This report contains the summary discussions, agenda, list of participants, evaluation and presentations of the regional seminar on “Measuring FDI and its impact on sustainable development in the Mediterranean region” and the national workshop on “Methodology of FDI statistics in Tunisia” organised in Tunis on 5-6 March 2019.
Context and participants

The EU-OECD Programme on Promoting Investment in the Mediterranean – which aims to support the implementation of sound investment policies and effective institutions in the Southern Mediterranean region – held a two-day regional seminar on 5-6 March 2019 on “Measuring FDI and its impact in the Mediterranean region” in Tunis. The seminar took place back-to-back with the Advisory Group of the EU-OECD Programme (separate report) and a national workshop on “Methodology of FDI statistics in Tunisia” (see below).

The objective of the regional seminar was to build government officials’ capacity to interpret foreign investment statistics and share policy experiences on how to maximise the impact of investment for sustainable development. The OECD presented methods for interpreting FDI statistics, informing a discussion on how policymakers can better use FDI data. The following sessions explored the impact of FDI on sustainable development, including how investment affects territorial disparities, productivity, innovation, and labour market outcomes. Through peer-learning, practitioners and senior policymakers from MED and EU countries shared their respective challenges and experiences in attracting FDI that leads to positive development outcomes.

Over 100 participants attended the seminar (see the list Annex 1), including:

- Government officials from investment promotion agencies; ministries of investment, trade, industry, economy and foreign affairs; Central Banks; and statistic offices from the eight beneficiary economies of the Programme (Algeria, Egypt, Jordan, Libya, Lebanon, Morocco, Palestinian Authority, and Tunisia);
- EU representatives from IPAs (Greece, Ireland and Estonia) and diplomatic offices in Tunisia;
- Representatives from international organisations (EU, EBRD, Union for the Mediterranean, ANIMA, Agadir Technical Unit) and OECD experts;
- Private sector representatives from the region (UTICA, Businessmed);
- Academia (EMNES, university professors).

The event benefited from a large media coverage by Tunisian TV as well as by social media such as Facebook and Twitter.

To inform the discussions, the OECD prepared a background note on the contribution of foreign investment to the SDGs in the southern Mediterranean, and a note on the geography of FDI in the southern Mediterranean (authored by Professor Ronald Wall).

Discussions

Regional seminar “Measuring FDI and its impact in the Mediterranean region”

The Tunisian Minister of International Co-operation, Development and Investment, H.E. Mr. Zied Ladhari, opened the seminar by stressing the importance of the topic at hand, the sustainable impact of FDI, and Tunisia’s efforts to attract investment that can create value-added, jobs for high-skilled workers and sustainable growth opportunities. He noted that credible and robust statistics on FDI and its socio-economic impacts are crucial for policymaking. In additional welcoming remarks, Ana-Maria Pena-Segura of the European Commission highlighted the link between investment and sustainable development, and how the sustainable development goals (SDGs) are becoming more present in investment promotion strategies and policies.

The first session of the seminar focused on guiding policymakers to collect, interpret and use FDI statistics. The OECD presented the latest FDI trends in MED and OECD countries and the
challenges of interpreting these trends. For example, looking at inflows as a share of GDP can help better compare patterns over time given the volatility of FDI flows. The OECD’s work on FDI statistics has included developing a set of indicators on the importance of FDI to the economy, the profitability of FDI, and the importance of FDI to specific sectors. The OECD’s recommendations for compiling FDI statistics, which is one of the most difficult areas of the balance of payments to collect, include attributing FDI by ultimate investment country (rather than immediate), identifying special purpose entities, and looking at FDI by type. These indicators and breakdowns can help statisticians and policymakers better understand the role of FDI in the economy.

