

AGENDA

Investor Outreach Event and Study Tour

**Iraq Project: “Improving the business
and investment climate in Iraq – policy
dialogue and capacity-building for key
actors”**

25-27 May 2016

Berlin, Germany

Background

Attracting investment outside the hydrocarbon sector in Iraq is a priority to diversify the economy and to support economic growth. The recent drop in oil prices has put a heavy strain on government finances, prompting the Government of Iraq (GoI) to intensify its efforts to improve the investment climate to draw more private investors.

The MENA-OECD Competitiveness Programme seeks to improve the GoI's ability to attract private investment in its "Improving the business and investment climate in Iraq – policy dialogue and capacity-building for key actors" project (the Iraq Project).

As part of its core Iraq Project activities, the Programme has conducted multiple workshops and training sessions for the National Investment Commission (NIC) and the Provincial Investment Commissions (PICs) – Iraq's main investment promoters – on investment marketing, investor targeting and enquiry handling, investment facilitation.

In recent months, the Programme also supported the GoI's efforts to amend its Investment Law No. (13) of 2006 by providing recommendations to the law and building capacities of Iraqi legal representatives. The amendment was passed in October 2015 with a number of OECD recommendations integrated. Iraq has also recently signed and ratified the Convention on the Settlement of Investment Disputes between States and Nationals of Other States (the ICSID Convention) in November 2015 – an important step towards improving the confidence of foreign investors.

The Swedish International Development Co-operation Agency (Sida) is providing funding from 1 December 2013 to 30 June 2016. The Programme has partnered with the GoI since 2007 to foster private sector-driven economic development in Iraq. For more information on the Iraq Project, please see: <http://www.oecd.org/mena/investment/iraq.htm>.

Objectives of the event

As one of the capstone activities of the Iraq Project, the objective of the event is to promote exchanges through roundtables, meetings and workshops between the NIC and PICs and German and international companies. This will be an opportunity for the Iraqi beneficiaries to apply their learnings from the OECD workshops and trainings that were conducted over the past years.

The event will also feature a study tour of an industrial park – an area in which there is great interest from the GoI.

Participants

The event will gather 15 experts from Iraq, specifically from the National Investment Commission (NIC), and the Provincial Investment Commissions (PICs), as well as Mr Afif Al-Rayis, the Project's local project liaison in Baghdad.

Draft Agenda
Wednesday, 25 May 2016

10:00 – 10:30	Opening remarks
	<p><i>The OECD and the Ghorfa Arab-German Chamber of Commerce and Industry will present the programme to participants. The Iraqi participants will introduce themselves and briefly explain their expectations of the event.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Abd al-Aziz al-Mikhlaifi, Chairman, Ghorfa</i> • <i>Dr. Sami al-Araji, Head of National Investment Commission, Republic of Iraq</i> • <i>Dr Klaus Hachmeier, Iraq Project Coordinator, OECD</i>
10:30 – 12:00	Effective Investor Outreach Strategies
	<p><i>OECD experts will recapitulate the results of the capacity-building activities in the field of investment promotion that have been achieved since the inception of the Iraq Project in September 2014. These have included capacity building activities on investment marketing, investor enquiry handling, the preparation of technical investment files, an investor pitch book, as well as other marketing material.</i></p> <p><i>The session will also discuss the general investment policy framework of Iraq and specifically issues that are relevant to the investor. These include, e.g., the recent amendment to the Iraqi investment law No. 13 of 2006, which was passed in the Iraqi parliament in October 2015 and included a number of OECD recommendations. Other relevant issues include arbitration, investor protection through international investment agreements, and other issues of contractual law, which have been repeatedly and extensively treated in previous capacity building events of the Iraq Project since 2014.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Trevor Killen, OECD lead expert on investment promotion • Rashad Khalaf Rashad, Head of Legal Department, National Investment Commission, Republic of Iraq • Florian Amereller, Partner, Amereller Legal Consultants
12:00 – 13:00	Lunch

13:00 – 14:30	Addressing Investor concerns and expectations
	<p><i>The session will focus on providing suggestions and good practices for dealing with investor expectations and addressing investor concerns. It will in particular draw on OECD guidance on common investor queries that have been developed by the Iraq Project to fit the specific circumstances of Iraq. Types of questions include: overall investment conditions, project logistics, investor rights, incentives and obligations, operational conditions, infrastructure and business support.</i></p> <p><i>Ghorfa experts and selected investors with experience in Iraq will provide feedback and advice to the Iraqi participants on how to address potential investors and their questions.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> ● Reem Badran, former Head of the Jordan Investment Board and OECD expert on investment promotion ● N.N., Ghorfa expert ● Private sector representatives (to be nominated by Ghorfa)
14:30 – 15:00	Transfer to the Embassy of the Republic of Iraq to the Federal Republic of Germany
15:00 – 16:00	Meeting at the Embassy of the Republic of Iraq to the Federal Republic of Germany
	<p><i>The Iraqi delegation will be received by the Iraqi ambassador to Berlin and discuss commercial and investment relations with the Iraqi Commercial attaché to Germany.</i></p>
16:00 – 16:30	Conclusion of Day One
	<p><i>The OECD, the Iraqi delegation and Ghorfa experts will summarize the meetings and lessons learnt. Ghorfa will draft and provide a summary.</i></p>

