WAIPA
World Association of Investment Promotion Agencies
WAIPA
World Investment Conference
30th WAIPA WORLD INVESTMENT CONFERENCE (WIC 2026)
10-12 NOVEMBER 2026
CICG, GENEVA
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World Association of Investment Promotion Agencies

# CONSULTATIVE COMMITTEE MEMBERS AND GLOBAL PARTNERS

World Investment Conference

## CONSULTATIVE COMMITTEE

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INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

International Labour Organization

International Trade Centre

OECD
BETTER POLICIES FOR BETTER LIVES

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UNIDO
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## GLOBAL PARTNERS

UNITED NATIONS
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Trade for LDC development

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WORLD INTELLECTUAL PROPERTY ORGANIZATION

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DIPLOMATIC CLUB OF GENEVA
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CCIG
GENEVA CHAMBER OF COMMERCE, INDUSTRY AND SERVICES

IsDB
البنك الإسلامي للتنمية
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yased
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# 30th WAIPA World Investment Conference

## Promoting Investment for Shared Prosperity: Resilient and Sustainable

### 10–12 November 2026 | Geneva, Switzerland

The global investment landscape is being reshaped by converging challenges and opportunities. Geopolitical tensions, trade fragmentation, technological disruption, supply chain reconfiguration, and tighter financing conditions are altering how investors allocate capital and how countries compete for it. At the same time, transitions in energy, AI and digital infrastructure, advanced manufacturing, health, food systems, and services are creating new avenues for investment-led growth. In this context, investment promotion is becoming more strategic: the objective is not only to attract more investment, but to attract investment that is resilient, productive, inclusive, and sustainable.

The World Investment Conference (WIC), WAIPA's flagship annual event, has served since 1996 as the leading global platform for dialogue on international investment. Bringing together key stakeholders of the global investment community—including senior policymakers, business executives, IPA heads, and international organizations—the Conference provides a unique forum to assess global investment trends, share practical experience, build partnerships, and advance investment for development. With WAIPA's membership spanning over 110 countries, the Conference reflects the diversity and universality of the global investment promotion community.

The 30th edition of WIC returns to Geneva, the birthplace of WAIPA and the seat of its Permanent Secretariat, marking three decades of connecting capital with opportunity. Under the theme "Promoting Investment for Shared Prosperity: Resilient and Sustainable," WIC 2026 is expected to attract 6,000–8,000 participants (broadly in line with attendance at recent editions) and feature more than 100 sessions and engagements across seven pillars: Leaders Vision, Development Strategies, Sectoral Resilience, Partner-led Competitiveness, Partner-led Sustainability, Executive Focus, and Business Engagement. Together, these sessions will address the major issues shaping investment today and tomorrow—from industrial policy and sustainable finance to digital infrastructure, supply chain resilience, responsible business conduct, and domestic value creation.

WIC 2026 aims to deliver practical outcomes for the global investment promotion community: stronger partnerships, sharper policy and institutional tools, more effective business engagement, and a renewed agenda for mobilizing investment in support of shared prosperity. At a time of uncertainty and transition, the Conference will provide a platform to align global vision with practical action.

# 30th WAIPA WORLD INVESTMENT CONFERENCE

## "Promoting Investment for Shared Prosperity: Resilient and Sustainable"

*| 10-12 November 2026 | Geneva, Switzerland |*

### DAY 1: Tuesday 10 November 2026 (1/2)

| TIME | High-Level Strategic Issues | Sectoral Resilience | Partner-led Competitiveness | Partner-led Sustainability | Executive Focus |
|---|---|---|---|---|---|
| 08:30 – 10:00 | Registration & Coffee | | | | |
| 10:00 – 11:00 | **Grand Opening**<br><br>Welcome addresses, keynotes, setting the conference agenda. | | | | |
| 11:00 – 12:00 | **Global Leaders Platform I: Investing in Prosperity for All**<br><br>Public and private leaders examine how investment can drive growth in a new era.<br><br>• Where will capital go next?<br>• How to restore confidence? | | | | |
| 12:00 – 13:00 | **Global Leaders Platform II: The New Investment-Development Compact**<br><br>Public and private leaders debate a new balance between competitiveness and sustainability.<br><br>• What should governments facilitate?<br>• What should investors deliver? | | | | |
| 13:00 – 14:00 | Lunch Break (Day 1) | | | | |
| 14:00 – 16:00 | **Ministerial Roundtable: The Next Decade of Global Investment:**<br><br>A forward-looking dialogue on how to set investment strategy and promotion over the next ten years.<br><br>• What will matter most?<br>• What must change now? | | | | |

