



Training Workshop on Investment Promotion in Switzerland

Workshop Location:	Baden near Zurich, Switzerland
Duration:	One week
Date of next workshop:	10-14 August 2009
Target Participants:	Full-time staff who work in the field of investment promotion, economic development or associated sectors
Participant Requirements:	Participants will normally be expected to have a University Honours degree (or equivalent) plus a minimum of two years relevant working experience
Service Organisation:	DIAS Direct Investment Advisory Services Baden near Zurich, Switzerland
Language:	English
Budget:	USD 2'800 participation fees. Air travel and accommodation costs in Switzerland will be covered separately by the participants

Purpose of the Workshop

In recent years we have seen a rapidly increasing international competition in attracting investment resources. At the global level these resources will increasingly be allocated to those areas that can offer the best return to investors, are politically stable, provide high productivity inputs and offer the most attractive investment incentives and the best services.

Almost every country in the world has at least one national investment promotion agency (IPA) and several have sub-national local development agencies whose primary purpose is to seek out, attract and capture the best available investment resources for their development area. There are already hundreds of such organisations worldwide and they appear set to multiply. In this respect there is a growing demand for capacity building. Competing successfully in an increasingly global business world requires IPA staff with a good understanding of investor needs, with an ability to develop strategies and policies in creating a suitable environment to attract them, and with the necessary skills required to conduct daily operations efficiently and effectively.

Delivery Mode

The workshop will consist of:

- A series of lectures delivered by highly experienced academics and practitioners in the field of economic development
- Group discussions
- Team work with case studies and subsequent presentations of the participants
- Individual coaching sessions to discuss specific actual cases of the day-to-day business with participants.

Workshop Aims and Outcomes

The workshop provides a specialized knowledge and understanding of the theory and practice of investment promotion, and of its role in economic development.

Characteristic Outcomes of the Workshop:

- A systematic understanding of investment promotion and economic development, and a critical awareness of the changing environment within which relevant organizations operate much of which is informed by professional practice.
- Originality in the application of knowledge to the day-to-day work in conducting investment promotion and economic development work.
- Conceptual understanding that enables the participant to critically evaluate methods and techniques in the field of investment promotion and economic development and develop critiques of them.

Visa

For foreign participants requiring a visa to enter to Switzerland DIAS will provide an invitation letter and will inform accordingly the local Swiss Embassy. The documentation required for organizing the visa are:

1. A copy of the first two pages of a valid passport of the participant
2. A copy of a filled-in registration form for the course (given underneath)
3. A copy of a bank confirmation that the amount of USD 2'800 has been paid to the account of DIAS in Switzerland.

Registration form

Family name:	
First name:	
Organization:	
Function:	
Postal Address:	
email:	
Fixed telephone:	
Mobile telephone:	

Contact Us!

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Nigerian delegation to Switzerland - Program for Investment Promotion Seminar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
	09:30 – 13:00 <ul style="list-style-type: none"> - Introduction - FDI driving forces and trends - Criteria and considerations for decisions by European Investors - Indicators and methodologies in evaluating an investment environment - International best practices in investment promotion 	09:30 – 13:00 <ul style="list-style-type: none"> - Concept, methods and processes for marketing FDI - Communication and negotiation skills - Co-operations and synergies with networks within the country and abroad 	09:30 – 13:00 <ul style="list-style-type: none"> - Policy advocacy; how to do it - Investor services; the one stop shop approach - Investment project business planning case study in plenum 	09:30 – 13:00 <ul style="list-style-type: none"> - Class exercise (in groups)- case study on business planning of an investment project 	09:30 – 13:00 <ul style="list-style-type: none"> - Recapitulation and open discussion on a variety of related subjects - Conclusion
	13:00–14:15 Lunch Break	13:00–14:15 Lunch Break	13:00–14:15 Lunch Break	12:45–14:00 Lunch Break	13:00–14:15 Lunch Break
	14 :15 – 18:00 <ul style="list-style-type: none"> - The use of SWOT in analysing an investment environment - Development of strategic themes - Class exercise (in groups)- SWOT and strategy for a specific region 	14 15 – 18:00 <ul style="list-style-type: none"> - Technology transfer considerations - Business planning of investment projects - Risk analysis of investment projects - Financing FDI projects (forms and sources of financing) 	<ul style="list-style-type: none"> - Sightseeing organised by DIAS 	14:15 – 18:00 <ul style="list-style-type: none"> - Group presentations on case study 	Free afternoon Trainers available for individual discussions with any participants interested Individual departure
18:00-21:00 Welcome reception				Farewell dinner party	