



**COURSE ON KEY ISSUES
ON THE INTERNATIONAL
ECONOMIC AGENDA**

Short courses for Permanent Missions in Geneva

Organised by the Division on Technology and Logistics

Investment promotion – realizing your potential

Friday, 6 December 2013

Delivered by the Division on Investment and Enterprise Development (DIAE)

PROGRAMME

Geneva, Palais des Nations		Room XXIII
10:00 - 10:05	Welcome address by Geneviève Féraud, Head, Knowledge Sharing, Training Capacity Development Branch Division for Technology and Logistics	
10:05 - 11:30	PART 1: UNCTAD's Technical Assistance Programme in Investment Promotion <i>UNCTAD's Track Record in FDI Promotion</i> Mr. Paul Wessendorp, Chief, Investment Promotion Section, UNCTAD <i>The Role of the Investment Promotion Agency & UNCTAD's Institutional Capacity Building Programme</i> Ms. Celia Ortega Sotes, Economic Affairs Officer, UNCTAD Insights into Technical Assistance Products: <i>UNCTAD's Investment Guide to the Silk Road</i> , Mr. Yongfu Ouyang, Economic Affairs Officer, UNCTAD <i>UNCTAD's Training for Diplomats: Diplomats and Image-Building</i> Ms. Celia Ortega Sotes, Economic Affairs Officer, UNCTAD Followed by Q&A	
11.30 – 11.45	Coffee break	
11.45 – 12.45	PART 2: UNCTAD's Green FDI Promotion Programme Promoting Low-carbon Investment , Mr. Paul Wessendorp, UNCTAD <i>IPA Learning and Research Tools: GreenFDI.org</i> Ms. Celia Ortega Sotes, UNCTAD Best Practices of Green FDI Promotion: <i>Twining Partnerships: The Shenzhen/Hong Kong Innovation Circle</i> , Mr. Yongfu Ouyang, UNCTAD <i>A Holistic Institutional Approach, Navarra, Spain</i> , Ms. Celia Ortega Sotes, UNCTAD	
12.45	Closing	

Investment promotion – realizing your potential

Promoting and facilitating FDI can attract capital for economic development, create jobs and provide other positive spillovers for local economies. Thus, most governments set up investment promotion agencies (IPAs) specifically mandated to attract FDI and facilitate foreign investors' projects. Today, almost every country in the world has at least one IPA. However, both the investment framework and the institutional set-up are key to improving a country's effectiveness in attracting and retaining investment, as well as increasing the benefits for the economy.

This short course aims at raising awareness about best practice elements in investment promotion: mandate and institutional set-up, strategies and tools, links with trade promotion and the role of diplomats. The course will introduce the basics of the investment promotion function and will present country best practices in attracting FDI. The course will also sensitize participants about the investment process and the facilitation needs of foreign companies. Finally, participants will be briefed on UNCTAD's programme to support IPAs in attracting green FDI for low-carbon economic growth.