

## UNCTAD short courses for Permanent Missions in Geneva

### **Investment promotion – realizing your potential**

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### **Bionotes UNCTAD**

#### **Paul Wessendorp**

Mr. Wessendorp is Chief of the Investment Promotion Section at UNCTAD's Division on Investment and Enterprise. He is responsible for a global technical assistance programme aimed at strengthening national capacities to promote and facilitate foreign investment. This programme provides advisory services and training, and supports the exchange of best practices between investment promotion agencies (IPAs). In 1995, Mr. Wessendorp helped found the World Association of Investment Promotion Agencies (WAIPA) as a joint initiative of UNCTAD and a number of IPAs. He also initiated an UNCTAD programme on good governance in investment promotion, which staged international meetings and provided support to a dozen developing countries. Mr. Wessendorp is author and co-author of several UN publications on investment related issues. Before joining UNCTAD, he worked in the area of investment and economic development with the United Nations Centre on Transnational Corporations (UNCTC) in New York, the United Nations Development Programme (UNDP) in Nairobi, and the Netherlands Directorate General for International Cooperation (DGIS) in The Hague. Mr. Wessendorp is an Economic Geographer and Development Planner and has an MSc from the University of Utrecht, The Netherlands.

#### **Celia Ortega**

Ms. Ortega is Economic Affairs Officer at the Division on Investment and Enterprise (UNCTAD). Her previous position was Senior Private Sector Development Specialist with the Investment Climate Advisory Services of the World Bank Group. She has over 15 years of experience in trade and investment promotion with a focus in the Sub-Saharan Africa region and Latin America and the Caribbean. She led the Global Investment Promotion Benchmarking (GIPB), which monitors the performance of investment promotion intermediaries in 189 countries in the facilitation of foreign investment. Prior to working for the World Bank Group she was the Executive Secretary of the World Association of Investment Promotion Agencies (WAIPA). Ms. Ortega is a financial and investment lawyer, who studied at the Graduate Institute of International Studies (GIIS) in Geneva (Switzerland), and the University of Salamanca (Spain).

#### **Yongfu Ouyang**

Mr. Ouyang has been working at the Division on Investment and Enterprise of UNCTAD since 2009 in the area of investment facilitation and promotion. Before joining UNCTAD, he was the Deputy Director of the Division on US Affairs of the Ministry of Foreign Affairs of China, dealing with trade and investment issues. He also worked as project manager in the Chinese Embassy in Tanzania for two years, responsible for technical assistance in international trade and investment. Before joining the Chinese Foreign Service, Mr. Ouyang held senior management positions in a leading transnational company in China. He received his MBA from IMD, Switzerland, and his Master's Degree in Economics at Beijing University of China.