arabia (ECCKSA)  
Sujatha U.G., Vice President, Global Partnerships and Net Zero, Invest India

### Moderator

Younna Naufal, Director, APCO

16:00 -  
16:45  
(45 mins)

## "Responsible Roaming" Sustainable Tourism in Emerging Economies

This session will explore sustainable tourism investments in emerging economies, focusing on the government's role in providing incentives and infrastructure. It will emphasize stakeholder engagement and highlight successful models that promote environmental conservation and economic benefits

Conference

Mecca Hall

### Speakers

Abdullah Bin Nassar Aldawod, Managing Director and ACEO, Qiddiya Investment Company (*Tentative*)

Jerry Inzerillo, Group CEO, Diriyah Gate Development Authority (*Tentative*)

Samer Al-Kharashi, Director, UN tourism regional office for the Middle East

Wahdan Al Kadi, CEO, Event Investment Fund

### Moderator

Khalid Alaamer, Lead, Investment Policy and Practice, World Economic Forum

17:00 -  
17:30  
(30 mins)

## "Tech Hubs and Innovative Ecosystems" Driving FDI in Emerging Markets and Innovation

This session explores how tech hubs and innovative ecosystems drive FDI in emerging markets, focusing on strategies for attracting investments. It will highlight the role of government policies, infrastructure, and collaboration, with case studies on tech hubs' impact on economic growth and sustainability amid geopolitical challenges.

Conference

Thuraya Ballroom

### Speakers

Ibrahim Neyaz, CEO, National Technology Development Program

Babak Ahmadzadeh, Co-founder, Forma

Dr. Ibrahim Saad AlMojel, Founding Partner, Khwarizmi Holding

### Moderator

Paula Tavangar, CIO, Injaz Capital

17:00 -  
17:30  
(30 mins)

## "Data Dynamo" Powering IPA Prospecting with Stack Automation

This session will explore how IPAs can use data stack technologies, including predictive analytics, to automate prospecting and forecast investment trends. It will discuss machine learning's role in analyzing data, supportive policies for attracting foreign investment, and case studies on sustainable tech adoption amid geopolitical challenges.

Conference

Mecca Hall

### Speakers

Chris Knight, Managing Director, fDi Intelligence portfolio (Financial Times)

Matthew Stephenson, Head, Investment and Services, World Economic Forum (WEF)

### Moderator

Paula Naoufal, Senior Reporter, CNN Business Arabic

17:30 -  
18:00  
(30 mins)

## “Addressing emerging challenges and opportunities for investment facilitation”

This session will discuss strategic opportunities and challenges in global trade and investment. Insights from policy, governance, and academia will be shared to develop actionable strategies and strengthen collaboration among diverse stakeholders

Conference

### Speakers

Thuraya Ballroom

Dr. Heather Taylor-Strauss, Head, FDI Technical Assistance and Capacity Building Programmes, UN Economic and Social Commission for Asia and the Pacific (UNESCAP)  
Khawaja Aftab Ahmed, Regional Director, IFC

### Moderator

Khalid Alaamer, Lead, Investment Policy and Practice, World Economic Forum

17:30 -  
19:00  
(90 mins)

## WAIPA General Assembly (WAIPA Members only)

The General Assembly is the deliberative organ of WAIPA and convenes as per WAIPA Statutes Chapter 4, Art. XII/1

Governance

Mecca Hall

10:00 -  
10:10  
(10 mins)

## Opening Session: “Navigating to Certainty and Overcoming the Unknown” - The Imperative for Investment Promotion Agencies

This session will explore how Investment Promotion Agencies (IPAs) can build resilience and adaptability to attract investment in uncertain times. The discussion will also include proactive strategies and innovations to maintain investor confidence, sharing case studies of successful IPA initiatives to highlight best practices for fostering a stable investment climate amid global challenges.

