

AGENDA

WORKSHOP ON INVESTOR OUTREACH



Improving the business and investment climate in Iraq – policy dialogue and capacity-building for key actors

2-3 February 2016

Phoenicia Hotel

Beirut, Lebanon



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 (formally Investment 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).

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 workshop

In preparation of the two investor outreach events planned in May 2016 in Germany and Kuwait, the Programme is organising a workshop which will benefit staff members of the Iraqi National Investment Commission and will focus mainly on practical exercises and training (such as mock interviews) that form the basis of the proposed investor outreach events. This would cover elements such as:

- Investor targeting;
- Dealing with investors;
- Understanding and dealing with investor requirements; and
- Case studies.

Participants

The workshop will gather twelve experts from Iraq, mainly from the National Investment Commission, and Mr Afif Al-Rayis, the Project's local project liaison in Baghdad.

The workshop will be conducted by Trevor Killen, senior investment promotion specialist with the support of Reem Badran, senior investment promotion expert.

Agenda

Tuesday, 2 February 2016

9:30 – 10:30	Opening remarks and “tour de table”
	<p><i>Welcoming remarks and overview of the OECD’s Iraq project recent activities</i></p> <p>Klaus HACHMEIER, Iraq Project Co-ordinator, MEA Division, Global Relations Secretariat, OECD</p> <p>Dhurgham AL-RAMMAHI, Assistant General Manager, National Investment Commission</p> <p><i>“Tour de table”</i></p> <p>The participants will introduce and present themselves and inform about their expectations on the workshop and the investor roadshow.</p>
10:30 – 11:30	Module 1: Dealing with Investor Enquiries - Overview
	<p><i>The module will cover:</i></p> <ul style="list-style-type: none"> ➤ <i>How to handle investor enquiries effectively</i> ➤ <i>How to use information provision to build a relationship with investors</i> ➤ <i>How to receive, handle, and progress investment enquiries</i> ➤ <i>Key Investor Information and Investment Drivers</i> ➤ <i>What are the common Investment Drivers which an investor will look at to decide to invest in Iraq</i> ➤ <i>Primary Investment Drivers and Secondary Investment Drivers</i> ➤ <i>How Investment Drivers vary according to sector</i> ➤ <i>How NIC / PICs can most effectively address these Investment Drivers to secure investments</i>
11:30 – 11:45	Coffee break
11:45 – 13:00	Module 2: Basic elements of a presentation to an investor
	<p><i>This module will cover:</i></p> <ul style="list-style-type: none"> ➤ <i>What are the common Investment Drivers which an investor will look at to decide to invest in Iraq</i> ➤ <i>Primary Investment Drivers and Secondary Investment Drivers</i>

	<ul style="list-style-type: none"> ➤ <i>The Range of Information likely to be needed by Investors</i> ➤ <i>Frequently Asked Questions (FAQs) by investors and what to respond:</i> <ul style="list-style-type: none"> ○ <i>Overall Investment Climate</i> ○ <i>Project Logistics</i> ○ <i>Investor Rights, Incentives and Obligations</i> ○ <i>Operational Conditions, Infrastructure and Business Support</i> ➤ <i>The provision of information to investors, to address Key Investment Drivers</i> ➤ <i>What is an investor pitch and a “Pitch Book”?</i> ➤ <i>Assembling and using a Pitch Book for the 2016 Investor Outreach Event</i>
13:00 – 14:00	Lunch
14:00 – 15:30	Module 3: Case Study – “Global Steel”
	<i>The delegation will be split into two groups and work on an interactive case study with mock interviews with fictional investors. A number of specific targets, such as gathering information about the investor and the investment project, his requirements and needs, will be set. The exercise will assess how NIC and PIC address and respond to typical investor concerns and provide relevant information to the investor.</i>
15:30 – 15:45	Coffee break
15:45 – 17:15	Module 3: Case Study - “Global Steel” (continued)
	<i>This module will be a continuation of the previous module. At the second half of this session, the performance of the two groups will be assessed and recommendations will be provided.</i>
17:15 – 17:30	Wrap-up of Day 1
	Klaus HACHMEIER , Iraq Project Co-ordinator, MEA Division, Global Relations Secretariat, OECD

Wednesday, 3 February 2016

09:00 – 10:30	Module 4: Effective Communication with Investors – Theory and Practice
	<p><i>This module will cover:</i></p> <ul style="list-style-type: none"> ➤ <i>Effective communication with investors</i> ➤ <i>The Art of Listening to Investors</i> ➤ <i>Listening and Responding to Investors in the 2016 Investor Outreach Event</i> ➤ <i>Assembling and using a Pitch Book for the 2016 Investor Outreach Event</i> ➤ <i>The “30-Second Elevator Pitch” – presenting information in a short time</i> ➤ <i>Practical and interactive exercises with participants</i>
10:30 – 11:00	Coffee Break
11:00 – 12:30	Module 5: Exercise – “ITSys Inc.”
	<p><i>The delegation will be split into two groups and work on an interactive case study with mock interviews with fictional investors. A number of specific targets, such as gathering information about the investor and the investment project, his requirements and needs, will be set. The exercise will assess how NIC and PIC address and respond to typical investor concerns and provide relevant information to the investor.</i></p>
12:30 – 13:30	Lunch
13:30 – 15:00	Module 5: Exercise – “ITSys Inc.” (continued)
	<p><i>This module will be a continuation of the previous module. At the second half of this session, the performance of the two groups will be assessed and recommendations will be provided.</i></p>
15:00 – 15:30	Coffee Break
15:30 – 16:45	Module 6: Planning for the 2016 Investor Outreach events for Iraq
	<p><i>This module will provide the latest details of the Investor Outreach events that are being planned for May 2016. Based on the lessons learned during previous modules of the workshop, the group will discuss of how</i></p>

	<i>to better plan and structure the Investor Outreach Event.</i>
16:45 – 17:00	Conclusion and Next Steps
	Klaus HACHMEIER , Iraq Project Co-ordinator, MEA Division, Global Relations Secretariat, OECD Dhurgham AL-RAMMAHI , Assistant General Manager, National Investment Commission

Contacts

MENA-OECD Competitiveness Programme

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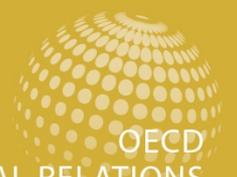
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