



Seizing Green Investment Opportunities: The Role of IPAs

Capacity-building workshop for Investment Promotion Agencies (IPAs) in conjunction with UNCTAD's 5th Investment, Enterprise and Development Commission

2 May 2013

Palais des Nations, Geneva, Switzerland

Green FDI presents many new opportunities: from greening existing investments to attracting new projects in renewables. What are the opportunities? What are the lessons learned by IPAs to refine proactive promotion strategies, promote clusters and engage in win-win partnerships? The workshop will bring together industry experts and best practice IPAs to share insights, trends, promotion techniques, partnerships and other strategies to attract green investment.

PROGRAMME

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| 9:00 – 9:15 | Registration |
| 09:15 - 09:30 | Opening
James Zhan, Director, Division on Investment and Enterprise (DIAE), UNCTAD |
| 09:30 - 11:00 | Understanding the Green Investment Opportunity <ul style="list-style-type: none"> • Trends in Low-Carbon FDI, Paul Wessendorp, Chief, Investment Promotion Section (IPS), DIAE, UNCTAD • Investment Opportunities in the Greening of Economies, Sheng Fulai, Head, Research and Partnerships Unit, Economics and Trade Branch, United Nations Environment Programme (UNEP) • Changing Pace: Green FDI - A Business Perspective, Maria Mendiluce, Director, Electricity Utilities, World Business Council for Sustainable Development (WBCSD) Q&A |
| 11:00 - 11:15 | Coffee break |
| 11:15 - 12:30 | Defining Promotion Strategies in Renewables: Implications for IPAs <ul style="list-style-type: none"> • Location Determinants in Company Site Selection, Roel Spee, Global Leader, Global Location Strategies, IBM Global Business Services • Shaping the IPA Sector Promotion Strategy, Amaya Manrique, Project Manager, Sociedad de Desarrollo de Navarra (SODENA), Spain Q&A |
| 12:30 - 14:00 | Lunch break |
| 14:00 - 15:15 | IPAs at the Core of Green Promotion <ul style="list-style-type: none"> • Win-Win Partnerships: Hong Kong & Shenzhen, Simon Galpin, CEO, InvestHK & President of WAIPA • Attracting Facebook to Sweden, Bengt-Åke Ljudén, Senior Vice President, Swedish Trade and Invest Council (STIC) Q&A |
| 15:15-15:30 | Coffee break |
| 15:30-16:30 | Green Building Blocks: Clusters and Zones <ul style="list-style-type: none"> • Clustering for Competitiveness, Stephan Skare Nielsen, Head of International Cleantech Network, Copenhagen Capacity (CopCap) • Upgrading Zones for Green Investment, Han-koo Yeu, Senior Investment Officer, International Finance Corporation (IFC) Q&A |
| 16:30 - 17:00 | Looking Forward: UNCTAD's Green Investment Programme |