Conference

Mecca Hall

### Speakers

Nivruti Rai, Managing Director and CEO, Invest India, and President, WAIPA  
Kaye Anne Greenidge, CEO, Invest Barbados

10:10 -  
10:20  
(10 mins)

## Ministerial Keynote

### Speakers

H.E Mr. Ahmed Alkhateeb Minister of Tourism, Saudi Arabia

Conference

Mecca Hall

10:20 -  
11:00  
(40 mins)

## "Bridging Borders" Facilitating Global Corporate Partnerships and Investments

This session will explore building trust in cross-border collaborations, emphasizing transparent communication and mutual benefits. It will address challenges such as regulatory and cultural differences, share tools for streamlining investment, and showcase case studies of successful partnerships that support local economies.

Conference

Mecca Hall

### Speakers

Escipión J. Oliveira-Gómez, Director, Division of Enterprises Competitiveness and Institutions (DECI), International Trade Centre (ITC)  
Ambassador Andrea Rauber Saxer, Head, Bilateral Economic Relations Divisions, State Secretariat for Economic Affairs, Switzerland  
Max Müller, Senior Vice President and Head, Global Public Affairs, Bayer AG  
Davide Cichero, Chief of Staff, International Chamber of Commerce (ICC)

### Moderator

Emmanuel Noutary, General Delegate, ANIMA Investment Network

11:00 -  
11:30  
(30 mins)

## “Informative Advertising is Persuasive” The Art of Investor Engagement

This session will explore effective techniques for engaging investors and understanding their preferences. It will discuss strategies for building long-term relationships, focusing on trust, transparency, and personalized interactions. Insights from successful engagements will offer practical approaches for Investment Promotion Agencies (IPAs) to attract and retain investors, ensuring sustained growth and strong investor relations.

Conference

Mecca Hall

### Speakers

Zehra Fattah, Founder and Managing Director, Kent Consulting & Events  
Marios Tannousis, Deputy Director General, Invest Cyprus  
Gareth Hagan, CEO, OCO Global

### Moderator

Nawied Jabarkhyl, Director, Head of International Media Relations, APCO

12:00 -  
12:40  
(40 mins)

## "To Finish First, first you Have to Finish"

### Operational Excellence in IPAs for the Benefit of our Investors

This session will explore operational excellence in Investment Promotion Agencies (IPAs), focusing on balancing marketing, promotion, aftercare, and relationship management. It will cover governance structures, the role of aggregators in lead generation, and best practices to enhance IPA efficiency and impact.

Conference

Mecca Hall

#### Speakers

Levon Ohanesyan, CEO, Enterprise Armenia

Dr. Damie Sinanan, Executive Director, Caribbean Export Development Agency

Natalia Bejan, Director General, Invest Moldova Agency

#### Moderator

Dr. Abhishek Saurav, Senior Economist, Finance, Competitiveness, and Innovation, World Bank

12:40 -  
12:50  
(10 mins)

## Ministerial Keynote

### Speakers

H.E. Bandar Ibrahim Alkhorayef, Minister of Industry and Mineral Resources, Saudi Arabia

Conference

Mecca Hall

12:50 -  
13:30  
(40 mins)

## "Strategic Alliances"

### Leveraging Partnerships for Investment Success

This session will examine partnerships in investment promotion, focusing on building alliances with governments, industry groups, and global organizations. It will address challenges such as balancing public-private interests and ethical considerations and provide case studies and best practices to help Investment Promotion Agencies (IPAs) drive investment and economic growth.

Conference

Mecca Hall

#### Speakers

Right Honourable Dr Denzil L Douglas, Senior Minister, Minister of Foreign Affairs, International Trade, Industry & Commerce, Consumer Affairs, Economic Development and Investment, Saint Kitts and Nevis

Sevak Mikayelyan, Deputy Minister of Economy, Republic of Armenia

#### Moderator

Nawied Jabarkhyl, Director – Head of International Media Relations, APCO

14:30 -  
15:15  
(45 mins)

## "Ready, Set, Go"

### Strategic Approaches to Specialized Industry Investment Promotion

This session examines strategies for promoting investment in specialized industries, focusing on identifying high-potential opportunities and balancing innovation with regulatory support. The discussion will cover sharing of insights and best practices, equipping IPAs to effectively navigate emerging industry opportunities.

