

FDI INTERNATIONAL TRAINING SEMINAR

MONDAY FEBRUARY 19 SEMINAR DAY 1
8:00 AM Welcome Coffee

Coffee and Registration

8:45 AM Welcome

Overview of the two-day training with housekeeping announcements and information for the delegates. Introduction of the Training Chairman.

SPEAKER **Shirar O'Connor**, Vice President, **Conway** CONFIRMED

8:50 AM Welcome from the Training Chairman, Rene Buck, CEO, Buck Consultants International.

SPEAKER **Rene Buck**, CEO, **Buck Consultants International** CONFIRMED

9:00 AM Where Are We - The State of FDI

A statistical and data driven overview of exactly what is happening in FDI. Where are companies investing, which industries are most active and what are the trends that are emerging? This session quantifies and highlights what is really happening in the world of cross-border investment.

- Economic forecast
- Future investment flows

SPEAKER **Denis Merkwirth**, Vice President, **Conway Advisory** CONFIRMED

10:00 AM Trends and Changing Location Requirements in Manufacturing

Manufacturing, like many other industries, is morphing and moving in different directions. New markets are emerging and competing for manufacturing jobs. This session discusses the dynamics of the manufacturing industry. How are the location requirement of manufacturing companies changing? And how critical becomes the talent availability?

SPEAKER **Rene Buck**, CEO, **Buck Consultants International** CONFIRMED

11:00 AM Break
11:30 AM View From the Other Side of the Desk

What if hindsight was 20/20? A former IPA Senior Executive shares his insights and hard-fought lessons after transitioning to the private sector. Looking back, he shares

some of his key learnings from his days as the Secretary of Commerce for both the states of Mississippi and Florida.

SPEAKER **Gray Swoope**, CEO, **Vision First Advisors** CONFIRMED

12:30 PM Networking Lunch
1:30 PM Logistics - Trends and Developments

The Logistics industry is evolving at a rapid rate. Where is the sector going and what are the market influences? This session explores trends and the latest technology, markets, and factors influencing the industry. What will the next decade hold for the logistics sector? How can you position your region in various industrial supply chains?

SPEAKER **Martin Gouda**, Partner Supply Chain Solutions, **Buck Consultants** CONFIRMED

2:30 PM Masters of Your Brand

As leaders in the IPA world and within your organizations, you rely on your marketing team and marketing consultants to keep your brand on track. The author of the Place Equity Index and expert in location branding, Chris Fair, comes all the way from Vancouver to share his insights. Chris will give you the background on why you should take interest and actively steward your organization's brand. Understand what is at stake and become Masters of Your Brand.

SPEAKER **Chris Fair**, Managing Director, **Resonance** CONFIRMED

3:30 PM Break
4:00 PM Marketing (Technology) Value Propositions

Propositions; in the world of FDI, true sector and technology propositions can often be the deciding factor for winning or losing a project. Well defined value propositions give companies a holistic view of your competitive position. This session discusses the importance of defining your value position and what this means for your organization.

SPEAKER **Johan Beukema**, Managing Partner, **Location Strategies & Site Selection** CONFIRMED

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5:00 PM **Networking Reception**

TUESDAY FEBRUARY 20 SEMINAR DAY 2

9:00 AM **Your Digital Footprint – Improving Agency Performance Digitally**

One of the top Digital FDI Marketers presents his recommendations for getting your organization into the 21st Century. What works, what doesn't work, and what are the basic tools you will need to compete in the instant information age.

SPEAKER **Guillermo Mazier**, CEO, Atlas Advertising CONFIRMED

10:00 AM **Attracting R&D Centers**

If you look at any IPA website or proposition, everyone wants to attract high-value, knowledge-driven investment. Everyone wants R&D. In this session, we break down Research and Development and highlight where the opportunities are. How are you going to attract your community's piece of the R&D pie?

SPEAKER **Johan Beukema**, Managing Partner, Location Strategies & Site Selection CONFIRMED

11:00 AM **Break**

11:30 AM **Lead Generation**

Learn about the business recruitment process from a FDI professional who moved from consulting to investment promotion with one of the world's most dynamic cities, Toronto. There is no silver bullet when it comes to lead generation, but there are pathways to success. Learn more about the process and these pathways in a compelling session that examines the nuts and bolts of lead generation and whether or not lead generation is a good fit for your organization.

SPEAKER **Daniel Silverman**, Executive Vice President, Investment Attraction, Toronto Global CONFIRMED

12:30 PM **Lunch**

1:30 PM **Command the Room – Negotiating Skills & Incentives**

This high-level session focuses on negotiating investment terms from some of the most experienced FDI consultants in the world. What are the critical factors that shape the decision? How to sharpen your negotiating skills once you get the company to the table? This session offers insights in to how you can improve your position while negotiating with companies. This may be one of the most important skills development sessions you will ever participate in.

PANEL **Rene Buck**, CEO, Buck Consultants International CONFIRMED

Denis Merkwirth, Vice President, Conway Advisory CONFIRMED

Gray Swoope, CEO, Vision First Advisors CONFIRMED

3:30 PM **Break**

3:45 PM **The Increasing Impact of Multipliers on FDI**

In some markets, such as North America and Europe, business services firms, aka multipliers, are playing an increasing role in location investment decisions. This session explores the various categories of multipliers and outlines the role they play in the foreign direct investment process, where to find them, and how to engage them. This session details why every investment promotion agency should have a well-defined Multiplier Engagement Program.

SPEAKER **Shirar O'Connor**, Vice President, Conway PR & Marketing CONFIRMED

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