



Study Tour to Invest in Sweden Agency

Report

**29 September - 4 October 2008
Stockholm, Sweden**

The Study Tour was jointly organized by the United Nations Conference on Trade and Development (UNCTAD) and the World Association of Investment Promotion Agencies (WAIPA) in partnership with the Invest in Sweden Agency (ISA). Financial support was received from the Swedish International Development Cooperation Agency (SIDA).

Table of Contents

1. Overview	3
2. Study Tour Programme.....	4
3. List of Participants	6
4. Study Tour Photos.....	7

1. Overview

In the intense global competition for investment, many public institutions at different levels of government have a role to play in attracting and retaining investment. For institutions such as investment promotion agencies (IPA), it is vital to utilize and harness effective investment promotion and facilitation strategies, tools and techniques in order to help attract private investment. This objective can be achieved through the exchange of experiences on strategies and techniques used by best practice IPAs.

In the context of a joint programme to support IPAs from developing countries, UNCTAD and the World Association of Investment Promotion Agencies (WAIPA) organized a study tour to the Invest in Sweden Agency (ISA) in Stockholm, Sweden. Twenty-one professionals from IPAs of 17 countries (11 developing countries, 3 developed countries and 3 economies in transition) participated. The study tour was carried out during the period from 29 September to 4 October 2008. Six representatives from least developed countries (LDCs) were sponsored through the UNCTAD project.

The objective of the study tour was to exchange best practices and experience in investment promotion and facilitation and to familiarize participants with the operations of ISA. This objective was fully met through lectures by staff of ISA, open discussions, as well as through visits to a number of Swedish agencies, institutions and private companies.

In the study tour evaluation questionnaire, the training received high marks. Many participants noted that through the study tour they became more aware of an IPAs' role in a country's economic development. They indicated that they will bring this message back home and will try to pursue a similar strategy based on lessons learned.

The training in Stockholm is part of a series of study tours which are being organized by UNCTAD in partnership with WAIPA. UNCTAD would like to thank all partners, particularly WAIPA, ISA and the Swedish International Development Cooperation Agency (SIDA) for their contributions to this event. Previous study tours in this series were held in South Africa (2006) and Japan (2007).

2. Study Tour Programme

Day One: 29/9/08

Venue: World Trade Center (WTC), Room: Stockholm

09.00 - 12.00 Welcome address
Mr. Per-Erik Sandlund, President and Director-General of Invest in Sweden Agency
Introductory remarks
Ms. Alexandra Tokareva, WAIPA secretariat
Mr. Vladimir Pankov, UNCTAD secretariat
Introduction to Invest in Sweden Agency - the one-stop shop for information
ISA: Mission and organization

12.30- 14:00 *Lunch*

14.00 - 17.00 Market communication – how can that be done?
Investors contacting ISA – how are we set up to answer their questions?
Benefiting from a multiplier network

17.30 *Reception at the premises of Invest in Sweden Agency*

Day Two: 30/9/08

09.00 - 12.00 ISA as a sales organization
The sales process
Sweden's key sectors – the base for proactive work
Methods of leads generation

12.00- 13:30 *Lunch*

13.30 - 17.00 How to follow-up and add value throughout the sales process
How to evaluate an investment
The role of policy advocacy

Day Three: 1/10/08

Venue: Spårvagnshallarna, Birger Jarlsgatan 57 A

09.00 - 12.00 Transnational cooperation in investment promotion
Internationalization of Swedish companies – cooperation with other public agencies
Presentation by *Mr. Kai Hammerich, former WAIPA President*

12.30 - 14.00 *Lunch hosted by the State Secretary to Minister for Trade, Mr. Gunnar Wieslander*

Venue: The Swedish Institute and the cooperation in the Council for the Promotion of Sweden

14.30 - 16.30 Branding of a nation – the Swedish experience
Mr. Thomas Carlhed Director, Department for Branding and Coordination