Conference

Mecca Hall

#### Speakers

Dr. Mohammed A AlQuwaizani, Managing Director, Johnson & Johnson Innovative Medicine, Saudi Arabia

Ananthanarayanan Shanmugam, Senior Vice President and Chief Facilitation Officer, Invest India

Mario Vargas, Trade and Investment Director of Peru to the UAE & GCC

Badr Alherbish, Chief Strategy Officer, Tourism Development Fund (TDF)

#### Moderator

Dushyant Thakor, Deputy Executive Director, WAIPA

15:15-  
15:35  
(20 mins)

## Closing of the 28th WIC: Highlights and the way forward

### Speakers

H.E. Ibrahim Almubarak, Assistant Minister of Investment and CEO, Saudi Investment Promotion Authority (SIPA)

Nivruti Rai, Managing Director and CEO, Invest India, and President, WAIPA  
Ismail Ersahin, Executive Director and CEO, WAIPA

Dr. James Zhan, Executive Board of World Investment Conference, WAIPA

Conference

Mecca Hall



World Association of  
Investment Promotion  
Agencies

استثمر في السعودية  
INVEST SAUDI



# 28<sup>th</sup> World Investment Conference

**Masterclasses &  
Side Events**

**25-27 November  
Fairmont Hotel, Riyadh**

This program is not final and is subject to change.

## Masterclasses & Side Events

11:00 –  
17:00

### International Trade Centre (ITC) Workshop (by invitation)

This workshop will focus on strengthening regional collaboration and enhancing the skills of investment promotion agencies in West Africa, supporting efforts to boost trade and attract investment across the region.

Side event

 Damman Hall



## Masterclasses & Side Events

13:00 -  
14:00  
(60 mins)

Side events

📍 Taif Hall

### UNFCCC GIH Panel: “Investing in Climate Action: Catalyzing Transformative Innovations for a Resilient Future” (by invitation)

This session will explore transformative climate innovations essential for a low-emission future and the crucial role of private capital in bridging a \$27 trillion finance gap by 2030. Discussions will focus on scaling sustainable solutions across sectors and fostering investment ecosystems to accelerate decarbonization and economic growth.

15:00 –  
16:15  
(75 mins)

Side event

📍 Taif Hall

### Matchmaking Session

The matchmaking session will foster direct connections between investors, businesses, and government representatives, creating opportunities for collaboration across key sectors. Through focused discussions, participants will be able to explore synergies, share insights, and establish partnerships that drive investment and growth.

15:00 -  
15:30  
(30 mins)

Masterclass

📍 Dammam Hall

### “Impact Insights” Turning Data into Investment Wins

This masterclass will explore how IPAs can set KPIs to measure FDI impact on the domestic economy and UN SDGs, refining budgets and strategies to position regions as sustainable investment hubs. Practical frameworks for data-driven KPIs will be discussed.

#### Speakers

Githa Roelans, Head, Multinational Enterprises and Responsible Business Conduct Unit, International Labour Organization (ILO)

15:30 -  
16:15  
(45 mins)

Masterclass

📍 Dammam Hall

### “Investor Services 2.0” Enhancing Support and Engagement in the Digital Age

This masterclass will explore how IPAs can boost investment retention and reinvestment through advanced aftercare, including VR site visits, AI-driven analytics, and workforce development strategies, enhancing engagement and driving economic benefits.

#### Speakers

Yago Aranda Larrey, Private Sector Specialist, World Bank Group

## Masterclasses & Side Events

10:00 -  
11:30  
(90 mins)

### WAIPA SCRIPA session in partnership with ANIMA, CAIPA and African IPAs Group: Fostering regional value chains through cooperation within IIPA networks (by invitation)

Side events

This session focuses on strengthening regional value chains through enhanced cooperation among IPA networks, driven by a need for economic sovereignty, resilience, and environmental sustainability.

 Dammam Hall

10:00 -  
11:00  
(60 mins)

### Saudi-Tajikistan Committee Meeting (by invitation)

The 4<sup>th</sup> Saudi-Tajikistan Committee Meeting will serve as a platform for enhancing economic cooperation and exploring partnership opportunities between Saudi and Tajikistan representatives.

