

FOREIGN DIRECT INVESTMENT & SUSTAINABLE TOURISM

TRAINING SEMINAR

PROVISIONAL AGENDA

Date

November 12, 2018

Venue

Las Palmas, Canary Islands



In Partnership With



OVERVIEW

Globalization remains a major driver of innovation and competition, but rising populist and protectionist sentiments are changing our world dramatically. Where are we today? Where do we go from here? The primary objective of this training seminar is to help build the skills, knowledge and capacity of communities and organizations to enable them understand, consider, develop and implement forward-thinking solutions that reflect the nuances of the new world order. The training is aimed at helping improve the effectiveness and efficiency of their internationalization and foreign direct investment (FDI) attraction efforts.

AGENDA

8:00 – 9:00 Registration & Continental Breakfast

SESSION I:

9:00 – 9:45

FDI Trends, Patterns and Key Implications

Summary:

This session examines the trends and patterns of global FDI flows. It encapsulates what is happening in cross-border investment and outlines the data for the full day of training. In addition to tracing their trajectories, it highlights the implications of FDI flows for the different configurations of supply, demand and institutional factors.

Speaker:

Annika Jostmeier, Vice President, Conway Advisory, Germany

9:45 – 10:00

Networking Break

SESSION II:

10:00 – 10:30

Comparing Economic & Investment Agency Messaging: Are You Really Different?

Summary:

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, Inc., United States

10:30 – 11:00

Networking Break

AGENDA

SESSION III:

11:00 – 12:00

FDI Attraction in 2019 and Beyond: Resetting Policy Priorities to Compete

Summary:

Our world has changed dramatically under the Trump Administration; we are witnessing an unprecedented U.S. retreat from the promotion of global integration. With the digital revolution triggering increased paradiplomatic activities, some regional investment promotion agencies are charting FDI policy trajectories that vary sharply from what we see at the national levels. How do we focus on the things we can control? How do we deal with the factors beyond our control? These have become necessary in order to prosper under the emerging world economic order. Communities, organizations and FDI professionals need to recognize this and read between the lines.

Speaker:

Dr. Fred Olayele, President, Global Economic Institute, Canada

SESSION IV:

12:00 – 12:45

Building your Brand & FDI Digital Marketing

Summary:

Studies show that jurisdictional profiles affect the extent to which advertising helps in promoting locational advantages. With the digital revolution driving the transition from traditional FDI outreach approaches to social media-led campaigns, it has become important for Marketing and Business Development professionals across Economic Development Organizations (EDOs) to devise new strategies for engaging potential investors. This session covers the A-Z of FDI Digital Marketing. What works, what doesn't work, and what are the basic tools you will need to compete in the instant information age.

Speaker:

Laura Martin, Market Development Manager, Conway, Inc, United States

12:45 – 13:30

Lunch

AGENDA

SESSION V:

13:30 – 14:30

Tourism and FDI: Case Studies from Top Destinations

Summary:

Tourism is big business. One of the major challenges faced by tourism-driven economies is the perception that leisure and business are mutually exclusive. NOT TRUE. The benefits of having visitors in a region should extend well beyond the regular economic impacts; connecting visitors and residents is equally important in maximizing overall economic benefits. As such, EDOs need strategies that can help tourism become well-ingrained into other important sectors of the economy. Striking the right balance involves being resilient in the face of any actual or perceived negative factors that could dissuade visitors. This session presents case studies, best practices and success stories, from top tourist destinations, on sustainability in tourism programming.

Speaker:

Fergus Maclaren, President, ICOMOS International Cultural Tourism Committee, Canada

SESSION VI:

114:30 – 15:15

Leveraging Data-Driven Marketing for Lead Generation

Summary:

With a unique database of 10,000+ active companies, and C-suite executives, in all industries in the region, the Managing Director of Tradebrz Consulting will explore the nuances of data-driven lead generation. Among other things, what should EDOs pay attention to when working with databases and speaking directly with location decision-makers? How important are intelligence briefings when targeting prospective investors? What should, and shouldn't, be included in the agendas of pre-qualified meetings with prospective companies that have expressed an interest in exploring your region? This session covers strategies for vetting leads and getting the most out of prospects.

Speaker:

Fabio Yukio Yamada, Managing Director, Tradebrz Consulting, Brazil

15:15 – 15:30

Networking Break

SESSION VII:

15:30 – 16:15

International Partnerships & FDI Case Studies

Summary:

This session breaks down three FDI case studies in the medical, food and industrial biotechnology sectors, in addition to best practices and success stories in the development of international technology partnerships and investment attraction activities for the cleantech sector.

