

Third workshop of the OECD IPA Network

Maximising the benefits of FDI through
investment promotion and facilitation

Agenda

22 October 2018

OECD Conference Centre
Paris, France



■ Background

In October 2016, over 100 investment promotion practitioners, policymakers and researchers held the [first OECD workshop](#) on investment promotion and facilitation, and launched the **OECD IPA Network**, a platform of investment promotion agencies (IPAs) and policymakers that meets at the OECD on a yearly basis to share their experience and exchange on good practices. The [second meeting](#) of the OECD IPA Network followed up in October 2017 and discussed current and emerging trends and practices in investment promotion and facilitation based on the preliminary results of an extensive survey of IPAs undertaken in collaboration with the Inter-American Development Bank.

The [third meeting of the OECD IPA Network](#) will take place on 22 October 2018.

■ Objectives

The purpose of this workshop is to strengthen the OECD IPA Network, discuss topics of common interest and officially launch the **Mapping of Investment Promotion Agencies in OECD countries** as well as preview the forthcoming Mapping of Investment Promotion Agencies in OECD and Latin America and the Caribbean (LAC). The Mapping of IPAs in OECD countries is a publication providing a benchmarking and comparative analysis of OECD IPAs based on a comprehensive survey jointly designed with the Inter-American Development Bank (IDB). The study provides evidence on similarities and differences across agencies, lays out different profiles of IPAs and explains existing trends and practices in investment promotion and facilitation. It is hoped that this report can support heads of IPAs and investment policymakers to take informed decisions and undertake strategic reforms accordingly.

The high-level launch will be followed by a second plenary session on the **impact of foreign direct investment (FDI)** on inclusive growth and sustainable development. Discussions will focus on the role of governments, IPAs, businesses and civil society in attracting and promoting quality FDI, and on how to measure and maximise its benefits on the host economy.

As in previous versions, the workshop will be divided in two different settings: while the morning sessions will be in a plenary meeting gathering IPAs and policymakers from OECD and non-OECD economies, the afternoon will provide an opportunity for IPAs to conduct focused peer-to-peer exchanges in smaller groups of practitioners evolving in similar contexts. The afternoon will feature break-out sessions dedicated to two topics of interest to OECD IPA practitioners:

- **Monitoring and evaluation** of IPAs: how to improve monitoring and evaluation tools to measure IPA activities
- **Organisational structures and institutional characteristics** of IPAs: how do they affect investment promotion strategies and activities

■ Participants

Workshop participants will include senior IPA representatives and investment policymakers primarily from OECD countries. Such format will allow participants to benefit from a focused exchange of perspectives among specialists and conduct an evidence-based and forward-looking discussion.

■ Contact

Alexandre de Crombrughe, Economist and Project Manager, OECD
(alexandre.decrombrughe@oecd.org; +33 1 45 24 14 64)

■ Website

www.oecd.org/investment/investment-promotion-and-facilitation.htm

■ Draft agenda

PLENARY MEETING (Room CC 9)