Heba Abdellatif, Senior Researcher at the Investment Intelligence Centre, MIIC/GAFI, Egypt, presented the Centre’s new methodology to compile FDI statistics without surveys. GAFI has developed a system that relies on balance sheets and other data that companies are required to report to various government agencies. This system requires cooperation between different agencies in the production of FDI statistics but has greatly improved the data available. For example, it has provided a very different picture of the amount of foreign investment in different sectors in the economy than was previously available. Abdullah Al Qudah, Head of the Statistics Division, Research and Policy Department shared the experience of the Jordan Investment Commission (JIC) in improving its use and interpretation of FDI statistics and its cooperation with line agencies, following the cooperation agreement for the compilation of FDI statistics recently signed between the Jordan Investment Commission, the Central Bank of Jordan, and the Department of Statistics. He added that countries need support to measure outward FDI. This is important in light of possible round tripping investment that may distort inward FDI values.

In an interactive discussion, participants asked specific follow-up questions to Egypt on their methodology of collecting FDI data and to the OECD on best practices for producing FDI statistics. Representatives from investment promotion agencies in Algeria and Tunisia raised challenges of cooperating with other agencies that collect FDI statistics. Tunisia shared that they have an ad-hoc committee of different agencies to facilitate inter-governmental cooperation in collecting and sharing data. IPAs also suggested they face difficulties following-up with investors in order to have data on the life-cycle of the investment. The representative from Estonia’s IPA said that they use after-care services as a way to monitor the impact of FDI.

Session two of the seminar moved the discussion to the impact of FDI, focusing on the geographical disparity of investment. Professor Ronald Wall presented data that shed light on where, at the city level, greenfield FDI is going in the MED area, where it is coming from, and what impact it has on cities’ socio-economic development, including on income inequality. His analysis shows that some MED cities compete very locally (i.e. with other cities in the same country), while others compete more regionally (i.e. in the MED area), and only few compete at the global scale. The key message is that each city has its own region of competition, at different scales, and contending for different sectors. Such information, as well as a better understanding of location factors and policies that make these regions attractive, can in the future lead to better-informed investment promotion strategies.

A colleague from the OECD Centre for Entrepreneurship, SMEs, Regions and Cities then presented ongoing work on how countries can address their territorial disparities and how sub-national territories can boost their attractiveness to investors, but also to talent (skilled workers or entrepreneurs) and tourists. IDA’s chief economist presented Ireland’s national strategy to bring investment to sub-national regions, including building locations for companies, providing tailored marketing material based on a SWOT analysis of each region, and encouraging existing
investors to open second sites outside of capital cities. The discussion highlighted that IPAs have an important role to play in attracting investment in lagging areas within the country.

**Session three** focused on monitoring the impact of FDI for sustainable development. Under the right conditions, FDI can contribute to sustainable development goals. The OECD presented novel indicators developed under the “FDI qualities” project that describe how foreign investment relates to certain development outcomes, including productivity and innovation, quality jobs, gender and skills. Preliminary results suggest that FDI positively relates to these development outcomes, but that there is substantial variation among countries. For example, foreign firms are more productive than domestic firms in Morocco and Tunisia, but this is not the case in Jordan and Egypt. Foreign firms also tend to offer higher wages than domestic companies in Lebanon, Jordan, Tunisia and Morocco, but not in Egypt. The magnitude of the foreign firm “premium” varies across countries. In Jordan, foreign firms perform substantially better than domestic firms for each of the development objectives, while the difference between foreign and domestic companies is smaller in Egypt and Tunisia. The presentation prompted an engaging discussion among participants on how to interpret these results. The Tunisian delegation inquired whether higher wages paid by foreign MNEs is due to their profitability and productivity or to “morality”.

Complementing the OECD’s methodology for measuring the relationship between FDI and sustainable development, the Director General of ANIMA Investment Network, presented their tool for evaluating investment projects. The EDILE (Economic Development through Inclusive and Local Empowerment) evaluation guide has 35 criteria by which to assess the local impact of an investment project, including jobs created and environmental impact. The Tunisian delegation noted that they use the tool to target investment in underdeveloped regions of the country. In the final presentation of the session, Professor Rym Ayadi, Director of the Euro-Mediterranean Network for Economic Studies (EMNES), focused on the link between regional integration of the MED area and the sustainable development goals (SDGs). Trade and investment are key to advancing economic growth and improving ties within the MED region. She presented indicators to monitor the following dimensions of regional integration: trade, finance, governance, infrastructure, FDI, labour mobility, and higher education and research.

