

DUBAI DEVELOPMENT  
AND INVESTMENT  
AUTHORITY



هيئة دبي  
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Government of Dubai

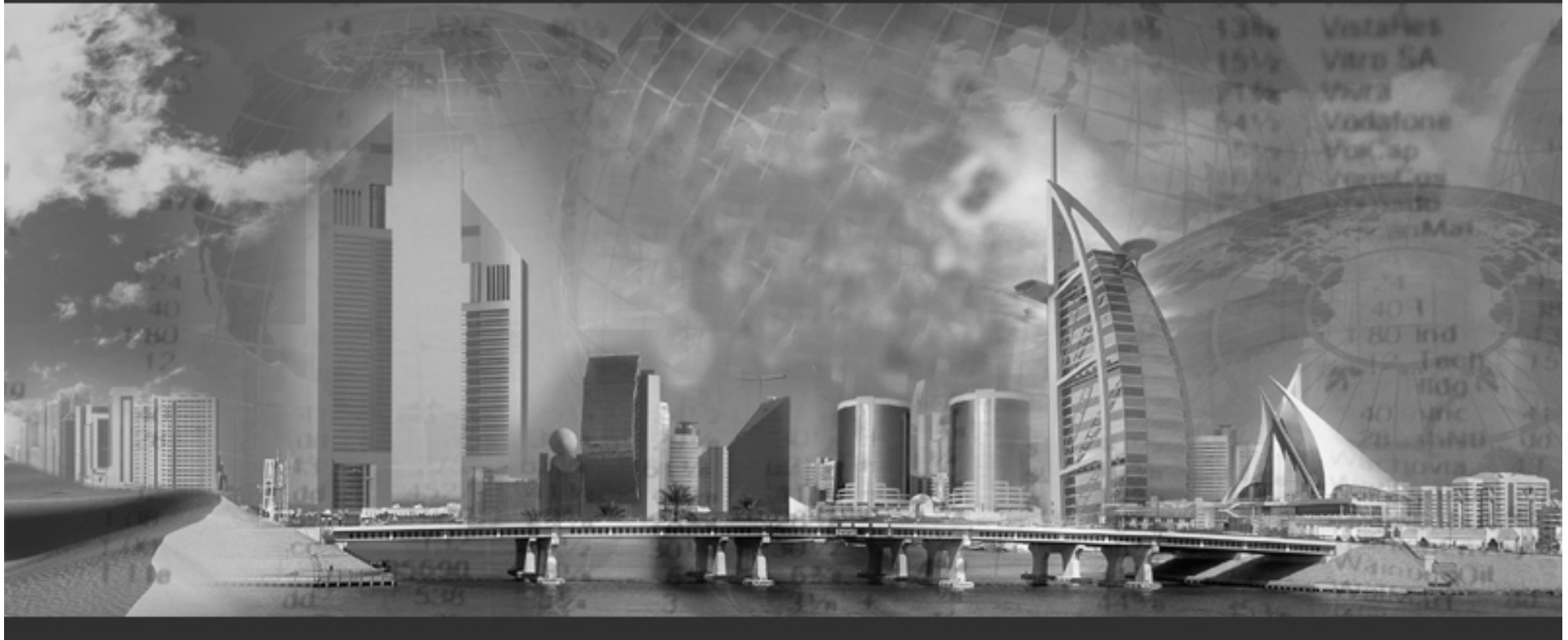
حكومة دبي

## OECD MENA INVESTMENT – WG2

Dubai

Draft Content

Jun 22, 2004



- ▶ **June 30<sup>th</sup>: 10.30-12.30.** Setting the Scene – why levels of investment are low; how more and better investment can be mobilised for the MENA region? *Zeyad to Co-Chair in place of Martin Berlin*
- ▶ **July 1<sup>st</sup>: 9:30 – 12:30.** Work Group 2; Encouraging IPAs to act as driving forces for investment reform. *Content creation and Co-Chairing by Zeyad Almajed in place of Martin Berlin*

WG2: Encouraging IPAs to act as driving forces for investment reform

**Mission  
Statement:**

**To develop guidelines and best practices that IPA's can  
utilize to increase their impact and effectiveness**

## THE HANDBOOK OF INVESTMENT PROMOTION

1

### Build an efficient Environment

- ▶ Build a high performance, customer oriented culture
- ▶ Create Laws and regulations that encourage investments
- ▶ Ensure Legal and financial Transparency
- ▶ Ensure effective enforcements of laws and regulations

2

### Set the right targets

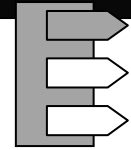
- ▶ Have a Vision for the Future
- ▶ Understand current core competencies
- ▶ Design and launch Strategic flagship programs and investment opportunities portfolios

3

### Promote proactively

- ▶ Communicate your vision effectively
- ▶ Cater to both national and investor interests
- ▶ Continuous support role during and after implementation

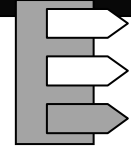
**For Discussion**



WG2 to develop the discussion materials

Subject	Discussion
<p><b>Build a high performance, customer oriented culture</b></p>	<ul style="list-style-type: none"> <li>▶ How to build such an effective IP organization and culture?</li> <li>▶ What kind of culture is needed for such an organization and how to build it?</li> <li>▶ What services would such an organization offer?</li> </ul>
<p><b>Create Laws and regulations that encourage investments</b></p>	<ul style="list-style-type: none"> <li>▶ What is the baseline set of laws and regulations required today for investment promotion?</li> <li>▶ What ways can be used to circumvent lengthy red-tape legislative processes</li> <li>▶ What are the negatives of foreign investments and how should they be mitigated</li> </ul>
<p><b>Ensure Legal and financial Transparency</b></p>	<ul style="list-style-type: none"> <li>▶ What are the forms of legal and financial transparency?</li> <li>▶ What are the best practices in promotion of transparencies?</li> </ul>
<p><b>Ensure effective enforcements of laws and regulations</b></p>	<ul style="list-style-type: none"> <li>▶ What are the ways to ensure enforcement in the presence of corruption and bureaucracy?</li> <li>▶ What role can international arbitration bodies play?</li> </ul>





WG2 to develop the discussion materials

Subject
<p><b>Communicate the Vision effectively</b></p>
<p><b>Cater to both national and investor interests</b></p>
<p><b>Continuous support during and after implementation</b></p>



Discussion
<ul style="list-style-type: none"> <li>▶ What are the characteristics of a good launch and promotion campaign?</li> <li>▶ What are the common pitfalls in promotion of large investment campaigns</li> <li>▶ What expectations do investors have about strategic off-shore investment projects</li> </ul>
<ul style="list-style-type: none"> <li>▶ How to identify core competencies in a world of global character?</li> <li>▶ Can non-existing competencies be developed?</li> </ul>
<ul style="list-style-type: none"> <li>▶ What are the primary reasons behind flea of foreign capital</li> <li>▶ What role does the IPA play after the implementation of the investment project?</li> </ul>

- ▶ Develop the discussion materials to provide clear answered
- ▶ Assign responsibilities to different members to draft parts of the IPA handbook after the meeting
- ▶ Compile a first draft handbook and distribute for discussion at the next meeting

Thank You!