

# Towards Post-COVID-19: IPAs Adapting to the New Normal

Regional webinar for EAC and SADC IPAs

PROGRAMME

Since the beginning of the COVID-19 pandemic, UNCTAD has been monitoring foreign direct investment (FDI) trends and prospects, multinational enterprise (MNE) operations, investment policies and investment promotion practices and strategies to inform governments and facilitate the exchange of best practices. As part of this effort, UNCTAD organized on 7 April 2020 a [High-level Brainstorming on Investment Facilitation and Promotion: Challenges and Actions in Times of Pandemic Crisis](#). Outputs of this meeting, together with UNCTAD research on the online response to the crisis by national investment promotion agencies (IPAs), resulted in an advisory report published as a special issue of UNCTAD's IPA Observer ["Investment Promotion Agencies: Striving to Overcome the COVID-19 Challenge."](#)

As a follow up activity, this webinar for East African Community (EAC) and Southern African Development Community (SADC) members intends to: (a) promote the exchange of IPA experiences in the response to the COVID-19 crisis; (b) enhance the sharing of best practices; and (c) provide an opportunity to discuss COVID-19 induced changes to future IPA operations and strategies.

## Questions to be addressed include:

- How did IPAs respond to COVID-19 related challenges in the region?
- Which best practices are there to stay?
- What will be the new normal for IPAs post-COVID-19?
- Which sectors/targets will be the new focus?
- How can IPAs and the private sector cooperate in the recovery phase?
- How can UNCTAD help?

**Panelists include representatives from UNCTAD, the EAC and SADC secretariats, IPAs and private sector groups from the region.**

## Background UNCTAD documents on COVID-19:

- IPA Observer special issue: [Investment Promotion Agencies: Striving to Overcome the COVID-19 Challenge](#).
- Investment Policy Monitor special issue: [Investment Policy Responses to the COVID-19 Pandemic](#)
- Global Investment Trends Monitor: [Impact of the COVID-19 Pandemic on Global FDI and GVCs](#)

**10.00 a.m. Welcome**

**FDI Prospects and Investment Policy Responses to the COVID-19 Pandemic**

Mr. James Zhan, Director, Division on Investment and Enterprise (DIAE), UNCTAD

**10.10 – 10.15 IPAs Adapting to the New Normal**

Mr. Paul Wessendorp, Chief, Investment Promotion Section (IPS), DIAE, UNCTAD

**10.15 – 10.20 Intervention by the East African Community secretariat**

Mr. Christophe Bazavimo, Deputy Secretary General

**10.20 – 10.25 Intervention by the Southern African Development Community secretariat**

Mr. Mário Lironel, Senior Finance and Investment Officer

**10.25 – 11.15 IPA and private sector presentations**

Mr. Antonio Henriques da Silva, President, Board of Directors, AIPEx

Mr. Moses Ikiara, CEO, KenInvest

Mr. Ken Poonoosamy, Ag. CEO, Economic Development Board Mauritius

Ms. Ndiita Robiati, Deputy Executive Director, Namibia Investment Centre

Mr. Philip Lucky, Head, Investment Promotion and Marketing Department, Rwanda Development Board

Mr. Lenny Gabriel, Deputy CEO, Seychelles Investment Board

Mr. Yunus Hoosen, Head, InvestSA, Department of Trade and Industry, South Africa

Ms. Sheila Mugenzi, Director, Investment Promotion and Business Development, Uganda Investment Authority

Mr. Peter Mathuki, Executive Director, East African Business Council

Mr. Tulo Makwati, Coordinator for the SADC Business Council at NEPAD Business Foundation

**11.15 – 11.25 Q&As Moderator: Ms. Natalia Guerra, Economic Affairs Officer, IPS, UNCTAD**

**11.25 – 11.30 Wrap up and closing**