

Monday, May 22
Le Royal Meridien Hotel

2017 FDI INTERNATIONAL TRAINING SEMINAR

8:30AM Registration & Breakfast

9:00AM Welcome

EMCEE **Megan Evitts**, Manager of Global Events, **Conway, Inc.**

9:05AM Comparing Economic and Investment Agency Performance

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

Key questions addressed in the session include:

- How are agencies around the world responding to FDI trends?
- Which agencies are being most successful and why?
- What are some of the best practices from around the world and can they be replicated?
- What kind of innovations are being brought into the investment promotion world?
- Where should agencies focus their efforts and resources in order to remain competitive?
- The significance of mergers and acquisitions in overall FDI

PRESENTER **Denis Merkwirth**, Vice President, **Conway, Inc.**

10:00AM Coffee & Connection Break

10:15AM Place Branding

Your competitors target the exact same industries you do. They're trying to lure the same investors you are. How do you separate your region, your "Place," from the crowd?

Investors can go anywhere they want today, and have never in history had as many cost-competitive options. Articulating the unique characteristics and attributes your region offers is critical.

The power of place, of effective place branding, can make the difference between winning a project and losing one to a competitor. Our expert will show you how to do it best.

PRESENTER **Jose Filipe Torres**, CEO, **Bloom Consulting**

11:00AM Best Practices Session

Engage with a panel of industry experts who will answer the most pressing questions about how investment agencies are evolving their approach to foreign direct investment attraction while ensuring efficient and effective use of limited resources. This is your chance to discuss and compare best practices on attracting and retaining FDI.

Key topics addressed in the session include:

- How are investment and economic development agencies aligning their investment strategies with other areas of economic development?
- Talent, workforce and training
- How are they reviewing their approach to foreign investment attraction while ensuring an efficient and effective use of limited resources?
- Internal account management tools and techniques (Customer Relationship Management Systems)
- How is their organization structured?
- How can they compete on a worldwide scale?
- What is their value proposition and how are they getting this message across?
- Pitfalls, challenges and successes
- Lead generation options
- Setting agency objectives and measuring results

PRESENTERS **John Evans**, Managing Director, **Tractus Asia Ltd.**

Michael Hass, Managing Director PM & Partner Marketing Consulting, **GmbH**

