

# INVESTMENT PROMOTION AND DIGITAL TRANSFORMATION FOR A SUSTAINABLE RECOVERY

## Agenda

**13-14 October 2021**

OECD virtual workshop

## ■ Background

The COVID-19 pandemic has provoked a worldwide health and economic crisis, with a profound effect on foreign direct investment (FDI). Global FDI flows dropped by 38% in 2020, and in many countries new investments remain below pre-crisis levels. Promoting and facilitating private investment is more crucial than ever to fund a sustainable recovery. The global disruptions of the crisis have accelerated the importance of harnessing digitalisation – including new modes of working and new sectors – to support resilient, sustainable and inclusive growth.

Investment promotion agencies (IPAs) play a key role in boosting investment to harness the opportunities offered by the digital economy. While seeking to attract multinational enterprises operating in digital sectors or activities, IPAs also need to undergo their own digitalisation to become more efficient and improve their performance. Digitalisation can also be an important component of governments' efforts to facilitate new investment and simplify related procedures.

The sixth annual meeting of the OECD IPA Network will be held virtually and spread across two days around the theme of **Investment Promotion and Digital Transformation for a Sustainable Recovery**.

## ■ Objectives

The purpose of the workshop is to hold a focused exchange of perspectives among peers, and an evidence-based and forward-looking discussion on current challenges and opportunities for the international investment community related to digital transformation and sustainable development. It will include the following sessions:

- Session 1 (open) on **promoting and facilitating investment in a digital world** and how to best tap into FDI opportunities in the digital economy;
- Session 2 (closed) on **embracing digitalisation in OECD IPA strategies and operations** to maximise relevance and performance;
- Session 3 (closed) on **strengthening OECD IPA monitoring and evaluation systems** and better linking them with prioritisation strategies and sustainability objectives;
- Session 4 (closed) on **the way forward and governance** of the OECD IPA Network; and
- MENA-OECD session (closed) on **integrating digital tools and solutions in MENA IPAs** to maximise relevance and performance.

## ■ Participants

Workshop participants will include senior IPA representatives and investment policymakers from OECD and partner countries. The first session will allow for wide participation while other sessions will feature smaller groups of IPA practitioners evolving in similar contexts.

## ■ Contacts

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## ■ Website

[www.oecd.org/investment/investment-promotion-and-facilitation.htm](http://www.oecd.org/investment/investment-promotion-and-facilitation.htm)

### The OECD IPA Network

The OECD is working with IPAs to conduct analytical work and facilitate peer-learning in the area of investment promotion and facilitation. The OECD IPA Network brings together senior IPA representatives and policymakers from OECD and partner countries to benefit from OECD analysis, share experiences and exchange on good practices.

The Network is chaired (acting) by Achim Hartig, Managing Director at Germany Trade and Invest. It is closely advised by a Steering Group composed of IPA representatives from Costa Rica, Denmark, France, Germany, Ireland, Israel, the Netherlands, Sweden and the United Kingdom.

## ■ Agenda

SESSION 1 (open to the public) - 13 October 2021, 13:00-15:00 CET ([registration](#))

### PROMOTING AND FACILITATING INVESTMENT IN A DIGITAL WORLD

The digital economy has a profound impact on the global economic landscape and reshaped the way businesses, governments and citizens work, interact and operate. The COVID-19 crisis has accelerated the necessity to fully embrace the digital transformation and has prompted IPAs to adapt their investment promotion priorities. While seeking to attract FDI in digital sectors or activities, IPAs also need to undergo their own digitalisation to become more efficient and improve their performance. Digitalisation can also be an important component of governments' efforts to facilitate new investments and simplify related procedures to harness the growing FDI opportunities in digital and knowledge-based sectors. This plenary session will gather the international investment community to discuss challenges and opportunities related to promoting and facilitating investment in a digital world, and implications for economic recovery efforts.

SESSION 2 (by invitation\*)

### EMBRACING DIGITALISATION IN IPA STRATEGIES AND ACTIVITIES

This session will discuss how OECD IPAs adapt their strategies and operations to promote digital FDI and integrate innovative solutions to attract and assist firms. Embracing digital tools and technologies in investment promotion and facilitation activities has not only been necessary to adapt to the new context but also to increase performance and achieve better results. The session will draw on the results of the *OECD survey on investment promotion and digitalisation* and will gather IPA representatives from OECD countries.

SESSION 3 (by invitation\*)

### BETTER MONITORING AND EVALUATION FOR INCREASED SUSTAINABILITY

This session will focus on how OECD IPAs select and target "high-quality" projects, including to increase the sustainability impact of attracted investment and contribute to sustainable development goals in the context of the COVID-19 recovery. It will discuss the type of criteria IPAs take into account in prioritisation and the possibilities of effectively evaluating these strategies. It will draw on the results of the *OECD survey on monitoring and evaluation and prioritisation* and will gather IPA representatives from OECD countries.

SESSION 4 (by invitation\*)

### CONCLUSION, WAY FORWARD AND GOVERNANCE

This concluding session will allow OECD IPAs to discuss priorities for the future and to appoint the new Chair and Steering Group members of the OECD IPA Network for the upcoming biennium.

MENA-OECD SESSION (by invitation\*)

### INTEGRATING DIGITAL TOOLS AND SOLUTIONS IN MENA IPAs

This session, conducted under the framework of the [EU-OECD Programme on Investment in the Mediterranean](#), will explore how IPAs in the Middle East and North Africa (MENA) region are leveraging digitalisation to adapt to the global disruptions generated by the COVID-19 crisis. Discussions will focus on which digital tools and services are most effective to improve investment promotion and facilitation, and ask to what extent the future of investment promotion is digital. It will draw on the results of the *OECD survey on investment promotion and digitalisation* and will gather IPA representatives from the MENA region and selected OECD and partner countries to facilitate peer-learning exchanges.

**Note:** \* These sessions are open to IPA practitioners from OECD members and selected partner economies engaged in specific OECD work programmes.