



## Promoting and Facilitating Investment for Sustainable Development

**TRAINING WORKSHOP FOR INVESTMENT PROMOTION STAKEHOLDERS IN QATAR**  
Hotel Marriott Marquis, Doha, 8-9 March 2023

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## I. Overview

The training workshop for investment promotion stakeholders in Qatar was hosted by Invest Qatar and brought together 46 participants from 5 different government institutions, known as 'platforms', involved in the promotion of foreign investment in the country. These institutions included the Ministry of Industry and Commerce, Qatar Science and Technology Park, Qatar Free Zones Authority, Qatar Financial Centre, and Media City. UNCTAD staff provided the training in-person and virtually from Geneva. Staff from Invest Qatar shared insights on the agency's strategic planning, achievements, and challenges.

Sheik Ali Alwaleed Al-Thani, Chief Executive Officer of Invest Qatar and Mr. James Zhan, Director of UNCTAD's Division on Investment and Enterprise (DIAE), welcomed participants and formally opened the workshop. Mr. Zhan gave a keynote address on current international economic trends and prospects for foreign direct investment (FDI) given paradigm changes. The workshop continued with presentations on global and regional FDI trends, FDI statistics, promotion, and facilitation of investment in Sustainable Development Goal (SDG)-related projects, partnerships, investor aftercare, policy advocacy, image building, and digital tools for investment promotion.

The main objective of the workshop was to train new staff at Invest Qatar and its partners, and to share best practices, including the mainstreaming of the SDGs in investment promotion and facilitation. The workshop was also used to strengthen ties and increase understanding between the different investment stakeholders in Qatar.

UNCTAD and Invest Qatar developed a booklet with basic preparatory readings for the workshop. The booklet provided participants with UN, particularly UNCTAD, literature related to the promotion and facilitation of investment in sustainable development. All the material will be made available on the UNCTAD website [sustainablefdi.org](https://sustainablefdi.org).

The workshop was well appreciated by participants: 90% indicated that the objectives of the workshop were achieved at a "very high" or "high" level; 94% indicated that the workshop was "very high" or "highly" beneficial for their work (more details in section III). There was a total of 46 participants of which 15 were women.

## II. Programme

### Promoting and Facilitating Investment for Sustainable Development

Workshop for Qatar's Investment Promotion Stakeholders  
8-9 March 2023, Hotel Marriot Marquis, Doha, Qatar

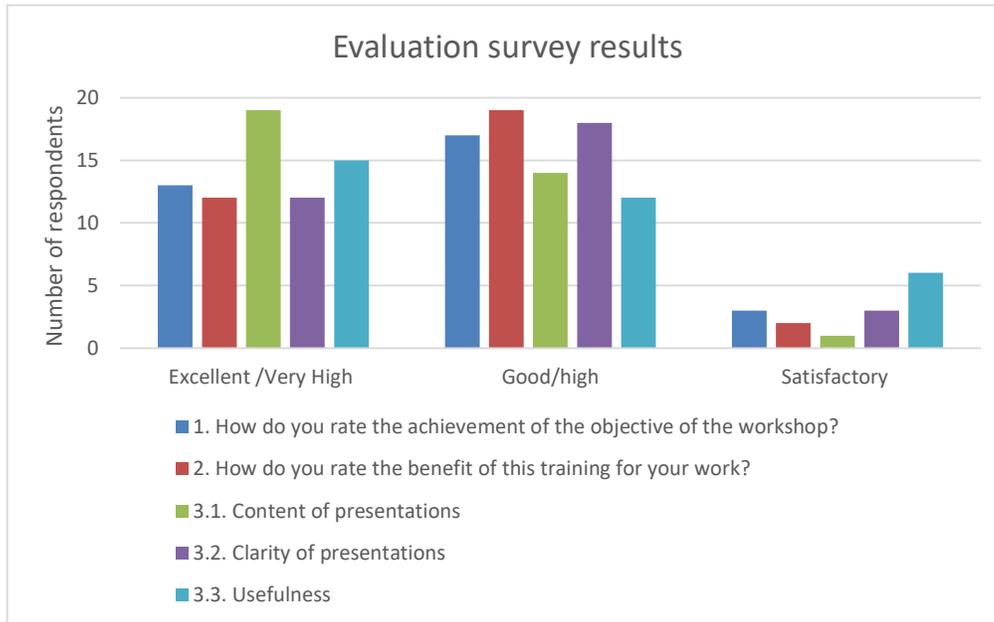
DAY 1	Opening Session
9.00 - 9.40 a.m.	<p><b>Opening and welcome</b> Sheikh Ali Alwaleed Al-Thani, CEO, Invest Qatar</p> <p><b>Keynote address</b> Mr. James Zhan, Director, Division on Investment and Enterprise (DIAE), UNCTAD</p>
9.40 - 10.00 a.m.	<p><b>Regional and global FDI trends and prospects</b> Mr. Paul Wessendorp, Chief, Investment Promotion Section (IPS), DIAE, UNCTAD</p>
10.00 - 10.45 a.m.	<p><b>Qatar's FDI Journey: Achievements and Path Forward</b> Dr. Aymen Adam Mohib, Director of Strategy, Invest Qatar.</p>
10.45 - 11.00 a.m.	<b>Coffee/Tea break</b>
11.00 - 12.00 p.m.	<p><b>Understanding FDI statistics</b> Mr. Astrit Sulstarova, Chief, FDI Trends and Data Section, DIAE, UNCTAD</p>
12.00 - 1.00 p.m.	<b>Lunch</b>
1.00 - 1.45 p.m.	<p><b>Promoting investment in Sustainable Development Goals (SDGs) related sectors</b> Ms. Natalia Guerra, Economic Affairs Officer, IPS, DIAE, UNCTAD</p>
1.45 - 2.00 p.m.	<b>Coffee/Tea break</b>
2.00 - 3.00 p.m.	<p><b>Investment facilitation and SDG investment partnerships</b> Ms. Stephania Bonilla, Economic Affairs Officer, IPS, DIAE, UNCTAD</p>