Speaker:

Dr. Antonio Hurtado: Managing Director, Rainmaker Global Business Development, Portugal

SPEAKERS AND FACILITATORS



ANNIKA JOSTMEIER

Vice President, Conway Advisory, Germany

Annika Jostmeier joined Conway, Inc. in 2014 after working for two years for the Volkswagen Group (VW) in India. At VW she was responsible for the coordination, analysis and identification of strategic market opportunities in India, and also contributed to the successful integration of VW India as a foreign subsidiary within the VW Group. Her previous roles include positions with corporate and research institutions in Africa, Middle East and China. Annika's involvement in corporate decisionmaking processes and transnational project management has been a valuable asset that strengthens Conway's ability to deliver results across various industries and geographies.

At Conway, Annika assists different government agencies in identifying and attracting investment opportunities and has worked on various projects to develop FDI strategies and applicable analysis for site selection advisory projects. She has profound knowledge of methods, tools and relevant data sources to continuously produce innovative approaches to attract FDI projects from selected industry sectors and geographic source markets.

Annika graduated in Business Administration, specializing in International and Strategic Management at the Berlin School of Economics and Law, Germany and the Universidad Mayor de Santiago de Chile. In addition to German, she speaks fluent English and basic Spanish.



ADAM JONES-KELLEY

President, Conway, Inc., United States

Adam Jones-Kelley is a world leading expert in cross-border investment and corporate expansion strategy. He has worked with Conway, Inc., for 18 years and served as President for five. Prior to becoming President of Conway Adam managed the award-winning international magazine Site Selection. Since assuming the presidency Adam has overseen dramatic growth, expanding the firm's service offerings to cover every sector of the investment attraction industry. Adam has also lead the acquisition of several global companies, expanding Conway's reach and product base. Adam has broad experience in economic development publishing and marketing, has been a featured speaker at events around the world and has been interviewed for various news media in the US, Europe and Asia. Adam has consulted for dozens of government economic development agencies on six continents, helping them position themselves to attract domestic and foreign corporate investment and create jobs. Adam is also an accomplished writer, having produced original content for Site Selection magazine, OnSite Travel and The FDI Report. In recent decades Adam has visited more than 80 countries, working with investment promotion agencies, free trade zones and industrial parks on their strategic and business development initiatives. A deadly parasite in Ghana nearly killed him last decade, as did stepping in front of a tram in Prague, adventures which he dutifully chronicled for the aforementioned OnSite Travel. Adam grew up in Atlanta, Georgia and Auckland, New Zealand. He now resides in Peachtree Corners where he's been enslaved by a pair of rambunctious kittens. This idyllic life leaves Adam a little restless. He's an avid adventure-sport enthusiast who enjoys activities such as bungee jumping and diving with sharks, and does philanthropic work for endangered and abused animals.

SPEAKERS AND FACILITATORS



DR. FRED OLAYELE

President, Global Economic Institute, Canada

Dr. Fred Olayele works at the intersection of economics, strategy and public policy, with extensive experience facilitating applied research and public-private dialogue. His research specialties cover trade policy, energy & climate policy, FDI, political economy of development, and strategic management. He teaches strategy and international business in the MBA program at Carleton University. He has taught several applied and theoretical economics classes at the University of Regina. A senior expert on a number of Canadian federal/provincial/territorial working groups, he has led various strategic policy initiatives for the Governments of British Columbia and Saskatchewan across the energy, climate, infrastructure and economic development areas. Prior to that, he was a professional banker with the Global Trade Division of Citibank. He has consulted widely and advised many public and private entities in Canada, United States and Africa, including a number of international development agencies. A Visiting Scholar at the World Trade Institute, Switzerland, he is Co-Director of the Centre for African Research and Business at Carleton University. A First Class Honours Economics graduate, he earned his PhD in Economics from Lancaster University, and a Master's degree, also in Economics, from the University of Victoria, British Columbia. He holds the Project Management Professional (PMP) certification. A frequent speaker on trending public policy and business issues at major conferences, with active engagement on the international speaking circuit, he continues to spearhead initiatives aimed at bridging the gap between academic research and practice. Dr. Olayele sits on a number of Boards in Canada, and overseas.