# 30th WAIPA WORLD INVESTMENT CONFERENCE

## "Promoting Investment for Shared Prosperity: Resilient and Sustainable"

*| 10-12 November 2026 | Geneva, Switzerland |*

### DAY 1: Tuesday 10 November 2026 (2/2)

| TIME | Development Strategies | Sectoral Resilience | Partner-led Competitiveness | Partner-led Sustainability | Executive Focus |
|---|---|---|---|---|---|
| **15:50 – 16:00** | Coffee Break (Day 1, 15:50) | | | | |
| **16:00 – 16:50** | **Openness and Economic Security**<br><br>Investment screening and strategic-sector rules are now part of the policy landscape in many economies, raising the question of how to keep attracting investment while addressing security concerns.<br><br>• How can screening stay predictable and transparent?<br>• How do investors plan around it? | **Advanced Manufacturing in the New Era**<br><br>Manufacturing FDI is being reshaped by automation, resilience, and localisation pressures.<br><br>• What do firms want now?<br>• How to attract advanced manufacturing activities? | **UNCTAD: Regional investment agreements and Investment Facilitation**<br><br>Regional IIAs can support investment facilitation while improving coherence across fragmented investment frameworks<br><br>• How can IIAs strengthen investment facilitation?<br>• How can they reduce fragmentation? | **ITC: Investing in Inclusive Value Chains**<br><br>Investment at the service of sustainable and inclusive value chains and SME Competitiveness.<br><br>• How can FDI lift local SMEs rather than displace them?<br>• What makes supplier linkages sustainable? | **FT Locator: New IPA Toolkits**<br><br>A practical session on data tools, AI tools, and investor intelligence platforms.<br><br>• What tools add value?<br>• How to use new tools effectively? |
| **16:50 – 17:00** | Coffee Break (Day 1, 16:50) | | | | |
| **17:00 – 17:50** | **Investment, Trade and Geopolitics**<br><br>This panel looks at how trade friction, and security concerns shape investment choices.<br><br>• What risks dominate decisions?<br>• How are firms adapting? | **Food Security as Investment**<br><br>Agriculture and food processing are rising as strategic sectors for resilience and growth.<br><br>• Where are the investable gaps?<br>• How are risks reduced? | **World Bank: Leveraging Critical Minerals for Manufacturing Investment**<br><br>Growing demand for energy-transition minerals opens opportunities across value-added segments, where IPAs can play a pivotal role in attracting investors, closing information and coordination gaps, and facilitating mid- and downstream investment.<br><br>• How can IPAs target mid-/downstream critical-minerals investment?<br>• What do investors need, and which IPA tools matter most? | **UNECE & WAPPP: Infrastructure Through PPPs**<br><br>This session looks at how to structure partnerships to build lasting Infrastructure<br><br>• What makes PPPs credible?<br>• What improves execution? | **WAIPA Steering Committee**<br>(Members only)<br><br>17:30-18:30 |
| **19:00 – 21:00** | **WAIPA Investment Excellence Awards and WAIPA-IsDB Investment Excellence Awards<br>30th Anniversary Reception** | | | | |