Discussions in **session four** focused on how policy can maximise the benefits of FDI. The OECD presented an overview of policies MED governments have adopted to enhance the sustainable impact of FDI. Most governments in the region use incentives to try to direct investment into activities that advance certain development goals. For example, all eight countries give specific tax or financial incentives to investors that install in less developed regions or use or create renewable energy. The majority give incentives to investors that create jobs and enhance productivity and innovation. In an engaging interactive discussion, delegates shared other specific policies in place and debated their effectiveness at achieving sustainable development goals. Lebanon’s IDAL inquired whether it is more effective to use incentives to attract investors that can create jobs and reduce regional disparities or encourage that companies follow corporate social responsibility (CSR) guidelines to advance sustainable development. A representative from Tunisia’s FIPA noted that incentives are often “the cherry on the cake” for investors, arguing that the overall investment climate and facilitation are more important to attracting FDI.

The session facilitated a peer-learning exchange with IPAs from Greece, Ireland and Tunisia who shared their efforts to direct FDI towards activities that reduce territorial disparities, create jobs and increase productivity. Ireland noted that they use grants and financial incentives more than tax incentives, and described how they target investors that can contribute to job creation and knowledge spillover goals. The agency also encourages firms follow CSR practices. Enterprise Greece provides administrative support to investors with job-creation potential, and like MED and EU IPAs, also seeks to direct investment into under-developed regions. Participants also engaged in a rich discussion on how they monitor and evaluate if investors are following through with commitments to advance certain goals, such as creating jobs. Morocco provided an example of how it monitors recipients of grants, but delegates from Tunisia and
Morocco stressed that it is often difficult to confirm that investors are complying with the terms of their incentives, and that they have limited power of coercion in the event investors do not meet their commitments.

National seminar on FDI statistics

On 7 March, the OECD organised, in cooperation with Tunisia’s Foreign Investment Promotion Agency (FIPA), a national capacity-building workshop on FDI statistics. The workshop began with a presentation of the OECD review of the FDI statistics compiled by Tunisia. There was a rich discussion of the report and its main recommendations, especially because most of the agencies that sit on the Ad Hoc Committee for FDI statistics were present. In response to a change in the law in 2016 that strengthened the legal framework for the Central Bank to collect data, they are planning to introduce an FDI survey as well as to formalise the arrangements under which the Ad Hoc Committee operates.

The second part of the workshop dealt with practical aspects in the collection, compilation, and dissemination of FDI statistics. The workshop was very timely as it provided practical advice and important considerations for the Central Bank to consider as it develops its FDI survey. There was also a discussion about building a business register for the FDI survey and the concerns around the national business register. Finally, they were interested in the institutional and legal framework used in other countries to support the compilation of FDI statistics given the possibility of formalising the arrangements for the Ad Hoc Committee.

Next steps

Moving forward, the EU-OECD Programme seeks to continue and deepen discussions on maximising the benefits of investment. The OECD is planning two upcoming regional seminars that will explore this topic from different angles, one on business integrity and one on investment incentives. The question of how effective incentives are at achieving their goals, and whether their benefits outweigh their costs was a common theme during the regional seminar in Tunis, and participants expressed interest in further work on this subject. Some IPAs noted it was interested in best practices regarding incentives and encouraging corporate social responsibility among foreign MNEs.

The Programme also plans to advance work on improving the monitoring and evaluation mechanisms of IPAs. This is a planned topic for the regional seminar in Paris in October, which will take place back-to-back with the fourth Meeting of the IPA Network. The OECD also requested IPAs to send any final comments on the Mapping of Investment Promotion Agencies in the Southern Mediterranean, distributed in Tunis, in order to prepare the final draft for an official launch in October.

The seminar also allowed to tackle the link between investment and SDGs, as well as the impact of FDI on cities’ socio-economic development, two areas of interest that would warrant further research and dialogue.

Participants are also invited to provide comments on the two discussion papers.
Annex 1: Agenda
Agenda

REGIONAL SEMINAR

Measuring FDI and its impact in the Mediterranean region

5-6 March 2019

Hotel Sheraton Tunis
Background

The EU-OECD Programme on Promoting Investment in the Mediterranean, launched in October 2016 in Tunis, aims to implement sound and attractive investment policies and establish effective institutions in the Southern Mediterranean region, with a view to attract quality investments and support job creation opportunities, local development, economic diversification and stability.

