



WAIPA HIGH-LEVEL FORUM

on Finance, Technology and
the Future of Investment Promotion



10 February, 2026
Zürich, Switzerland



**WAIPA High-Level Forum on
Finance, Technology and the Future of Investment Promotion**

in partnership with KDIPA

Hotel Baur au Lac Zürich, Tuesday, 10 February 2026

The WAIPA High-Level Forum on Finance, Technology and the Future of Investment Promotion, organized in partnership with Kuwait Direct Investment Promotion Authority (KDIPA), brings together corporate leaders, investors, financial institutions, and innovation actors in Zurich to examine how Europe's investment environment is evolving and how this affects business strategy and location decisions.

For businesses and investors, the forum offers a strategic lens on capital allocation, technology-driven growth, and emerging investment opportunities across Europe, while also highlighting growing bilateral investment and business linkages with Kuwait and the Gulf region. As financing conditions tighten, competition for high-value projects intensifies, and technology reshapes industries, investment decisions are increasingly shaped by access to sophisticated financial ecosystems, strong innovation capabilities, regulatory clarity, and effective institutional support. Through focused discussions on finance, sovereign capital, and innovation-led investment, the forum provides insight into how European markets—supported by global financial hubs such as Switzerland and international sovereign partners—are positioning themselves to attract and support globally competitive businesses.

For Investment Promotion Agencies, the forum creates a parallel opportunity to align promotion strategies more closely with corporate and investor expectations, facilitate Europe–Gulf investment flows, deepen engagement with financial and innovation ecosystems, and sharpen Europe's collective investment proposition in advanced markets.

09:30-10:00 Opening Session – Welcome & Strategic Framing

The opening session frames the conference around Europe's shifting investment priorities and the need for closer alignment between IPAs, financial institutions, and global partners. In this context, Switzerland's strong financial and innovation landscape positions it as a significant contributor to Europe's investment environment, while Kuwait's partnership highlights the role of international sovereign capital. The session sets the tone for a day dedicated to finance, technology, and the future of investment promotion.

10:00 – 11:15 Session – Finance & Investment Flows: Understanding Today's Capital Landscape

This session examines the evolving financial environment shaping investment flows into Europe. As capital needs grow and global dynamics shift, understanding investor motivations, regulatory frameworks, and risk assessments is becoming increasingly critical. The discussion will explore how Switzerland and Europe can strengthen their attractiveness for capital and long-term investment under changing financial conditions.

11:25-12:00 Fireside Chat – Global Investment Dynamics: Sovereign Capital, Emerging Trends and the Future of Investment Promotion

This high-level conversation brings together a global perspective and a sovereign investor viewpoint. The discussion examines how financial, technological, and geopolitical developments are reshaping investment flows worldwide—and what this means for investment strategies in an increasingly complex global environment.

12:15-13:15 Networking Lunch

13:15-14:15 Session – Technology & Innovation: The New Drivers of Investment Promotion

Technology-driven investment is redefining global competition and transforming how high-value projects are attracted and developed. This session explores how European and Swiss innovation actors, corporate R&D institutions, and startup ecosystems shape the next generation of investment promotion. The discussion highlights the practical implications for locations and institutions supporting innovation-driven investment.



14:30-16:30 WAIPA IPA Masterclass: Innovating IPA Performance in Advanced Markets

This session combines global strategic perspectives with a structured, practice-oriented masterclass, translating international investment priorities into actionable insights for Investment Promotion Agencies.

Part I: Strategic Perspectives from Leading International Organizations

This opening segment brings forward-looking insights from major international organizations on how global investment dynamics are evolving. The discussion will explore how shifts in finance, technology, sustainability, and industrial policy are reshaping expectations from IPAs in advanced economies. The segment will focus on:

- Global investment and technology trends influencing Europe
- Emerging priorities around sustainable and innovation-led investment
- What international institutions expect from IPAs over the next 3–5 years

Part II: WAIPA IPA Masterclass – WAIPA Masterclass – Strengthening IPA Strategy and Performance in Advanced Markets

Building on these global perspectives, WAIPA leads a concise and practical masterclass tailored for IPA professionals. The masterclass focuses on strengthening strategic positioning and operational effectiveness in a highly competitive investment environment. Focus areas include:

- Key considerations in today's European investment landscape
- Strengthening IPA strategy and positioning in a competitive Europe
- Enhancing investor engagement and facilitation
- Practical reflections and Q&A