**Business Engagement:** a designated room will be available for IPA-MNE Matchmaking throughout the conference

# 30th WAIPA WORLD INVESTMENT CONFERENCE

## "Promoting Investment for Shared Prosperity: Resilient and Sustainable"

*| 10-12 November 2026 | Geneva, Switzerland |*

### DAY 2: Wednesday 11 November 2026 (1/3)

| TIME | Development Strategies | Sectoral Resilience | Partner-led Competitiveness | Partner-led Sustainability | Executive Focus |
|---|---|---|---|---|---|
| 08:00 – 09:00 | | | **World Economic Forum: Leadership Breakfast (invite-only)**<br><br>"Highlighting Successful FDI"<br>An interactive, leadership discussion on how to ensure great FDI speaks for itself.<br><br>• What are examples of great FDI?<br>• How can the FDI story be told?" | | |
| 09:00 – 09:50 | **Rethinking Investment Incentives**<br><br>Countries are reassessing tax and non-tax incentives as fiscal pressures and international tax reform reshape investment value propositions.<br><br>• What should be reformed?<br>• How should IPAs adapt? | **Investing in Sports for a Healthier Future**<br><br>**European Football Clubs Foundation**: investment in sports can deliver commercial returns and societal impact.<br><br>• What models combine sporting, societal and commercial success?<br>• How public and private actors can converge around sports? | **Fortune: The Price of Profitability**<br><br>Inside the 2026 Fortune 500 Europe, a $15.5 trillion snapshot of the continent's corporate economy, this session unpacks why Europe's largest companies continue to trade at a steep discount to their US peers.<br><br>Expect fresh data on falling European margins versus rising American ones, growth that evaporates once currency effects are stripped out, and a valuation gap only partly explained by profitability - pointing to deeper forces at play. | **World Bank: From Quantity to Quality**<br><br>Governments and IPAs are shifting targets from how much FDI is attracted to what it delivers for productivity, innovation, skills, and the green transition.<br><br>• Who should be targeted?<br>• How is real impact measured? | **OCO: Aftercare First**<br><br>Retention and reinvestment are often the quickest route to stronger investment performance.<br><br>• Why do firms stay?<br>• Why do they expand elsewhere? |
| 09:50 – 10:00 | Coffee Break (Day 2, 9:50) | | | | |
| 10:00 – 10:50 | **Industrial Policy Goes Global**<br><br>Subsidy races and strategic sectors are redrawing global investment landscape.<br><br>• Which policies attract capital?<br>• Which create distortion? | **Services as Growth Engines**<br><br>Producer services such as ICT and finance are essential for productive investment.<br><br>• Which services unlock growth?<br>• Where are the biggest gaps? | **McKinsey: Investment - Measure of competitiveness**<br><br>Investment trends highlight widening competitiveness gaps between Europe, the US, and China<br><br>• what is the investor perspective on these divergent geographies?<br>• how to strengthen investment cases and rebalance disparities? | **UNECE: Circular Systems, New Returns**<br><br>Circular business models, transparent value chains, food systems transformation and waste valorisation generate new investable pipelines across multiple sectors.<br><br>• Which circular economy investments can deliver sustainability and returns?<br>• What policies, standards and partnerships help scale impact? | **EIF: Sustainable and Inclusive Investment Opportunities in LDCs** |
| 10:50 – 11:00 | Coffee Break (Day 2, 10:50) | | | | |

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# 30th WAIPA WORLD INVESTMENT CONFERENCE