The Programme, implemented by the OECD (the MENA-OECD Competitiveness Programme and the Investment Division of the Directorate of Financial and Enterprise Affairs), is governed by an Advisory Group, co-chaired by the European Commission and the OECD, with the participation of representatives of beneficiary countries, the Secretariat of the Union for the Mediterranean and other regional partners.

Objective

The objectives of this seminar are to build government officials’ capacity to interpret foreign investment statistics and share policy experiences on how to maximise the impact of investment on sustainable development. The ultimate goal of the seminar is to support the broader efforts of MED countries to progress towards the Sustainable Development Goals (SDGs).

In the first session, the OECD will present methods for policymakers to understand FDI statistics. This will inform a discussion on current FDI trends in the MED region and how policymakers can best use this data to advocate for policy reforms. The following sessions will explore the impact of FDI on sustainable development, including how investment affects inclusive growth within cities, territorial disparities, innovation and labour market outcomes. In peer-learning exercises, practitioners and senior policymakers from MED and EU countries will share their respective challenges and experiences in attracting FDI that leads to positive development outcomes.

Participants

The seminar will convene senior investment policymakers from relevant ministries, IPA practitioners, statisticians, businesses representatives, international experts and multinationals operating in the MED region. The meeting will consist of interactive roundtables and peer-learning sessions with EU member states and emerging countries. Participants will benefit from a focused exchange of perspectives among practitioners as well as with experts, and hold an evidence-based and forward-looking discussion.

Documents

- Foreign investment contribution to the SDGs in the southern Mediterranean
- The geography of FDI in the southern Mediterranean

Website

Tuesday 5 March 2019
Hotel Sheraton Tunis

08:30-09:00 Registration

09:00-09:15 Official opening of the seminar
- H.E. Zied LADHARI, Minister of Development, Investment and International Cooperation, Government of Tunisia

09:15-09:30 Welcoming remarks & presentation of the seminar
- Marie-Estelle REY, Senior Advisor, Middle East and Africa Division, Global Relations Secretariat, OECD
- Ana-Maria PENA-SEGURA Programme Manager, Regional Programmes Neighbourhood South, DG Near, European Commission

09:30-13:00 SESSION 1 - FDI trends: Guiding policymakers to collect, interpret and use FDI statistics

The objective of this session is to build the capacity of senior investment policymakers and IPA practitioners in understanding and appropriately interpreting Foreign Direct Investment (FDI) statistics. The OECD will present the latest FDI trends in MED and OECD countries, building on the OECD Reviews of FDI Statistics and other international data sources. Participants will then discuss in an interactive setting how FDI statistics are compiled in their respective countries and share experiences on how best to use FDI statistics for policymaking.

Speaker:
- Maria BORGAA, Head of the FDI Statistics Unit, OECD: Understanding and interpreting FDI Statistics

Interactive discussion

11:00-11:30 COFFEE BREAK

Experience sharing:
- Heba ABDELLATIF, Senior Researcher, Investment Intelligence Center, Ministry of Investment and International Cooperation (MIIC), Egypt
- Abdullah AL QUDAH, Head of Statistics Division, Research and Policy Department, Jordan Investment Commission (JIC)

Interactive discussion

13:00-14:30 LUNCH BREAK
14:30-16:30  SESSION 2 – FDI development trends and outcomes in MED cities

The objective of this session is to explore the geographical disparity of FDI. The OECD will present data that sheds light on where, at the city level, greenfield FDI is going in the MED region, where it is coming from, and what impact it has on cities’ socio-economic development. MED policymakers, IPAs and international experts will then share their experiences in attracting FDI in lagging cities, and policies to achieve a more equitable distribution of investment.