LAURA JANE MARTIN

Market Development Manager, Conway, Inc., United States

Laura is an events and marketing professional with a decade's worth of experience delivering successful campaigns and projects in both the private and public sector globally. While working with Conway Laura has worked as both Events Director, overseeing their full portfolio of events, and as Market Development Manager, working with investment promotion agencies internationally to deliver the skills and training their teams need to compete for FDI projects. Highlights of her career include, working with the Lord Mayor of Belfast to bring the MTV Europe Music Awards and other international events to the City, working with the New Zealand government on site selection projects for emergency housing in the wake of earthquakes and delivering effective events and projects across four continents with Conway. Laura graduated from the University of Newcastle upon Tyne with a Bachelor of Laws, studying EU and International Trade laws as part of her degree course.

SPEAKERS AND FACILITATORS



FERGUS MACLAREN

President, ICOMOS International Cultural Tourism Committee, Canada

Fergus Maclaren is a sustainable tourism and cultural heritage management professional with 25 years of experience in Canada and internationally. His background includes a broad range of tourism planning, destination management and community development aspects including training, risk and gap analyses, performance indicators development, research, site evaluation, needs assessment, Internet marketing, communications plans, site branding, multi-stakeholder evaluation and participation, program design and evaluation, large group presentations and facilitation. Mr. Maclaren has taught sustainable tourism at McGill University and lectured on the subject at post-secondary institutions in North America and Asia. He was elected President of the ICOMOS International Cultural Tourism Committee in December 2017, and has acted as the Canadian National Expert Representative since 2008. Mr. Maclaren has travelled to Africa four times, originally to undertake presentations and preparatory meetings when he was the Director of the United Nations-funded International Year of Ecotourism program in 2001-03. He was most recently on the continent in April 2017, when he toured the Serengeti National Park, Ngorongoro Crater and Zanzibar Stone Town World Heritage sites in Tanzania.



DR. ANTONIO HURTADO

Managing Director, Rainmaker Global Business Development, Portugal

Dr. Antonio Hurtado is a business development, investment attraction and strategic innovation management professional with over 25 years of experience in business, government and the academic sector. During the first part of his professional career, Dr. Hurtado's main focus was on the medical, food and industrial biotechnology sectors. He later led the Government of Alberta's efforts to attract financial institutions and investment for the province's energy industry and, more recently, was involved in the development of international technology partnerships and investment attraction activities for the cleantech sector. In addition to South-Western European markets, Dr. Hurtado has a vast international network developed through studies, internships and work in Peru, Brazil, Argentina, Japan, USA, Canada, France and Ukraine as well as projects in China, Russia, Poland, Scotland, England and the Netherlands. He is fully fluent in English, Spanish and Portuguese and has working knowledge of French and Italian. He holds a PhD from the University of Alberta and an MBA from HEC Montreal.

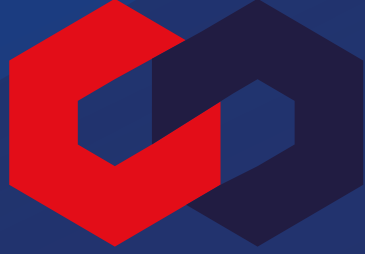
SPEAKERS AND FACILITATORS



FABIO YUKIO YAMADA

Managing Director, Tradebrz Consulting, Brazil

Fabio Yukio Yamada has 30+ years of experience in business development with top international corporations such as Chemical Bank, Johnson & Johnson, Du Pont, 3M and Assa Abloy (Swedish group). Mr. Yamada received his degree in Electrical Engineering, from University of Campinas (Brazil), and completed postgraduate studies in Finance (Brazil), Business (Japan) and an MBA in International Marketing at Carleton University (Canada). Mr. Yamada is also interested in Executive Education, having worked as an MBA Professor in São Paulo and Allentown (Lehigh University - PA) and as Director of University of Pittsburgh's EMBA Program in Brazil from 1999 through 2007. In 2010, he worked in Brazil with Wharton Business School. Mr. Yamada has been involved in international trade since 1996, as Sales Director for Assa Abloy and 3M for Latin America. Since July 2001, Mr. Yamada has been successfully engaged with the representation of US States in Brazil, working with more than 250 different companies per year to promote their exports to Brazil and in the attraction of Brazilian companies to the USA. From July 2017 to June 2018, Fabio and his team in Brazil generated USD32 Million+ in expected sales for US and European companies in different businesses, assisted more than 70 companies and walked more than 14 trade shows per year in Brazil, looking for business opportunities for companies. Currently, Mr. Yamada represents the States of Florida and Maryland. Mr. Yamada is also involved in Export Credit Agencies' Trade Finance Programs (Eximbank, Hermes, Atradius, UKEF, etc) with PNC Bank (USA) as an International Trade Consultant and is the South America General Manager with Castlepines Investment Group (Equity Fund based in London).



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