Side events

 Ministerial Roundtable Venue

10:00 -  
11:30  
(90 mins)

### “Towards a Sustainable PSP Ecosystem” Insights from the KSA Journey

This workshop organized by the National Center for Privatization (NCP) delves into Saudi Arabia's PPP ecosystem, covering its legal framework, project pipeline, and lessons from cross-sector partnerships to foster sustainable collaboration.

Masterclass

 Mecca Hall

10:45 -  
11:30  
(45 mins)

### Partnering for Success: The Guide to Winning Collaborations

This masterclass will examine how partnerships between government entities and IPAs boost FDI and bilateral trade. It will cover strategies for identifying aligned partners, key initiatives for supporting foreign market entry, and case studies on successful IPA collaborations to strengthen economic ties.

Masterclass

 Taif Hall

#### Speakers

Andreas Dressler, Managing Director, FDI Center

12:00 -  
13:00  
(60 mins)

### COP 29 High-Level Roundtable at WIC 2024 (by invitation)

This high-level roundtable will aim to decipher the outcomes of the COP29 conference, including the implications and opportunities for the finance and investment community. The roundtable will aim delve into key decisions, and mechanisms to foster innovative and inclusive solutions to close the finance gap.

Side event

 Dammam Hall

12:00 -  
13:00  
(60 mins)

### Saudi-Tajikistan Business Council Inauguration (by invitation)

The formal launch of the Saudi-Tajikistan Business Council, aiming to strengthen economic ties and promote investment opportunities between Saudi and Tajikistan

Side event

 Ministerial Roundtable Venue

## Masterclasses & Side Events

12:00 -  
14:00  
(120 mins)

### Global Supply Chain Resilience Initiative - GSCRI Marketing Event (by invitation)

This session will showcase Saudi Arabia's commitment to industrial growth and resilient supply chains under Vision 2030, with discussions on key strategies, investment successes, and future opportunities for global collaboration.

Side event

Mecca Hall

14:30 -  
15:30  
(60 mins)

### Saudi-Tajikistan Business Meeting (by invitation)

The Saudi-Tajikistan business meeting aims to bring together business leaders from Saudi Arabia and Tajikistan with a focus on exploring investment opportunities and enhancing bilateral economic cooperation

Side event

Ministerial  
Roundtable  
Venue

14:30 -  
15:30  
(60 mins)

### UNFCCC GIH Roundtable – “Accelerating Transformative Action for Climate and Sustainability”

This roundtable will introduce the UN Climate Change Global Innovation Hub, highlighting its vision and initiatives for driving global climate action. Solution providers will present their climate and sustainability innovations, while investors will discuss their investment strategies and support for funding climate initiatives.

Side event

Taif Hall

14:30 -  
16:30  
(120 mins)

### Roundtable on Unlocking Central Asia's Investment Potential: Building a Regional Approach to Attract Investment and Enhance Trade (by invitation)

This workshop organized by UNESCAP will provide training for Central Asian IPAs to support skill building, foster collaboration and knowledge-sharing with the aim of strengthening regional investment opportunities and cooperation.

Side event

Dammam  
Hall

17:00 –  
17:45  
(45 mins)

### “Strategic Planning Mastery” What Investors Want

This masterclass will address private sector expectations from IPAs, focusing on how IPAs can attract and retain high-impact investments. Participants will learn about strategies that align with investor priorities while driving sustainable economic growth.

Masterclass

Taif Hall

#### Speakers

Dr. Trevor Gunn, Vice President, International Relations, Medtronic; Member of the Business Advisory Board of WAIPA

Dr. Caroline King, Global Head, Business Development, Government Affairs, SAP; Member of the Business Advisory Board of WAIPA (tentative)

#### Moderator

Courtney Fingar, Senior Advisor, WAIPA

## Masterclasses & Side Events

19:00 onwards

Side event

### Indo-Saudi Bridges of Opportunity (by invitation)

The Bridges of Prosperity Session brings together a curated group of leading investors, policymakers, and thought leaders from India and Saudi Arabia. Dialogue will focus on identifying mutual synergies in investment, trade, and research and development.