## "Promoting Investment for Shared Prosperity: Resilient and Sustainable"

*| 10-12 November 2026 | Geneva, Switzerland |*

### DAY 2: Wednesday 11 November 2026 (2/3)

| TIME | Development Strategies | Sectoral Resilience | Partner-led Competitiveness | Partner-led Sustainability | Executive Focus |
|---|---|---|---|---|---|
| 11:00 – 11:50 | **Roundtable: Consortium of Think Tanks**<br><br>The Consortium will collectively shape the future Investment Policymaking Agenda in the new era of global economy.<br><br>• What are the key emerging issues?<br>• How to address them? | **Health as an Investment Frontier**<br><br>Healthcare, biotech, and health infrastructure are emerging as strategic investment opportunities.<br><br>• Where is demand strongest?<br>• What makes projects credible? | **World Bank & ITC: Investment Facilitation in Practice**<br><br>Investment facilitation commitments can be translated into domestic reform, leading to more trade and investment.<br><br>• What capacity is missing?<br>• What can be done? | **WFZO: Synergy for Investment Promotion**<br><br>IPAs, s, and TPOs often operate in silos. Breaking these barriers can unlock an efficient, and mutually reinforcing trade and investment promotion ecosystem.<br><br>• How to deepen collaboration?<br>• What institutional model works? | **Target. Attract. Deliver**<br><br>Training on how to identify priority investors, sharpen value propositions and build pipelines. Featuring peer practice and lessons learnt.<br><br>• How can IPAs better target right investors?<br>• What strategies and practical lessons can help turn investor interest into outcomes? |
| 11:50 – 12:00 | Coffee Break (Day 2, 11:50) | | | | |
| 12:00 – 12:50 | **Sovereign Capital, Strategic Choices**<br><br>Sovereign wealth funds are deploying $12 trillion across borders, reshaping how countries compete for patient, large-scale capital.<br><br>• What do sovereign investors prioritise?<br>• How should IPAs engage them differently? | **Energy Transition, Real Deals**<br><br>Clean energy investment depends on credible projects, strong policy, and bankable structures.<br><br>• What makes projects investable?<br>• What slows financial close | **IsDB: Regional Blocs, Shared Strategies**<br><br>Regional economic groupings can coordinate investment promotion, harmonise facilitation to global investors.<br><br>• What coordination models deliver better results?<br>• How to harness regional FDI? | **Arab-Swiss Chamber of Commerce: Logistics as Location Advantage**<br><br>Port capacity, warehousing, cold chain, and freight connectivity are increasingly decisive in FDI decisions.<br><br>• What logistics gaps cost countries investment?<br>• Which upgrades move needle? | |
| 12:50-14:00 | Lunch Break (Day 2) | | | | |
| 14:00 – 14:50 | **High-Level Roundtable: Diplomacy and Investment Promotion**<br><br>Dialogue between ambassadors and IPA Executives. Diplomatic missions and investment promotion agencies are natural partners. Coordination between them remains challenging.<br><br>• How to create synergies between diplomacy and promotion?<br>• How to maximize impact? | **AI, Power and the New Infrastructure Race**<br><br>The buildout of AI is driving a fresh contest for energy, land, connectivity, and computing capacity.<br><br>• What do investors need first?<br>• Which locations are ready? | | **Chatham House: Green Industrial Strategies and Investment**<br><br>As economies pursue green industrial strategies, challenge is to align efforts to attract investment and strengthen trade, rather than compete in isolation.<br><br>• How can economies align green industrial strategies?<br>• What opportunities for investment and trade partnerships? | **UNIDO: ACP Business-Friendly Programme-Lessons & way forward**<br><br>Experiences from ACP countries show targeted investment facilitation and promotion can strengthen business environments and attract investment. Recommendations for IPAs<br><br>• How to delivered greater impact?<br>• What lessons can inform future initiatives? |

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# 30th WAIPA WORLD INVESTMENT CONFERENCE

## "Promoting Investment for Shared Prosperity: Resilient and Sustainable"

*| 10-12 November 2026 | Geneva, Switzerland |*

### DAY 2: Wednesday 11 November 2026 (3/3)

| TIME | Development Strategies | Sectoral Resilience | Partner-led Competitiveness | Partner-led Sustainability | Executive Focus |
|---|---|---|---|---|---|
| 14:50 – 15:00 | Coffee Break (Day 2, 14:50) | | | | |
| 15:00 – 15:50 | **High-Level Roundtable: Diplomacy and Investment Promotion**<br><br>**(Dialogue between Ambassadors and IPA Executives Continued)** | **Cities as International Production Bases**<br><br>Cities and metropolitan regions are becoming primary locations for industrial clusters and globally connected production networks. Their competitiveness increasingly depends on the strength of local ecosystems to attract FDI.<br><br>• How to build stronger ecosystems?<br>• What success cases show? | **McKinsey: FDI reshaping industry and trade**<br><br>Investment increasingly flows along geopolitical lines and into future-shaping industries, configuring trade networks.<br><br>• What do the investment patterns reveal?<br>• How do they change global trade? | **CCSI: Ratings, Risk and the Cost of Capital**<br><br>Sovereign rating ceilings constrain project ratings, limit investor participation, and raise financing costs even when governments deploy measures to protect project revenues and contracts.<br><br>• What evidence enables rating uplift?<br>• What can governments and IPAs credibly show? | **UNIDO: ACP Business-Friendly Programme-Lessons & way forward**<br><br>**(Continued)** |
| 15:50 – 16:00 | Coffee Break (Day 2, 15:50) | | | | |
| 16:00 – 16:50 | **Invest in SDG**<br><br>This session looks at how to attract capital into sectors with high development returns.<br><br>• What makes projects bankable?<br>• How is impact shown? | **Harnessing AI, Attracting Capital**<br><br>AI regulatory frameworks, safety standards, and liability rules are becoming a new layer of investment location competition.<br><br>• Which governance models attract AI investment?<br>• How to harness AI for transforming business? | **UNIDO: Industrial Upgrading Through FDI**<br><br>This session looks at how FDI can deepen productive capabilities and supplier ecosystems.<br><br>• How is upgrading accelerated?<br>• What support is needed? | **IISD: Digital Infrastructure: Value, Resources, Development**<br><br>Data-centre investment is rising significantly, bringing both opportunities and risks for public resources e.g. energy, water and land.<br><br>• What is the impact on sustainable development?<br>• What policies do we need to encourage investment and achieve sustainable development? | **WAIPA Institutional Events (16:00 – 18:30)**<br><br>**General Assembly (Membership only)** |
| 18:30 onwards | **Networking Reception** | | | | |

