

2017 FDI INTERNATIONAL TRAINING SEMINAR

MONDAY NOVEMBER 20 SEMINAR DAY 1

8:00 AM Registration & Breakfast

Coffee and Registration

9:00 AM Welcome

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

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

9:00 AM Comparing Economic & Investment Agency Performance: Are You Really Different?

Competition among locations is intense and EDOs are increasingly adopting similar methods to attract investment. This makes it more difficult for EDOs to differentiate themselves and find new methods of attracting investment. This session looks at the activities of EDOs from around the world and highlights innovative ideas and best practices and sets those against results achieved.

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

10:00 AM Retention & Expansion: The Missed Opportunity

It is easier to keep an existing client, compared with the blood, sweat and tears approach of attracting new investors. Many EDO and FDI organizations around the world usually ignore that fact and neglect retention and aftercare. This session will be a best practice session about how to do it right.

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

11:00 AM Break

11:30 AM Place Branding

Drilling down to identify your value proposition, sell to the client, and win and retain the investment. An interactive session where delegates will use the knowledge from the day to prepare a SWOT analysis of their own location.

SPEAKER **Jose Torres**, CEO, **Bloom Consulting** INVITED

12:30 PM Lunch

1:30 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** INVITED

2:30 PM 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.

This course focuses on 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.

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

3:30 PM Break

4:00 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

5:00 PM Networking Event

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TUESDAY NOVEMBER 21 SEMINAR DAY 2

8:00 AM Breakfast

9:00 AM Effective Networking & Capitalizing on Diasporas

In a global market with a lot of noise, how do you stand out and differentiate yourself? How do you tell your story and leverage your jurisdiction's assets? Networking and Diasporas are increasingly important as we work to develop connections that translate into leads. This session is designed to sharpen your skills to make stronger connections.

SPEAKER **Kingsley Aikins**, Founder & CEO, **Diaspora Matters** CONFIRMED

10:00 AM Workforce Development & Talent Acquisition

The fight for talent. Is there a more pressing issue for IPAs today? This group of experts will show us what an IPA can do to create and retain the workforce of tomorrow, and why many companies view this as the most important value you bring to the site selection process.

SPEAKER **Wouter Schuitemaker**, Managing Director of EMEA, **Hickey & Associates** CONFIRMED

11:00 AM Break

11:30 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.

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

12:30 PM Lunch

1:30 PM 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.

SPEAKER **TBD**

EVENT CLOSE