## Promoting and Facilitating Investment for Sustainable Development

Workshop for Qatar's Investment Promotion Stakeholders  
8-9 March 2023, Hotel Marriot Marquis, Doha, Qatar

DAY 2	Opening Session
9.00 - 10.15 a.m.	<p>Investor aftercare in a poly-crisis context Mr. Paul Wessendorp, Chief, IPS, DIAE, UNCTAD</p> <p>Policy Advocacy as a function in IPAs Mr. Gokhan Celik, Senior Manager, Research &amp; Policy Advocacy Invest Qatar</p>
10.15 - 10.45 a.m.	<p>Image building to attract sustainable investment Ms. Natalia Guerra, IPS, DIAE, UNCTAD</p>
10.45 - 11.00 a.m.	Coffee/tea break
11.00 - 12.15 p.m.	<p>Digital tools for investment promotion and facilitation Ms. Stephania Bonilla, IPS DIAE, UNCTAD</p> <p>Digital tools facilitating investors Ms. Sujatha UG, Senior Policy Consultant, Invest India and Senior Advisor, WAIPA</p>
12.15 - 12.30 p.m.	Wrap up, evaluation questionnaire, closing of the workshop. UNCTAD and Invest Qatar
12.30 - 2.00 p.m.	Lunch and certificates hand out to participants

### III. Overview of evaluation results



Participants were asked to evaluate the workshop. All appreciated the case studies/sharing of best practices (benchmarking). Aftercare, policy advocacy, mainstreaming SDGs and digitalization sessions were indicated as the most useful elements of the workshop by 85% of the participants. Some participants suggested the need for more interaction.