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# 30th WAIPA WORLD INVESTMENT CONFERENCE

## "Promoting Investment for Shared Prosperity: Resilient and Sustainable"

*| 10-12 November 2026 | Geneva, Switzerland |*

### DAY 3: Thursday 12 November 2026 (1/2)

| TIME | Development Strategies | Sectoral Resilience | Partner-led Competitiveness | Partner-led Sustainability | Executive Focus |
|---|---|---|---|---|---|
| 09:00 – 09:50 | **Winning High-Value Investment**<br><br>Leaders assess how countries can attract high-value investment in an era of global economic restructuring.<br><br>• What signals seriousness?<br>• What turns investors away? | **Creative Capital**<br><br>Film, gaming, design, music, and digital content industries are attracting growing FDI through production incentives, IP frameworks, and creative zones.<br><br>• What locations are winning creative investment?<br>• How is value retained locally? | **ITC: Export Competitiveness by Design**<br><br>Investment and trade promotion can work together to build stronger export platforms.<br><br>• What coordination works best?<br>• Which sectors are ready? | **ILO: Invest in Skills and Decent Work**<br><br>Investment promotion is shifting from counting jobs to improving job quality and skills, and long-term technology readiness.<br><br>• What metrics matter now?<br>• How are skills and talent pipelines built? | **Building IPA Resilience**<br><br>IPAs need stronger governance, talent, and funding models to manage volatility.<br><br>• What capabilities are essential?<br>• What weakens resilience? |
| 09:50 – 10:00 | Coffee Break (Day 3, 09:50) | | | | |
| 10:00 – 10:50 | **Technology Diffusion Beyond Borders**<br><br>The development impact of FDI depends on whether technologies transfer to local firms, institutions, and workers, not just whether they arrive.<br><br>• What accelerates diffusion?<br>• What keeps technology locked inside foreign firms? | **Logistics as Location Advantage**<br><br>Port capacity, warehousing, cold chain, and freight connectivity are increasingly decisive in FDI decisions.<br><br>• What logistics gaps cost countries investment?<br>• Which upgrades move needle? | **WIPO: Intellectual Property, Intangibles, and Investment**<br><br>Intellectual property ecosystems and intangible assets drive innovation, lower investment risk, and enable cross-border value creation; WIPO plays a central role in strengthening these foundations.<br><br>• How can IP and intangible assets enhance competitiveness and investment readiness?<br>• What tools help businesses identify, protect, and leverage IP assets globally? | **UN WTO: Tourism with Long-Term Value**<br><br>Tourism investment can be more resilient and inclusive when governance is strong.<br><br>• What makes tourism sustainable?<br>• How are local benefits secured? | **City UK: Role of International Financial Centres in Attracting Investment**<br><br>International financial centres can provide trusted, efficient platforms for attracting investment, particularly in markets navigating complex operating environments and economic reforms.<br><br>.• How can IFCs accelerate investment attraction?<br>• What makes an IFC credible and effective for investors? |
| 10:50 – 11:00 | Coffee Break (Day 3, 10:50) | | | | |
| 11:00 – 11:50 | **Supply Chains Redesign: from global to regional, or chains to clusters?**<br><br>Firms are redesigning international production networks for resilience and efficiency.<br><br>• What shifts are key shifts?<br>• How can neighbours collaborate? | **Longevity and Silver Economies**<br><br>Ageing populations are creating new investment opportunities in eldercare, health technology, assisted living, and pension-linked services.<br><br>• What are new investment opportunities?<br>• What policy frameworks enable scale? | **UNCTAD: Impact of geopolitics on investment promotion-facilitation**<br><br>Investment promotion agencies (IPAs) are dealing with uncertainties created by the geopolitical dynamics.<br><br>• What is the main impact on investment promotion and facilitation?<br>• What are IPAs' best practice? | **WFZO: The Future of Free Zones**<br><br>Free zones are evolving from enclaves into platforms for logistics, services, and green industry.<br><br>• What models are winning?<br>• What needs reform? | **UNCTAD: Reading FDI Better**<br><br>A data-focused session on how policymakers and executives should interpret FDI trends and distortions.<br><br>• What do headlines miss?<br>• What should IPAs track? |