Day Four: 2/10/08

Venue: WTC, Room: New York

09.00 - 12.00 The link between investment promotion and economic development
The development of a strong regional network
*Swedish Governmental Agency for Innovation Systems (Vinnova) and
the Swedish Agency for Economic and Regional Growth (Nutek)*

12.00- 14:00 *Lunch*

14.00 - 16.30 Visit to Kista Science City - a regional cluster
*Kista Science City, Mats Hedenström, International relations
Kista Mobile Showcase, Tomas Bennich, Project Manager*

19.00 *Informal buffet dinner at Annika Rembe's (ISA) residence*

Day Five: 3/10/08

8.45- 10.30 Study tour to Robotdalen in Västerås

10.30-12.00 Visit at Robotdalen/Automation Center
*Welcome by Mr. Erik Lundqvist, General Manager, Robotdalen
Automation Region, Ms Helena Jerregård, Deputy General Manager*

12.00-13: 30 *Lunch*

13.30 - 16.00 Visit at ABB Robotics and the Development Laboratory and Production Facility
Mr. Staffan Elfving, Manager R&D Projects

Day Six: 4/10/08

Venue: WTC, ISA

10.00 Wrap-up discussions

Individual departures from Stockholm

3. List of Participants

	Country	Agency	Full Name	Title
1	Afghanistan	Afghanistan Investment Support Agency (AISA)	Mr. Abdul Walid Tamim	Director, Investment Promotion Department
2	Bulgaria	InvestBulgaria Agency	Mr. Vladimir Rankov	Legal expert
3	Colombia	A.C.I. - Agencia de Cooperación e Inversión de Medellín y el Área	Ms. Luz Adriana Naranjo	Assistant Director
4	Gambia	Gambia Investment Promotion and Free Zones Agency (GIPFZA)	Mrs Ramatoulie B. Gaye	Investment Officer
5	Italy	Invest In Milan	Mr Stefano Nigro	Project Manager
6	Italy	Invest In Milan	Mr Alessandro Tempra	Project Manager
7	Jamaica	Jamaica Trade and Invest (JAMPRO)	Ms. Jodi-Kaye Smith	Consulting Officer
8	Latvia	Investment and Development Agency of Latvia	Ms. Ieva Stukle	Senior Investment Advisor
9	Maldives	Foreign Investment Services Bureau	Ms. Lanya Ibrahim	Deputy Director Investment Promotion
10	Mexico	Promexico	Ms. Marisela González	Coordinator for Business Opportunities
11	New Zealand	New Zealand Trade and Enterprise	Ms. Catherine Tlapek	Senior Investment Manager
12	Nigeria	Nigerian Investment Promotion Commission (NIPC)	Mr. Umar Bello	Assistant Chief Investment Officer
13	Nigeria	Nigerian Investment Promotion Commission (NIPC)	Mrs. Jane Uzoegwu	Investment Officer
14	Pakistan	Board of Investment Government of Pakistan	Mr. Falak Sher Kalas	Director General (Americas/Europe)
15	Pakistan	Board of Investment Government of Pakistan	Mr. Amir Sultan	Director (Corporate Services)
16	Sierra Leone	Sierra Leone investment and Export Promotion Agency	Mr. Raymond Kai Gbekie	Director of Investment Promotion
17	Slovenia	JAPTI	Ms. Anja Erjavec	Advisor
18	Slovenia	JAPTI	Ms. Kaja Kastner	Senior Advisor
19	Spain	Promomadrid	Ms. Amaya Manrique	Director Strategy, Information and Research
20	Tanzania	Zanzibar Investment Promotion Authority	Ms. Bihindi N. Khatib	Senior Investment Officer
21	Uganda	Uganda Investment Authority	Mr. Tom Buringuriza	Deputy Executive Director

UNCTAD/WAIPA Resource persons:

Mr. Vladimir Pankov, Economic Affairs Officer, DIAE, UNCTAD secretariat

Mr. Carlos Bronzatto, Chief Operational Officer, WAIPA secretariat

Ms. Alexandra Tokareva, Coordinator, WAIPA secretariat

5. Study Tour Photos