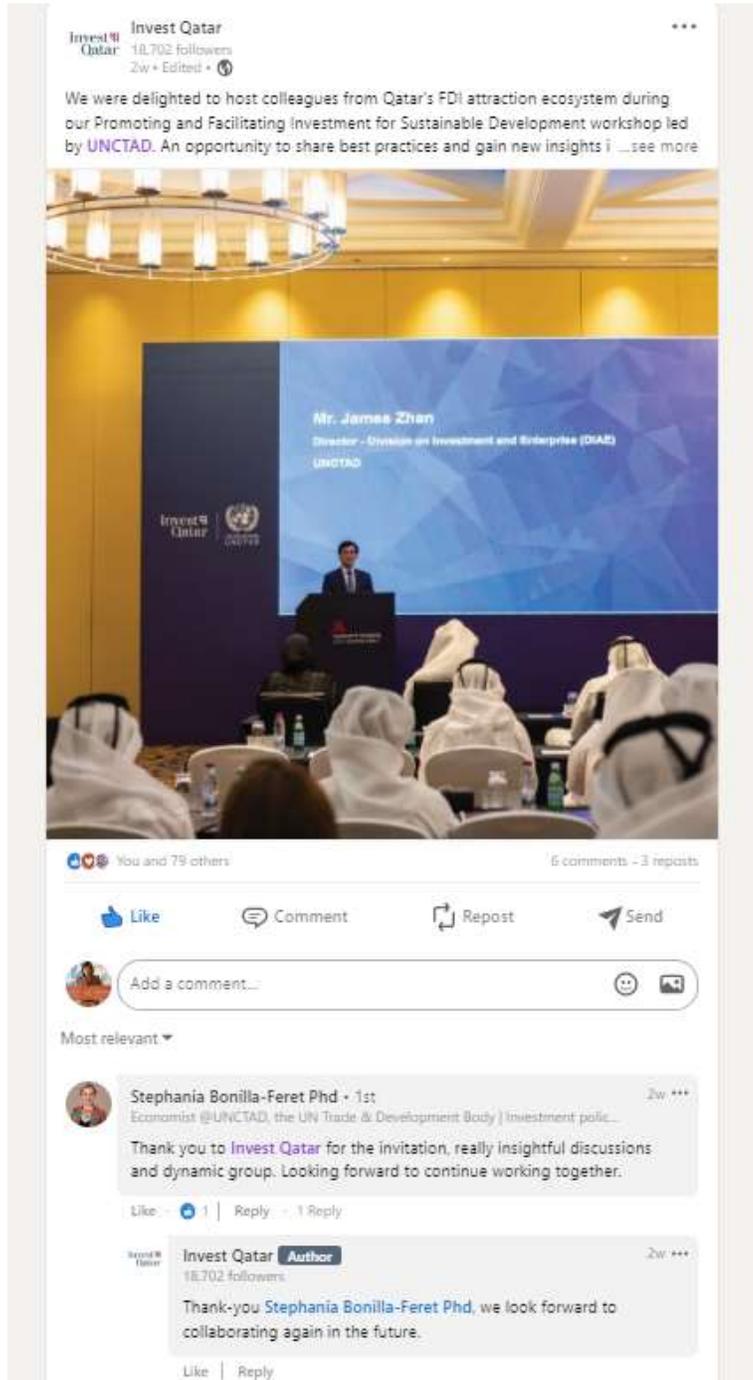
Comment received:

“As we are currently working from our 5-year to a 7-year strategy, the workshop was insightful to know more about global FDI trends and prospect. Moreover, promoting investment in SDGs”, Sheika Hessa Al-Thani, Associate - Business Development, Qatar Financial Centre.

Other comments:

- Thank you for hosting us at this useful workshop.
- Very insightful and fruitful.
- Very informative and insightful information that will ensure Invest Qatar is on track to achieve and meet the SDGs.
- Very comprehensive workshop that summarizes the main elements around IPA's functions.
- Good to see and understand different aspects we work with and learn best practices;
- The workshop was engaging and provided a lot of tangible insights from real-world examples
- Great workshop, pushed on the need for collaboration.
- Countries must discuss Investment Aftercare at the highest level.

#### IV. Photos and social media engagements



**Invest Qatar**  
18,702 followers  
2w • Edited •

We were delighted to host colleagues from Qatar's FDI attraction ecosystem during our Promoting and Facilitating Investment for Sustainable Development workshop led by [UNCTAD](#). An opportunity to share best practices and gain new insights i...see more

