



MED-Academy

Introduction to Foreign Direct Investments issues

14-15-16 January 2009, Marseille, France

(French / English)

Context

- Foreign Direct Investment (FDI) has become a growing source of income for Southern Mediterranean countries where the amounts invested by outsiders have reached USD 60bln in 2008, up from less than USD 5bln at the start of the decade.
- For countries targeted by foreign investors, these projects do not only represent foreign funds. Projects landing abroad often bring new methods, technologies, ways to do business, and access to international markets.
- The Invest in Med programme intends among other objectives to foster investments landing in the southern and eastern Mediterranean countries.
- The Med-Academy developed within Invest in Med aims at professionalising staff from the networks members represented in the Invest in Med consortium.

Objectives of the training

- Meet the demands of the members of the Invest in Med consortium networks, by giving them answers to the following questions:

What are Foreign Direct Investments (FDIs)?

What can FDI bring to the countries involved in the Invest in Med programme?

What are the national and regional strategies and tools to attract FDIs?

- Offer participants a basic knowledge on the worldwide market of FDI, and how the Mediterranean countries are positioned in this field.

- Transfer expertise in territorial marketing and territorial image building, investor prospecting, resource management and investor servicing, by presenting a number of existing experiences.

- Start an informal Med-Alliance network between Chambers of Commerce and Industry, Business Confederations and Investment Promotion Agencies, by gathering Mediterranean staff from the various organisations represented by the Invest in Med consortium networks.

Experts

- The agenda is co-ordinated by Emmanuel Noutary from ANIMA Investment Network. Ex staff from Invest in France, Emmanuel has collaborated to the ANIMA project (2002-2007) during the last two years of the programme. He has a specific expertise in investment intelligence, marketing and web tools. Emmanuel is member of Invest in Med Executive Committee, and co-ordinator of ANIMA contribution within the Medibtikar – Euromed Innovation and Technology Programme.

- Experts contributing to this training will be high level executive from national, regional and local Investment Promotion Agencies, and ANIMA General Delegate Bénédict de Saint-Laurent.

Targeted audience

- All staff from members of the 4 network involved in the Invest in Med programme are welcome to attend. Members of IPAs, CCIs, BROs who are not experts in FDI attraction will highly benefit from this first FDI workshop which will serve as an introduction for the following ones.

Agenda

• Day 1: Wednesday 14 January 2009

1- *Facts and figures*

World figures on FDI and the positioning of the Med countries in the global environment.

2- *The role of FDI in economic development strategies.*

Share benefits and risks of foreign investments projects for the countries and the companies developing abroad.

3- *The role of Investment Promotion Agencies and Business Supporting Organisations in FDI attraction.*

Life cycle of an investment project and role of the different actors in targeting, prospecting, easing, following and retaining FDI projects.

• Day 2: Thursday 15 January 2009

Day 2 will go more in depth practically by presenting the various tools that are essential for the good implementation of a pro-FDI strategy:

1- *Strategic territorial marketing*

How to set up a marketing strategy to target foreign investors, based on the territory competitive advantages and development objectives.

2- *Image Building*

How to develop messages targeting investors, how and where to communicate towards foreign investors?

3- *Prospecting and lead generation*

How to source and anticipate investments, secure the interest of potential investors, answer their demands and collaborate with them to develop win-win investments in your territory.

4- *Investor servicing and after care*

How to develop a partnership with investors landed in your territory. Tools and techniques to support the investors in their development (installation, growth, integration in the local economy).

• Day 3: Friday 16 January 2009

1- *Resource management*

The management of the information plays a continuous role in the whole process of territorial marketing and investment project handling and after care. Overview of basic tools and easy techniques to get ready.

2- *Exercises*

Based on the content delivered during the training, participants will prepare and present concrete propositions in each field: marketing, image, prospecting, after care and resource management.

Expected results

- Staff and executives from Med-Alliance networks will reach a basic knowledge of the role of FDI in economic development.
- They will have an overview of all tools and techniques to set up and implement an FDI strategy.
- They will be accompanied in the development of concrete propositions to bring back to their organisations.
- They will have the chance to exchange with European and Mediterranean peers on the latest practices in the field of FDI.

To register for the training contact:

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Invest in Med is a 3-year programme co-financed by the European Commission (2008-2011). It is coordinated by ANIMA Investment Network, leader of a consortium that gathers BUSINESSMED, EUROCHAMBRES, ASCAME, as well as their special partners UNIDO, GTZ and Euroméditerranée. Operating as an economic promotion agency focused on investment and business partnerships, it benefits 9 EU Mediterranean partner countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, the Palestinian Authority, Syria and Tunisia.

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