



Workshop on Investment Promotion for Jordanian Diplomats

Programme

21–22 November 2016
Ministry of Foreign Affairs and Expatriates
Amman, Hashemite Kingdom of Jordan

Background

According to UNCTAD's 2016 *World Investment Report*, foreign direct investment (FDI) flows to Jordan were almost US\$1.3 billion in 2015. This was a decrease from the recent high of US\$2.0 billion in inflows in 2014 and the over US\$1.6 billion in average annual inflows Jordan received from 2010 to 2013.

The Government of Jordan would like to increase the level of FDI into the country. The principal government body regulating and facilitating investment in Jordan is the Jordan Investment Commission (JIC), which was established in 2014 as the successor of the Export Promotion Department of the Jordan Enterprise and Development Corporation, the Development and Free Zones Commission, and the Jordan Investment Board.

Efforts to attract foreign investment usually begin with the liberalization of FDI policies, including reduction of barriers to FDI, a strengthening of the standards of treatment for foreign investors, and improvements to the functioning of the market. Now that most countries have taken steps in this direction, targeted investment promotion has become critical in attracting FDI and a new generation of investment promotion is evolving with a focus on quality and sustainable investment.

Investment promotion includes the marketing of countries and locations, investment generation, investment services, and policy advocacy. The diplomatic corps can play an important role in all of these functions. For this reason, many countries have chosen to involve overseas representations in investment promotion activities.

The Jordanian diplomatic corps, with its global network and status, is in a good position to liaise with overseas investors. For diplomats, promoting inward FDI may at first seem a complex activity, shrouded in jargon and distant from their traditional job overseas. However, it is not only by virtue of their location that diplomats are often a vital part of the investment promotion network. Diplomacy and FDI promotion are both exercises in relationship management, and diplomats are judged by their contact-making skills. They are expected to maintain strong networks of contacts, often including key business figures. Among these there may be investors already established in Jordan.

Workshop objectives

UNCTAD's workshop on investment promotion for Jordanian diplomats will provide an overview of FDI trends, investment policies, investment promotion strategies, and techniques; give insights into the decision-making process of investors; and offer guidance on how to jump-start investment promotion as a diplomat.

Monday, 21 November 2016

- 8:30–9:00 **Registration**
- 9:00–9:15 **Opening**
- H.E. Ambassador Ibrahim Awawdeh, Director of the North American Affairs Department, Ministry of Foreign Affairs and Expatriates of the Hashemite Kingdom of Jordan
 - Mr. Mukhallad Omari, Secretary General, Jordan Investment Commission
 - Mr. Paul Wessendorp, Chief, Investment Promotion Section, UNCTAD
- 9:15–10:00 **FDI trends and a new agenda for investment promotion and facilitation**
Mr. Paul Wessendorp, UNCTAD
- Global and regional foreign direct investment trends
 - Investment in the sustainable development goals
 - Questions and answers
- 10:00–10:30 **Group photo and coffee break**
- 10:30–11:15 **Understanding foreign direct investment projects and promotion**
Mr. Jason Munyan, Economic Affairs Officer, Investment Promotion Section, UNCTAD
- FDI determinants
 - Role of investment promotion
 - Questions and answers
- 11:15–12:00 **Investment policies, strategies, and promotion in Jordan**
- Mr. Bilal Hamory, Director, One Stop Shop
 - Mr. Adel Al-Ali, Director, Promotion Department, Jordan Investment Commission
- 12:00–13:00 **Lunch break**
- 13:00–14:00 **Business perspectives**
Ms. Christelle Maffre, UNCTAD Consultant
- Understanding the corporate location decision making process
 - Case studies
 - Questions and answers
- 14:00–14:30 **Perceptions of Jordan**
Group exercise
Mr. Paul Wessendorp, UNCTAD
- 14:30–15:00 **Tea break**
- 15:00–16:00 **Perceptions of Jordan (continued)**
Group exercise
Mr. Paul Wessendorp, UNCTAD

Tuesday, 22 November 2016

- 9:00–9:30 **The role of diplomats in investment promotion**
Presentation and discussion
Mr. Paul Wessendorp, UNCTAD
- Questions and answers
- 9:30–10:00 **Investing in the green economy**
Mr. Jason Munyan, UNCTAD
- Questions and answers
- 10:00–10:30 **Coffee break**
- 10:30–11:15 **Investing in Jordan: a private sector perspective**
- Ms. Rose M. Alissi, Chief Executive Officer, American Chamber of Commerce in Jordan
 - Mr. Ibrahim Kattan, Executive Director, French Chamber of Commerce and Industry in Jordan (CAFRAJ)
- 11:15–12:00 **Selecting and targeting investors**
Ms. Christelle Maffre, UNCTAD Consultant
- The process of selecting target companies
 - Choosing your investor targeting techniques
 - Questions and answers
- 12:00–13:00 **Lunch break**
- 13:00–14:00 **Use of the diplomatic service for investment promotion—practical examples**
- Mr. Eric Pelletier, Counsellor (Trade) and Senior Trade Commissioner, Embassy of Canada in Jordan
 - Mr. Jan Wimaladharm, Private Sector Development Adviser, Department for International Development, Embassy of the United Kingdom of Great Britain and Northern Ireland in Jordan
- 14:00–14:30 **Plan of action for diplomatic missions to promote FDI**
Group exercise
Mr. Paul Wessendorp, UNCTAD
- 14:30–15:00 **Tea break**
- 15:00–15:45 **Plan of action for diplomatic missions to promote FDI (continued)**
Group exercise
Mr. Paul Wessendorp, UNCTAD
- 15:45–16:00 **Closing**

(At the end of the final session, participants will be invited to complete a workshop evaluation form.)