9:00-10:45	<p>SESSION 1: High-level launch of the “Mapping of Investment Promotion Agencies in OECD countries” & preview of the “Mapping of Investment Promotion Agencies in OECD and LAC”</p> <p>The launch will present highlights from the report Mapping of IPAs in OECD countries and a preview of the forthcoming Mapping of IPAs in OECD and LAC. The OECD mapping report has been prepared in close consultation with IPAs from OECD economies and is based on an extensive survey designed and conducted in partnership with the IDB in 2017. It follows up on a request made by IPAs at the first meeting of the <i>OECD IPA Network</i>. The report covers a wide range of areas pertaining to investment promotion and facilitation; it provides an inventory of existing practices among IPAs in OECD countries and presents different profiles of agencies. It is meant to allow practitioners and policymakers to benchmark their IPAs against those from other countries as well as to help them better grasp similarities and differences across agencies, allowing a basis for future work.</p> <p>Keynote address:</p> <ul style="list-style-type: none">• Mari Kiviniemi, Deputy Secretary-General, OECD <p>Chair: Ana Novik, Head of Investment Division, OECD</p> <ul style="list-style-type: none">• Kick-off presentation: Ana Novik, Head of Investment Division, OECD & Christian Volpe, Principal Economist, Inter-American Development Bank• Jeroen Nijland, Commissioner, Netherlands Foreign Investment Agency• Jorge Sequeira, Managing Director, CINDE Costa Rica• Fareedon Hartoqa, Secretary-General, Jordanian Investment Commission <p><i>Interactive discussion</i></p>
10:45-11:00	<p>COFFEE BREAK</p>
11:00-12:30	<p>SESSION 2: Maximising the benefits of FDI: the role of IPAs and other stakeholders</p> <p>Under the right conditions, FDI can raise overall productivity and ultimately lead to an increase in a country’s standard of living. It can contribute to job creation and the development of human capital, while supporting technology development and the transfer of knowledge and skills. Governments are responsible for the implementation of policies that are geared towards achieving national socio-economic objectives. The role of IPAs in influencing firms’ location decisions to attract FDI that can meet public policy objectives is key. In this context, there is a role for policymakers, IPAs, businesses and civil society. What is the role of each of these stakeholders to maximise the impact of FDI? What are the relevant policies to put in place?</p> <p>Keynote address:</p> <ul style="list-style-type: none">• H.E. José Ramón Valente Vías, Minister of Economy, Development and Tourism, Chile <p>Moderator: Alexandre de Crombrughe, Economist, OECD</p> <ul style="list-style-type: none">• Richard Given, Deputy Director, Analysis and Performance, Department for International Trade, United Kingdom• Breda O’Sullivan, Manager, Corporate Strategy and Planning, IDA Ireland• Edouard Barreiro, Public Affairs Director West Europe, UPS• Lise Johnson, Head of Investment Law & Policy, Columbia Centre on Sustainable Investment <p><i>Interactive discussion</i></p>
12:30-12:45	<p>PRELIMINARY CONCLUSION & FOLLOW-UP</p> <ul style="list-style-type: none">• Ana Novik, Head of Investment Division, OECD
12:45-14:00	<p>LUNCH BREAK</p>

BREAK-OUT SESSIONS – closed*

14:00-15:15	SESSION 3.A: ORGANISATIONAL SETTINGS (CC16) <u>Moderator: Alexandre de Crombrughe, OECD</u> <ul style="list-style-type: none">• Róbert Ésik, President, Hungarian Investment Promotion Agency• Constantinos Angelopoulos, Director of Investment Promotion, Enterprise Greece Interactive discussion	SESSION 3.B: MONITORING & EVALUATION (CC18) <u>Moderator: Monika Sztajerowska, OECD</u> <ul style="list-style-type: none">• Tord Johnsen, Head of Investment, Department for International Trade, UK• Gilad Be'ery, Director of Economic Research, Invest in Israel Interactive discussion
15:15-15:30	COFFEE BREAK	
15:30-16:45	SESSION 4.A: MONITORING & EVALUATION (CC18) <u>Moderator: Monika Sztajerowska, OECD</u> <ul style="list-style-type: none">• Mariana Ferreira, Manager of Competitive Intelligence, Uruguay XXI• Christian Volpe, Principal Economist, Inter-American Development Bank Interactive discussion	SESSION 4.B: ORGANISATIONAL SETTINGS (CC16) <u>Moderator: Alexandre de Crombrughe, OECD</u> <ul style="list-style-type: none">• Kaija Laitinen, Advisor, Business Finland• Marcin Bulinski, Head of Economic Analysis, Polish Investment and Trade Agency Interactive discussion
16:45-18:15	CONCLUSION (Room CC16) <u>Moderator: Ana Novik, OECD</u> <ul style="list-style-type: none">• <i>Report on the break-out sessions (20 min)</i>• <i>The way forward: proposed projects (60 min)</i>• <i>Conclusion (10 min)</i>	

* The afternoon sessions of the workshop are exclusively open to IPA practitioners from OECD and selected interested countries.