Speakers:
- Ronald WALL, Full Professor and Chair of Economic Development of the City of Johannesburg and the Province of Gauteng, School of Economic and Business Science, University of Witwatersrand, Johannesburg, South Africa
- Amal CHEVREAU, Policy Analyst, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD
- Niamh RODDY, Chief Economist, Investment Development Agency (IDA) Ireland

MED policymakers roundtable

Wednesday 6 March 2019

Hotel Sheraton Tunis

09:00-10:30  SESSION 3 – Monitoring the impact of FDI on sustainable development

The objective of this session is to discuss how FDI helps MED countries progress towards the Sustainable Development Goals (SDGs). Under the right conditions, FDI can contribute to job creation, skills development, technological progress, knowledge diffusion, and environmental greening. The OECD will present novel indicators that describe how foreign investment in MED and other developing economies relates to productivity (and innovation) and labour market outcomes (e.g. jobs, wages, gender, and skills). Policymakers, international experts and private sector representatives will share their experiences on how FDI can help achieve specific development outcomes.

Speakers:
- Letizia MONTINARI and Fares AL-HUSSAMI, Economists, OECD: Presentation of the OECD FDI Qualities Indicators
- Rym AYADI, Director, Euro-Mediterranean Network for Economic Studies (EMNES) and Professor, CASS Business School
- Zoé LUÇON, Key Partnership and Publication Director, ANIMA Investment Network
- Anna STAHL, Director of Social Dialogue Project, Friedrich-Ebert-Stiftung (FES)

MED policymakers roundtable

10:30-10:45  COFFEE BREAK

10:45-12:00  SESSION 4 – How policy can maximise the benefits of FDI

FDI benefits are not automatic. In this session, MED policymakers will discuss policies to enhance the impact of FDI on sustainable development, and how IPAs can support their implementation. The OECD will present a brief overview of current national policies to enhance the sustainable impact of FDI. Then, policymakers and representatives from IPAs will share their experiences in attracting FDI that can meet public policy objectives. Depending on their mandate, IPAs can promote sectors with high growth potential or
influence firms’ location decisions. They can also help facilitate FDI spillovers on the local economy.

Speakers:

- Sarah Marion DAYAN, Policy Analyst, OECD: Overview of national policies to enhance FDI impact
- Niamh RODDY, Chief Economist, Investment Development Agency (IDA) Ireland
- Christos SKOURAS, Communication, International & Institutional Affairs Directorate, Enterprise Greece
- Foreign Investment Promotion Agency (FIPA), Tunisia

**MED policymakers roundtable**

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<td>13:30-15:00</td>
<td><strong>SESSION 4 – How policy can maximise the benefits of FDI: Breakout sessions</strong></td>
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In small focus groups, participants will discuss concrete policies and tools that could enhance the impact of FDI on: increasing productivity (and innovation) and improving labour market outcomes (e.g. jobs, wages, gender and skills).

- Interactive breakout group discussions (see annex).
- Reporting on the outcomes of the breakout group discussions: A rapporteur from each group will present the key policies discussed by the participants. The synthesis of the challenges will provide a clearer picture of reform priorities in MED countries and how policymakers and practitioners can implement these policies.

**Wrap-up discussion**

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<td>15:30-17:30</td>
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*Please refer to the Advisory Group agenda*
Annex 2 : List of participants

Pays MENA / MENA Countries

**Algérie/Algeria**

Mr. Ahmed BERRICHI  
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Agence Nationale de Promotion de l’Investissement (ANDI)

Ms. Hayet MEHADJI  
Conseillère des affaires étrangères  
Ministère des affaires étrangères

Mr. Samir GUEDDAR  
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Agence Nationale de Promotion de l’Investissement (ANDI)

Ms. Yasmina KELLOU  
Cadre  
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Mr. Rami QADDOMI  
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Ambassade en Tunisie

Mr. Iyad FAYAD  
Assistant de M. Rami  
Ambassade en Tunisie

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HR Manager  
Palestinian Investment Promotion Agency (PIPA)

Mr. Iyad KHADER  
Manager, FDI Department  
Palestinian Investment Promotion Agency (PIPA)

**Égypte/Egypt**

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Monitoring & Evaluation, Ministry of Trade & Industry

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Investment Intelligence Center, Ministry of Investment and International Cooperation (MIIC)

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Mr. Abdullah AL QUDAH
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Jordan Investment Commission (JIC)