Draft Agenda
Thursday, 26 May 2016

10:00 – 11:30	Investor Outreach Event: Iraqi-German Business Roundtable
	<p><i>As part of the 19th Arab-German Business Forum – one of the world’s largest business fora for MENA countries which attracts around 800 participants from the MENA region, Germany and other nations, the Iraqi delegation will present investment and business opportunities in Iraq. Ghorfa e.V. will have identified and invited suitable businesses and investors for the Iraqi market.</i></p> <p><i>The Iraqi delegation will use marketing material and techniques developed in trainings and workshops conducted by the Iraq Project since 2014.</i></p> <p><i>This investor outreach event will bring together the Iraqi delegation, investors and private sector representatives Germany and other countries. The Iraqi delegation will present investment and business opportunities in Iraq and respond to investor queries. Ghorfa and OECD experts will facilitate and monitor the session.</i></p> <p>Participants in the roundtable will include:</p> <ul style="list-style-type: none"> • <i>Iraqi National Investment Commission and Provincial Investment Commission</i> • <i>Investors and Private Sector Representatives from Germany and other (European and MENA) countries</i> • <i>Representatives from leading business associations such as Federation of German Industries (BDI) and German Chambers of Commerce and Industry (DIHK)</i>
11:30 – 13:00	Participation in the Arab-German Business Forum
	<p><i>The Iraqi delegation will have the opportunity to participate in other sessions of the Arab-German Business Forum, liaise and network with relevant actors as e.g. investment promotion agencies from other MENA countries. The Arab-German Business Forum is one of the largest MENA business fora, gathering around 800 participants from MENA countries and the German and international business community.</i></p>
13:00 – 14:00	Lunch Break
14:00 – 14:30	Transfer to Germany Trade and Invest (GTAI)

14:30 – 16:30	Visit to Germany Trade and Invest (GTAI)
	<i>The Iraqi delegation will visit Germany's federal investment promotion agency, Germany Trade and Invest (GTAI). The Iraqi delegation will meet with staff and senior management to exchange best international practice in trade and investment promotion.</i>
16:30 – 17:00	Conclusion of Day Two
	<i>OECD, the Iraqi delegation and Ghorfa experts will summarize the meetings and lessons learnt. Ghorfa will draft and provide a summary.</i>

Draft agenda
Friday, 27 May 2016
Draft agenda

09:30 – 12:00	Meetings at the Federal Ministry of Economy and Energy (BMWi)
	<p><i>The Iraqi delegation will have meetings with relevant staff of the German Federal Ministry of Economy and Energy to discuss bilateral investment policy issues. Meetings (tbc) will be held with:</i></p> <ul style="list-style-type: none"> • Dr Rudolf Gridl, Head of Unit, Middle East and North Africa (also responsible for Iraq). The unit is, amongst others, responsible for trade policy and business delegations to Iraq. Topics of the meeting will be bilateral trade and investment relations, as well as business and investor queries. • Dr Ursina Krumpholz, Head of Unit, Foreign Investment Policy. Discussion points will include Iraq's approaches to Bilateral Investment Treaties and investor protection. • Dr Stefan Herfarth, Head of Unit, Export Credit Guarantees. The discussion will focus on how Iraq can increase trade and investment through better use of export finance mechanisms such as export credit guarantees.
12:00 – 13:00	Lunch and Transfer to industrial park/ economic zone
13:00 – 15:00	Study tour of industrial park/ economic zone
	<p><i>The Iraqi delegation will visit an industrial park/ economic zone in former Eastern Germany. The visit and study tour will shed light on how the former East German industrial landscape was reformed and drastically reshaped after the German unification, thus providing a strong and powerful example of successful structural reform. This will be particular relevant to the Iraqi delegation, as the Iraqi government – with contribution from the National Investment Commission – seeks to reform and privatise State-Owned Enterprises that were built up under the former socialist regime in Iraq.</i></p> <p><i>Meetings with technical and management staff of the industrial park, as well as presentations will be organised by Ghorfa.</i></p>
15:00 – 16:30	Concluding Session
	<p><i>In this concluding session, OECD, the Iraqi delegation and Ghorfa experts will give their comments and feedback on the investor outreach, the study tour and other meetings. Evaluation questionnaires will be distributed. Ghorfa will provide a summary after the meeting.</i></p>

Contacts

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