**Mr. James Zhen**  
Director - Division on Investment and Enterprise (DIE)  
UNCTAD

You and 79 others • 6 comments - 3 reposts

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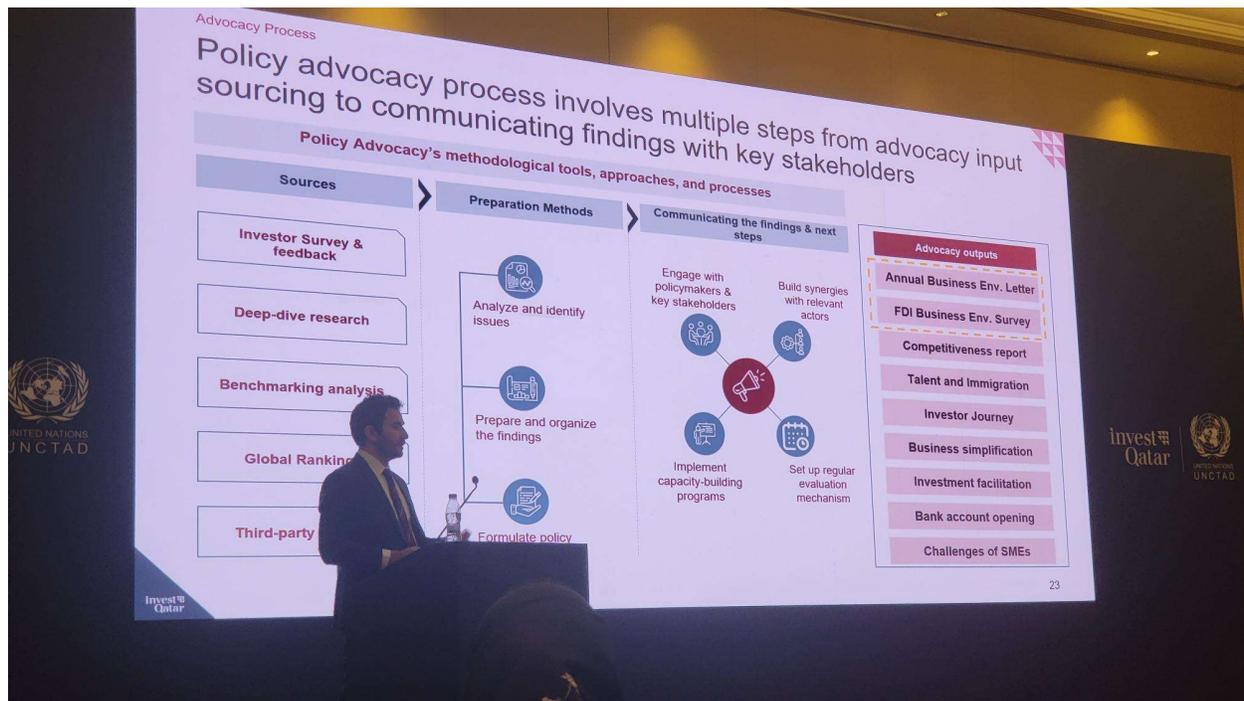
**Stephania Bonilla-Feret Phd** • 1st • 2w • \*\*\*  
Economist @UNCTAD, the UN Trade & Development Body | Investment polic...  
Thank you to [Invest Qatar](#) for the invitation, really insightful discussions and dynamic group. Looking forward to continue working together.

Like • 1 | Reply - 1 Reply

**Invest Qatar** **Author** • 2w • \*\*\*  
18,702 followers  
Thank-you [Stephania Bonilla-Feret Phd](#), we look forward to collaborating again in the future.

Like | Reply





### The aftercare service space

UNCTAD

Type of service	The aftercare service space		
Strategic	Establish the firm so that it operates successfully and performs its mandate	Competition legislation, product development, R&D capabilities	Where does a firm want to be in 5 years – strategic leader, center of excellence?
Operational	Find office/factory space, help recruit staff and install power/ICT equipment, <u>business support services in times of crisis</u>	Staff training, new premises, improve connectivity, local supply chains	Local R&D, university collaboration, relationships with unions
Administrative	Visas, import permits, work permits for spouses, <u>information on and help in applying for government support in times of crisis</u>	International schools, help with food & drugs administration approvals	Agreements with tax authorities, collaboration with the public sector on transport
	Short term	Medium term	Long term
	Time		

Invest Qatar UNCTAD

### A whole of government approach to SDG investment facilitation

- Mapping key government actors in charge of investment facilitation
- Ensuring strong coordination for a government-wide strategy

National SDG Priorities

Ministries, administrations that are responsible for key areas of the regulatory environment for investment:

- Ministry of Finance
- Ministry of Labor
- Ministry of SME Development
- Ministry of Interior
- Local authorities

Ministries, administrations and agencies dealing with investment promotion and facilitation:

- Ministry of Trade and Investment
- Ministry of Foreign Affairs
- SDGs and sub-national IPAs
- PPPs and privatization units

Ministries/Departments and agencies in charge of SDG-related sectors and policies:

- Ministry of Health
- Ministry of Education
- Ministry of Environment
- Ministry of Women, Gender Equality and Youth

Through policies, administration and services, help demand investment to SDG-related sectors and projects

National IPAs

Lead point and intermediary between the government and private sector for the promotion and facilitation of SDG-related investments

Private Sector

Invest Qatar UNCTAD



UNCTAD Investment Promotion a retweeté

Invest Qatar @Investq

We were delighted to host colleagues from Qatar's FDI attraction ecosystem during our Promoting and Facilitating Investment for Sustainable Development workshop led by @UNCTAD. A great opportunity to gain new insights and share best practices.

