



World Association of  
Investment Promotion  
Agencies

# GLOBAL LEADERSHIP AND INNOVATION IN INVESTMENT PROMOTION 2026

**MIE 2 Geneva**

**2-5**  
MARCH  
2026

with substantive collaboration with  
UN Trade and Development (UNCTAD)





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# Global Leadership & Innovation in Investment Promotion

**An immersive, executive-level masterclass for senior leaders of Investment Promotion Agencies**

A four-day, in-person programme bringing together:

- Senior IPA leadership from across regions
- Global policy institutions based in Geneva
- Practical frameworks across the full investment lifecycle
- Peer learning, applied group exercises, and institutional dialogue

The masterclass is designed to strengthen national investment promotion systems through hands-on learning, real-world case studies, and direct engagement with the institutions shaping global investment, trade, sustainability, and development frameworks.







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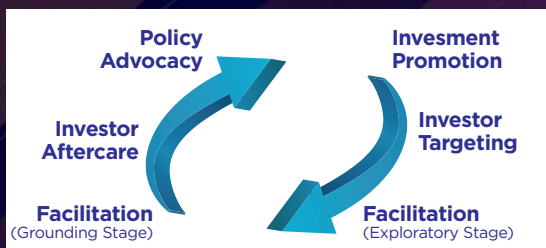
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## Expert-Led Insights:

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.



**Strategic Group Exercise:** Participate in a facilitated, peer-driven group exercise to apply course learnings, address real-world IPA challenges, and develop practical, actionable strategies across 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

Strategic perspectives on the changing global investment landscape, evolving IPA roles, and emerging investor expectations. The day combines leadership insights, strategy frameworks, and policy dialogue, concluding with interactions at **UN Trade and Development (UNCTAD)**.

## DAY 2

### Investment Facilitation, Sustainability & Jobs

A focused deep dive into investment facilitation systems, sustainability, and jobs-oriented investment strategies. Includes applied group exercises and institutional dialogue with the **International Labour Organization (ILO)**.

## DAY 3

### Innovation, Technology & Investment Ecosystems

Explores how innovation, technology, and research ecosystems shape high-value investment decisions. Participants gain exposure to leading innovation environments and practical lessons for positioning economies for future-oriented investments.

## DAY 4

### Investor Targeting, Aftercare & Global Trade Dialogue

Advanced sessions on investor targeting, aftercare, and advocacy, followed by multilateral dialogue on trade-investment linkages at the **World Trade Organization (WTO)**. Concludes with reflections and certificate handover.





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# Programme Overview

The Global Leadership & Innovation in Investment Promotion Masterclass is WAIPA's flagship executive programme designed for senior leaders of Investment Promotion Agencies (IPAs). Delivered in Geneva from 2–5 March 2026, the masterclass provides an immersive learning experience that strengthens national investment promotion systems across the full investment lifecycle.

The programme responds directly to the evolving global investment landscape—characterised by geopolitical fragmentation, sustainability imperatives, digital transformation, and rising investor expectations. It equips IPA leaders with practical frameworks, strategic tools, and peer-driven insights to improve investor targeting, investment facilitation, policy advocacy, aftercare, and institutional coordination.

A defining feature of the masterclass is its on-site engagement across Geneva's diplomatic and multilateral ecosystem. Participants interact directly with senior experts and practitioners from global institutions, gaining firsthand exposure to how international investment, trade, labour, and development frameworks are shaped—and how these influence national investment decisions.

The masterclass is delivered through a blended learning architecture, combining expert-led sessions, applied case studies, structured group exercises, and institutional dialogue. Participants work collaboratively to translate global best practices into actionable, country-level strategies, ensuring relevance, applicability, and immediate institutional value.

With substantive collaboration with UN Trade and Development (UNCTAD), the programme offers authoritative perspectives on global FDI trends, investment policy reform, and investment facilitation, reinforcing WAIPA's commitment to practical, demand-driven capacity development for its members.







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# Highlights from the Inaugural WAIPA Masterclass (2025)

The inaugural WAIPA Global Leadership & Innovation in Investment Promotion Masterclass, held in Geneva in collaboration with the World Free Zones Organization (World FZO), brought together IPAs, SEZs, and global institutions for an intensive leadership journey.

Participants engaged with UNCTAD, ILO, WTO, WEF, CERN, and Campus Biotech, combining policy dialogue, technical sessions, and immersive site visits. Discussions emphasized sustainable investment, aftercare and advocacy, digital transformation, SEZ evolution, and ecosystem-driven investment promotion.

The program concluded with certification and strong peer networks, reinforcing WAIPA's mission to promote investment for good through action-oriented, globally connected platforms.