## Masterclasses & Side Events

08:00 -  
09:30  
(90 mins)

Side events

Dammam Hall

### WEF Breakfast: “Leave no one behind” (by invitation)

This session will examine how FDI can drive job creation, equality, and socio-economic development, with a focus on benefiting youth, women, and all regions within a country. It will highlight actionable strategies such as gender-responsive investment policies, youth entrepreneurship support, and frameworks to ensure that FDI benefits are equitably distributed across regions.

09:00 -  
17:00

Side events

Thuraya Ballroom

### Saudi Spanish Investment Forum (SSIF) (by invitation)

The forum will connect Saudi and Spanish officials with private sector representatives to foster bilateral investments. This will include MoU signing ceremonies, breakaway panel discussions and presentation of investment opportunities.

10:00 -  
11:30  
(90 mins)

Side events

Dammam Hall

### Youth Programme Panel: “Bridging Generations: Insights on Investment Policy for a Sustainable Future.” (by invitation)

This session will discuss the main findings and insights of a policy paper closely linked to the ministerial roundtable discussion, aiming to shed light on youth perspectives concerning contemporary topics in the investment ecosystem and present it to a live audience

10:15 -  
11:00  
(45 mins)

Masterclass

Taif Hall

### “Venture FDI Unleashed” A Blueprint for Global Innovation

This masterclass will explore strategies for driving growth in emerging economies by boosting tech advantages, global competitiveness, and cybersecurity. Topics include creating tech innovation hubs, policies for scaling innovations, and workforce development for high-tech skills.

#### Speakers

Nitin Pangam, CEO, Maeflower

11:00 -  
11:45  
(45 mins)

Masterclass

Taif Hall

### “Click Invest Repeat” Revolutionizing IPAs with Cutting-Edge Technology

This masterclass will explore how cutting-edge digital tools, including AI and big data, enhance the entire investment promotion cycle for IPAs—from marketing and investor targeting to information provision, streamlined procedures, and data analysis.

#### Speakers

Chris Knight, Managing Director, fDi Intelligence (Financial Times)

11:00 -  
16:00

Side events

Ministerial Roundtable Venue

### International SolarX Startup Challenge – Accelerator Workshop (by invitation)

The SolarX Startup Challenge 2024 focuses on identifying innovative solar solutions in ISA member countries, with a particular emphasis on startups from the APAC region. The acceleration workshop in Riyadh will connect top startups with mentors, investors, and industry leaders to scale their innovations. Participants will explore synergies and investment opportunities in the solar sector.

## Masterclasses & Side Events

12:45 -  
13:30  
(45 mins)

### “Visibility Attracts Opportunity” 10 Digital Marketing Tactics for IPAs

This masterclass will guide IPAs in crafting unique marketing strategies to attract high-value investors by leveraging targeted approaches, aligning with national goals, and optimizing with tools like big data, SEO, and CRM. Attendees will learn to track investor behavior and adapt strategies in real time to boost competitiveness.

Masterclass

📍 Taif Hall

#### Speakers

Gareth Hagan, CEO, OCO Global

14:30 -  
15:15  
(45 mins)

### “Promoting Responsible Investment through investment opportunity preparation packaging and appraisal”

This masterclass will cover some perspectives of UNIDO’s ongoing work in African, Caribbean and Pacific countries and will serve to detail UNIDO’s technical and advisory support to investment promotion agencies, showcasing its digital tools and the UNIDO Investment Platform as a means to promote responsible investment to enable global sustainable development.

Masterclass

📍 Taif Hall

#### Speakers

Dr. Brian Portelli, Chief Technical Advisor, UNIDO

17:00 –  
19:30  
(150 mins)

### Saudi-Swiss Joint Economic Committee Meeting (by invitation)

The Saudi-Swiss Joint Economic Committee Meeting will serve as a platform for enhancing economic cooperation and exploring partnership opportunities between Saudi and Swiss representatives

Side events

📍 Ministerial Roundtable Venue