#InvestQatar #Training #UNCTAD



## V. List of participants

Organization		Participant Name	Title
Invest Qatar		Sheikh Ali Alwaleed Al Thani	CEO
Invest Qatar		Dr. Aymen Adam Mohib	Director Strategy
Invest Qatar		Jeroen Carl Maria Nijland	Director of Investor Relations/Special Advisor
Invest Qatar		Gokhan Celik	Senior Manager - Research and Policy Advocacy
Invest Qatar		Fahad Ali Al-Kuwari	Senior Manager
Invest Qatar		Hamad Al-Naimi	Manager
Invest Qatar		Bruce Au	Head, Asia Markets
Invest Qatar		Joe Hutchinson	Head, America Markets
Invest Qatar		Sunny Hindwani	Head, Europe
Invest Qatar		Kamal Hafiz Hassan	Head, Communication and Media Relations
Invest Qatar	Ms	Sumeyra Yildirim	Senior Events and PR Specialist
Invest Qatar		Yanal Qatami	Senior Executive
Invest Qatar		Mustafa Gulec	Senior Executive
Invest Qatar	Ms.	Maryam Hamad Al-Malki	Senior Executive
Invest Qatar	Ms.	Fatima Al-Khater	Senior Executive
Invest Qatar	Ms.	Amna Khalid Al-Mannai	Specialist
Invest Qatar		Faisal Abdulrahman Al-Ibrahim	Specialist
Invest Qatar		Mohammed Ibrahim Al-Mulla	Specialist

Invest Qatar	Ms.	Lolwa Al-Majid	Specialist
Invest Qatar		Iyed Jouini	Specialist
Invest Qatar	Ms.	Aya Sharkas	Analyst
Invest Qatar		Mustafe Axmed	Analyst
Invest Qatar	Ms.	Asna Siddiqui	Analyst
Invest Qatar		Talal Al-Mahmoud	Specialist
Invest Qatar		Ali Rashid Al-Muhaizaa	Officer
Invest Qatar		Nasser Ali Al-Kaabi	Officer Investor Relations
Invest Qatar	Ms.	Anussah Parameshwaran	Analyst
Invest Qatar	Ms.	Johanna Nifaut	Secondment from Business France
Qatar Financial Centre	Ms.	Sheikha Muna Al Thani	Head - Business Expansion
Qatar Financial Centre	Ms.	Sheikha Hessa Al Thani	Associate - Business Development
Qatar Financial Centre		Hamad Mohammed Al-Nasr	Senior Associate-Business Development
Qatar Financial Centre		Nasr Jassim Al Nasr	Analyst - Financial Sector Office
Qatar Financial Centre		Mohamed Abdulla Al Sharam	Banking Sector FSO
Qatar Free Zones Authority		Abdulla Hamad Al-Binali	Director Investor Relations
Qatar Free Zones Authority		Bader Mohammed Al-Madhadi	Senior Associate-Sectors
Qatar Free Zones Authority		Ghanim Nasser Al-Saadi	Senior Analyst - Client Relations
Qatar Free Zones Authority		Abdulahadi Ebrahim Al-Sehlawi	Client Relations Associate
Qatar Free Zones Authority		Abdulrahman Al-Abdulqader	Analyst Development

Ministry of Commerce and Industry		Shiekh Jabor Abdulrahman Al-Thani	International cooperation researcher
Ministry of Commerce and Industry	Ms.	Maryam Jaffal Al-Saeed	International cooperation and agreements researcher
Ministry of Commerce and Industry	Ms.	Sara Hassen Al-Muhannadi	Legal researcher
Ministry of Commerce and Industry	Ms.	Moza Ahmed Al-Mannai	Business developer researcher
Ministry of Commerce and Industry	Ms.	Amna Saed Burshaid	Business developer researcher
Qatar Science and Technology Park	Ms.	Aysha Al Hammadi	Director of Product Development and Grant Management Fund
Qatar Science and Technology Park	Ms.	Maha Al Marri	Industry Manager - Energy
Media City		Tevfik Ergun	Head of Project Management & Evaluation
UNCTAD		James Zhan	Director, Division on Investment and Enterprise (DIAE)
UNCTAD		Paul Wessendorp	Chief, Investment Promotion Section, DIAE
UNCTAD		Astrit Sulstarova	Chief, FDI Trends and Data Section, DIAE
UNCTAD		Natalia Guerra	Economic Affairs Officer, IPA, DIAE
UNCTAD		Stephania Bonilla	Economic Affairs Officer, IPS, DIAE