

FDI INTERNATIONAL TRAINING SEMINAR

MONDAY NOVEMBER 20 SEMINAR DAY 1

8:30 AM Coffee & Registration

8:50 AM Welcome

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

SPEAKER **Adam Jones-Kelley**, President, **Conway** CONFIRMED

9:00 AM Command the Room

This session focuses on presentation and media training skills. It offers delegates an insider's view from an experienced news anchor, Mike Chinoy, formerly of CNN and Countdown to Zero.

The session features insights into executive-level speaking and presentation skills that will assist IPA professionals with their negotiations, public speaking, and interactions with the press as well as the companies they are working with.

Telling your story is part of the FDI process. This session is a master class in communication.

SPEAKER **Mike Chinoy**, Senior Fellow, **US-China Institute** CONFIRMED

10:30 AM Break

11:00 AM Effectively Working with Multipliers

They say that for every consultant you know, you know 150 companies. How do Multipliers factor into your business recruitment efforts? Hear from a FDI professional who has been both sides of the desk as a consultant and government investment promotion executive, as he outlines important points about working with multiplier channels.

SPEAKER **Luigi Mercuri**, Manager, **Conway** CONFIRMED

12:00 PM Comparing Economic & Investment Agency Performance: Are You Really Different?

Competition among locations is intense and IPAs are increasingly adopting similar methods to attract investment. This makes it

more difficult for locations and agencies to differentiate themselves and find new methods of attracting investment. This session looks at the activities of investment promotion agencies from around the world and highlights innovative ideas and best practices and sets those against results achieved.

SPEAKER **Adam Jones-Kelley**, President, **Conway** CONFIRMED

1:00 PM Lunch

2:00 PM The Consultants Panel: Where are the opportunities for IPA's?

This session features a panel discussion that will tackle several topics that are important to your business recruitment efforts. Our panel of consultants will share the intelligence they have gathered while speaking with hundreds of companies in virtually every global market. The panel will share information they have heard directly from expanding companies and fold in their insights and experience to help you with your business development targeting and engaging with the company.

MODERATOR **Mike Chinoy**, Senior Fellow, **US-China Institute** CONFIRMED

PANEL **John Evans**, Managing Director, **Tractus Asia** CONFIRMED

Michael Hass, Managing Director, **PM&P** CONFIRMED

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

3:00 PM Does M&A Matter?

The way many multinationals enter a new host market is changing. Greenfield investment gets the most attentions, but M&A is playing an increasingly important role in FDI. More than half of Chinese FDI begins as an M&A deal, and that trend is spreading across the developed world. How prepared is your agency to facilitate and derive maximum benefit from M&A deals? What are your competitors doing that you're not? And, how does M&A create jobs?

SPEAKER **John Evans**, Managing Director, **Tractus Asia** CONFIRMED

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4:00 PM Corporate Perspective: Brexit's Impact on Industry Shifts in Europe

As Brexit takes hold, global business media and analysts predict difficult times ahead for London's Financial Services Sector. Frankfurt and Dublin are projected as the clear winners for FDI in the sector. The biggest impact is expected to be in FinTech. Hear the corporate perspective, what the realities are and what it means to the future of FinTech in Europe.

SPEAKER **Financial Services Corporate Speaker - TBD** INVITED

5:15 PM Networking Cocktail

TUESDAY NOVEMBER 21 SEMINAR DAY 2

8:45 AM Coffee

9:00 AM Retention & Expansion: The Missed Opportunity

Think about the resources you allocate while securing a new investment project. On average 30% of new jobs are created by the expansions of existing investors. This session advocates for the Farming vs. Hunting approach to FDI through robust Retention and Expansion strategies. This session will be a best practice session about how to do aftercare right.

SPEAKER **Michael Hass**, Managing Director, **PM&P** CONFIRMED

10:00 AM The FDI Minefield

Global FDI dropped 13% in 2016. Is this the new normal, or an aberration? What are the current trends and major factors behind this and what should you look out for in 2018? This session will showcase the current global and regional trends, identifying which geographies are generating sustainable FDI, and which may continue to see negative growth.

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

11:00 AM Break

11:30AM Asian Market Update - Where is the FDI?

One of Asia's top site consultants and FDI experts takes a deep dive in the Asian market to discuss where the opportunities are for European Investment Promotion Agencies to find FDI projects. This session also explores where the emerging Asian opportunities are for a forward view of where the region is going.

SPEAKER **John Evans**, Managing Director, **Tractus Asia** CONFIRMED

12:30 PM Lunch

2:30 PM Data Driven Lead Generation

Conway's expert research analyst explains how the use of data is vital in effective economic development. With data-driven lead generation, Investment Promotion Agencies gain an unmatched competitive advantage when targeting prospective investors. Use this session to stay on top of new investment trends with real-time data analysis, and dig down into the data that really matters, the data that generates leads that actually lead somewhere.

SPEAKER **Darina Petkova**, Operations Manager, **Conway Advisory** CONFIRMED

CONCLUSION OF TRAINING

TRAINING PARTNERS

PM&P **Tractus**
Building Business in Asia