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Head of Policy Advocacy, Studies and Research
Jordan Investment Commission (JIC)

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Promotion Director
Jordan Investment Commission (JIC)

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Lebanon Ministry of Economy and Trade

Mr. Mohamad ABOU HAIDAR
Quality Development officer
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Libyan privatization and investment promotion authority

Mr. Osama Mohamed ELGHADI
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Ministre du développement, de l'investissement et de la coopération internationale  
Ministère du développement, de l'investissement et de la coopération internationale (MDICI)

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Internationalization at Spanish Embassy
Embassy in Tunisia

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Delegation of the European Union to Libya (EU)

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Business Development and Employment
Union for the Mediterranean (UpM)

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Director of Investment and promotion  
Agadir Technical Unit (ATU)

Mr. Abdelkader BETARI  
President  
ANIMA Investment Network

Ms. Rym AYADI  
Director  
Euro-Mediterranean Network for Economic Studies (EMNES)

Secteur privé /Private Sector

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Secrétaire Générale  
BUSINESSMED

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Programme Manager  
BUSINESSMED

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Ms. Ons BEN ABDELKARIM  
Tunisia Country Representative  
Expectation State

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Autres / others

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Directorate for Financial and Enterprise Affairs

Ms. Marie-Estelle REY
Senior Advisor
Middle East and Africa Division
Global Relations Secretariat

Ms. Hélène FRANCOIS
Legal Analyst - Investment Policy Reviews
Investment Division
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Annex 3:

Presentations, pictures and communication

Please click on this link to access the presentations

Presentations

Please click on this link to access the photo album

Photo Album

Please click on this link to access the media coverage

Media Coverage
Annex 4: Feedback from the evaluation forms

41 participants replied to the evaluation questionnaire

Regional Seminar
Measuring FDI and its impact on sustainable development in the Mediterranean region | Tunis 5-6 March 2019

General feedback

Overall, the seminar was productive and successful
The workshop provided new and relevant information

Session feedback

Session 1 - FDI trends: Guiding policymakers to collect, interpret and use FDI statistics
Session 2: FDI development trends and outcomes in MED cities
Session 3 - Monitoring the impact of FDI on sustainable development.
Session 4: How policy can maximise the benefits of FDI.
Regional seminar, Tunis, 5-6 March 2019

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Total nb of participants</td>
<td>103</td>
</tr>
<tr>
<td>Of which are women</td>
<td>40</td>
</tr>
<tr>
<td>Of which are from MED</td>
<td>87</td>
</tr>
<tr>
<td>Of which are funded by the Programme</td>
<td>24</td>
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<tr>
<td>Of which are from EU member states and institutions</td>
<td>11</td>
</tr>
<tr>
<td>Of which are from international and regional organisations</td>
<td>14</td>
</tr>
<tr>
<td>Of which are from the private sector</td>
<td>7</td>
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</tbody>
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Selection of relevant comments from participants

1. How will you apply the new information and skills acquired to your work, either now or in the future?
   → To undertake further research on the topics discussed
   → To advise my government and provide policy recommendations in my areas of work
   → To sound the impact of FDI in fields not covered throughout the conference
   → To share the knowledge in my professional environment

2. Which aspects of the seminar did you find the most useful?
   → Learn about trends and impacts of FDI (in particular in relation to sustainable development)
   → Correct interpretation of FDI data and dynamics
   → The trustworthiness of the data presented
   → The presentation of best practices and case studies (in particular those of Greece and Ireland)
   → Networking opportunities

3. Which topics were not or insufficiently covered?
   → Tools to understand the long-term impacts (including the political impact) of FDI
   → The macro/regional aspect of FDI trends
   → Barriers and promotion of FDI
   → Country-specific indicators
   → Impact of FDI on job creation in the region

4. Other comments / topics suggestions / improvements for future workshops
   → Two days seem to be insufficient to properly cover all the topics
   → More topics should be included
   → The translation of the material and of the sessions could be improved
   → More actors (in particular civil society organisations and private sector actors) should be included in the discussions
   → OECD and MED countries should develop a common action plan on FDI and sustainable development
CONTACTS

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