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*| 10-12 November 2026 | Geneva, Switzerland |*

### DAY 3: Thursday 12 November 2026 (2/2)

| TIME | Development Strategies | Sectoral Resilience | Partner-led Competitiveness | Partner-led Sustainability | Executive Focus |
|---|---|---|---|---|---|
| 11:50 – 12:00 | Coffee Break (Day 3, 11:50) | | | | |
| 12:00 – 12:50 | **Non-Equity Modes, New Entry Points**<br><br>Licensing, franchising, and contract manufacturing can open new pathways into global production systems.<br><br>• What value can countries capture?<br>• How do firms upgrade? | **Digital Readiness for Investors**<br><br>Digital infrastructure and regulatory readiness are becoming critical factors in investment attraction.<br><br>• What readiness matters most?<br>• How can gaps be closed? | Trade and Investment Location Choice<br><br>Trade policy is now a core variable in site selection and investor planning.<br><br>• What moves the shortlist?<br>• What creates hesitation? | **ITC & ILO: Gender Inclusion and Investment**<br><br>How can investment better support women, youth, and excluded groups.<br><br>• What outcomes are realistic?<br>• How should inclusion be tracked? | **Selling the Location**<br><br>Investment marketing now requires sharper stories, better proof points, and stronger segmentation.<br><br>• What messages work best?<br>• What weakens credibility? |
| 12:50-14:00 | Lunch Break (Day 3) | | | | |
| 14:00 – 14:50 | **Investment in the VUCA Era**<br><br>Investors are rethinking when, where, and how much to commit in a volatile environment.<br><br>• Why are firms staging projects?<br>• How should hosts respond? | **Blue Economy, Deep Value**<br><br>Marine resources, sustainable fisheries, ocean energy, port infrastructure, and maritime logistics represent a growing but underdeveloped investment frontier.<br><br>• What makes ocean projects bankable?<br>• How are environmental safeguards built in? | **Investment and Innovation Ecosystems**<br><br>Investment in start-ups, tech hubs, and R&D is becoming a core competitiveness issue.<br><br>• What makes ecosystems credible?<br>• How are scale-up | **WIDA: Multilateral Roundtable: Joint Investment Endeavour**<br><br>International organisations discuss how their tools can support a smoother and more coherent investment process.<br><br>• Where is support fragmented?<br>• How can delivery be joined up? | **WAIPA Regional IPA Networks Session**<br><br>**Parallel regional IPA network meetings** |
| 14:50 – 15:00 | Coffee Break (Day 3, 14:50) | | | | |
| 15:00 – 16:00 | **Closing Ceremony**<br><br>**Presentation of the outcomes by the Chair of the Conference**<br><br>**Closing statements by the WAIPA Leadership** | | | | |

***PROGRAMME (JAMES ZHAN 2026-10-24)***

***Participation in the Conference is complimentary for registered delegates.***
***For more information & registration: https://waipa.org/wic2026/***