

23 NOV  
2016

FDI

TRAINING  
SEMINAR

# Programme

8.30

Registration

9.00

Welcome

9.15-10.15

World Overview  
of FDI Trends

**Presenter: Johan Beukema,  
Managing Partner, Buck  
Consultants International**

- What is happening at the moment in the world of FDI and what is forecast for 2016/2017?
- What are global and regional trends in FDI in 2016?
- Facts and figures
- Which geographies are generating FDI and which are attracting it?
- Booming sectors.
- The risks that investors perceive and the challenges these pose for governments.

10.15-11.15

Site Selection and the  
Corporate Decision-  
Making Process

**Presenter: Simon Azzopardi,  
Product Lead at Sherpa  
and entrepreneur**

- Strategic drivers and objectives for location decision-making.
- Typical steps that companies go through.
- Factors considered throughout the process and methodologies used for evaluation.
- Risk and tools for assessing it.
- Difference between strategic drivers and tactical factors.
- When are input and assistance from regional investment agencies required?
- Typical mistakes and lessons to be learned.

11.15-11.45

Break

11.45-12.45

### Aftercare and Retention

**Presenter: Michael Hass,  
Managing Director, PM & Partner  
Marketing Consulting GmbH**

- What percentage of projects are expansions of existing foreign investments?
- Fortune 500 'priorities' and standard aftercare package for all investors.
- Options: How to structure your aftercare activity, staffing profile.
- Making best use of resources – prioritising strategic accounts.
- Questionnaires, visits and round tables.
- Goodwill, testimonials and contact 'burn.'
- Working with partners/municipalities in your country/region.
- Broken promises, press leaks and lobbying.
- Accusations of unfair competition from national champions.

12.45-2.00

### Lunch

2.00-3.00

### FDI Marketing & External Communications – Comparing agency performance

**Presenter: Annika Jostmeier,  
Manager- Foreign Direct  
Investment, Conway Advisory**

- Co-ordinating your location branding with other government stakeholders such as tourism authorities.
- Marketing's role in developing sector propositions.
- A mix of tools, strategies, and resources.
- Using the right marketing channels and instruments.
- Preparing for road shows.
- A look at some of the more successful marketing campaigns other IPAs have used.
- Measuring the results of marketing campaigns.

3.00-4.00

### Selling Your Location

**Presenter: Cio Andres, FDI Senior  
Consultant, Frenger International**

- The importance of thorough research before initial contact.
- Patience persistence in reaching the person you have targeted within a company.
- Consultative selling.
- The art of questioning.
- Understanding the role of different influencers, using the influencing team to your advantage and limiting the progress of a competitor location.
- Matching your value proposition to the preferences of the key decision influencers.
- Closing the deal.
- After sales.

4.00-4.30

### Break

4.30-5.30

### Best Practice Session

**Presenter: Karena Vaughan,  
Director, Catalina Consulting**

- How are investment agencies reviewing their approach to foreign investment attraction while ensuring an efficient and effective use of limited resources?
- How are they aligning their strategies with other areas of economic development?
- How can they compete on a worldwide scale?
- Setting Agency Objectives and Measuring Results.
- What is their value proposition and how are they getting this message across?
- Lead Generation Options.
- Reinvestment/Aftercare – what works?
- Pitfalls, challenges and successes.
- How is their organisation structured?
- Talent, workforce and training.

# Speakers



**Simon  
Azzopardi**

Simon is a product and growth specialist with a focus on tech, having coached multiple fintech, SaaS, lawtech, logistics and others from concept to growth, supporting product, team and investor strategies on a multinational scale. Simon is the president of Silicon Valletta, the local association that supports the digital ecosystem and has recently joined Sherpa, a UK targeted insurtech company with a clear focus on customer engagement and simplified protection.



**Michael Hass**

Michael Hass is a highly qualified and experienced management consultant with a focus on the marketing field, working for private companies and public institutions, worldwide. He conducted the first projects in this field in the early 1980s and can build on more than 30 years' experience.

Since that time, he has advised a wide range of Economic Development Agencies in Germany and worldwide and in many cases contributed to the institution building and organization development. Michael also conducted investor search for factories to be closed or sold by large corporations (e.g. Michelin, Alstom, Terex).

He headed the first consulting projects of PM&P dealing with organization and strategy development for Economic Development and FDI-Promotion. Michael also conducted management consulting projects for large corporations (like DuPont, Emerson, ISS, Hamon) primarily in the field of cross-border business development, international market research and market entry.

Prior to his position at PM&P, Michael has been Site Manager of a South African company in the construction sector.



**Johan  
Beukema**

Johan Beukema is Managing Partner, leading BCI's Location Strategy and Site Selection practice. Johan graduated in International Business Administration at the University of Groningen (NL) and joined BCI in 1999. Throughout the years Johan has been executing and managing projects around the globe for many leading companies, examples of which are IKEA, Eli Lilly, UPS, Shimano, Medtronic, AstraZeneca, MeadJohnson, Alcoa, Sandvik, Amgen, Celgene, Novartis, Baxter, ExxonMobil, BP, Bose, Hilti, and many more.

Johan and his team also support development agencies around the globe in sharpening their value propositions and marketing strategies.



**Annika  
Jostmeier**

Joined Conway Advisory in 2014 after working for the Volkswagen Group (VW) in India, where she was responsible for the coordination, analysis and identification of strategic market opportunities for VW in India and contributed to the successful integration of VW India as a foreign subsidiary within the VW Group.

Annika's involvement in corporate decision-making processes and transnational project management has provided her with first-hand experience in foreign direct investment, making her a valuable asset that strengthens Conway Advisory's ability to deliver results across various industries and geographies.

At Conway Advisory, Annika assists different government agencies in identifying and attracting investment opportunities. She has also worked on various projects to develop FDI strategies and has helped to develop applicable analysis for site selection advisory projects. She has profound knowledge of methods, tools and relevant data sources to successfully develop strategies 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, Portuguese and Hindi.



**Cio Andres**

Cio has been working as a Senior FDI Consultant for Frenger International since 2011. She is involved in the management of FDI lead generation and representation contracts for several IPAs.

She previously worked for the Catalonia Trade and Investment office in London and was the UK Country Manager for the Barcelona/World project promoting the City of Barcelona to foreign investors.

She speaks fluent English, French and Spanish and holds a Masters in European Business Administration and Business Law from Lund University, Sweden.



**Karena  
Vaughan**

Karena Vaughan is Founder and Managing Director of Catalina Consulting. She is a leading authority on foreign direct investment with a proven track record in helping companies to make smart location decisions and in helping regions to secure high-value investment.

Karena's expertise and experience are drawn from a highly successful career in international business and economic development. As Director Europe & Russia with Invest Northern Ireland, Karena worked with Chicago Mercantile Exchange, Barclays, Everything Everywhere and Convergys as well as expanding, middle market companies including Augentius Fund Services, Heritage Fund Services and Fintru, on location strategy. Karena additionally led sales teams to secure investment for Northern Ireland from Allen & Overy, Herbert Smith Freehills, Axiom Law, MITIE, Alexander Mann and Eishtec.

From a global supply chain perspective, Karena devised and instigated programmes of engagement with Airbus and Boeing for SMEs in the engineering industry. Karena played a key role in the transition of Northern Ireland from a region of relatively low-value investment to one of the leading UK investment locations.

As General Manager and Sales Director with boutique learning and development company Edge, Karena led the development and delivery of multi-location sales and leadership training programs for Caterpillar, Thomson Reuters, HP and Coca-Cola. She was also responsible for training more than 400 export sales managers for companies including Terex and Ryobi in the US, Europe and APAC.



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For more information on the event or on sponsorship opportunities please contact Ciar Gifford at +44 (0) 20 3744 3863, or [ciargifford@conway.com](mailto:ciargifford@conway.com)

