



Investor Aftercare Masterclass 29 May 2014- AFTERCARE FORUM 30 May 2024

Palazzo Capponi, Florence, ITALY

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I. Overview

The 2-day combined activity, Master Class and a Forum for investment promotion officials in charge of investor aftercare took place in the city of Florence organised by Cities & Collaboration and hosted by Invest in Tuscany. The event counted with 57 participants, of which 24 women, from 22 countries from Europe, Africa and Latin America and the Caribbean.

The 1-day Aftercare Masterclass on 29 May 2024 was the opportunity to provide aftercare professional with the latest trends in international investment flows, its attraction and retention and expansion through aftercare but also on how to ensure positive impact on sustainable development. UNCTAD delivered training dealing with investor aftercare through the lens of the Agenda 2030 and the Sustainable Development Goals (SDGs).

For Aftercare Forum next day, UNCTAD moderated the morning sessions facilitating the exchanges on different but related topics such as the impact of the current geopolitical situation on the international business scene and how it links to aftercare; the impact of ESG regulations such as the European carbon border adjustment mechanism (CBAM) on investment and supply chains, and the role of aftercare professionals in the implementation of the WTO Investment Facilitation Agreement.

Main takeaways concerning UNCTAD intervention:

- The investment gap to reach the SDGs has only widen. Investor aftercare can help closing the gap with dedicated strategies to retain and foster reinvestment and expansion of established investors in key areas for Agenda 2030.
- The current geopolitical situation requires more aftercare. On shoring, nearshoring and friend shoring investment policies and regulations make FDI retention strategies an imperative, for which investor aftercare is key.
- Aftercare professionals could serve as entry points for the implementation of the WTO Investment Facilitation Agreement for Development (IFAD).

II. Programme

Aftercare Masterclass 2024 – May 29th

Programme:

Welcome Coffee

Opening by Invest in Tuscany

- Aftercare Framework

Trainers: Carolina Arriagada Peters – Cities & Collaboration and Vanessa Gibson – CINDE

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- Investor Engagement

Trainer: Anne Have Kjaerholm – Copenhagen Capacity

Coffee break

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- Best Practices from around the world

Speakers: Various IPAs

Lunch

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- Advocacy

Trainer: Alex Sanchiz – Compete Caribbean

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- Conflict and Divestment

Trainer: Carolina Arriagada Peters – Cities & Collaboration / fdiCampus

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- Sustainable Development Goals & Aftercare

Trainer: Natalia Guerra – UNCTAD

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- Wrap-up and closure of the Masterclass
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Aftercare Forum 2024 – May 30th

Programme:

Welcome Coffee

Moderator: Natalia Guerra from United Nations Conference on Trade and Development (UNCTAD)

Opening by Cities & Collaboration

- Welcome by Invest in Tuscany
- Keynote speech: Victor do Prado, State of the Art of Aftercare

Changes in the horizon due to ESG, Martin Kaspar, German Mittelstand's company

Coffee break

- New International Agreements linked to Aftercare: WTO's Investment Facilitation Agreement, *Quan Zhao, International Trade Center and Joel K. Richards from the Organisation of Eastern Caribbean States*
 - Global Minimum Tax, *Dali Bouzora, Orbitax*
 - Foresight from regional development: key findings for Aftercare, *Katerina Ciampi Stancova, OECD Trento Centre for Local Development*
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Lunch

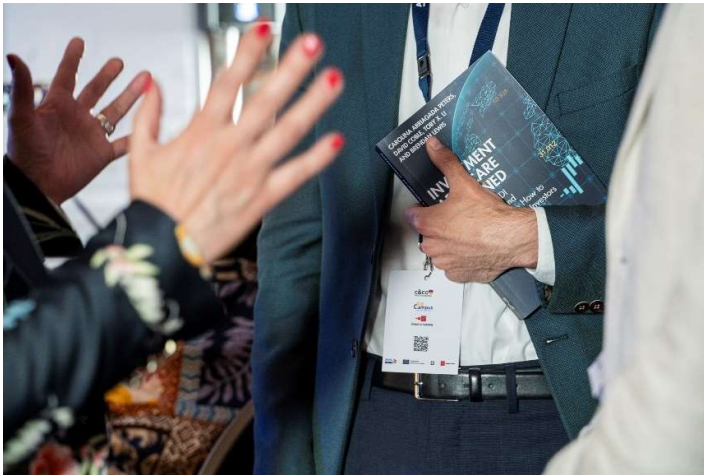
- Circular economy as a driver of corporate transformation
Private sector panel, Moderator: Filippo Giabbani, Invest in Tuscany
 - Aftercare and the global talent shortage: *Vanessa Gibson, CINDE*
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Coffee break

- Blockchain technology for payment transactions that fuel FDI, *Diego Baez, Bloxcross*
 - Challenges of climate change and the role of Aftercare professionals, *Fiona Clouder, ClouderVista*
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Closure of the Forum by *Carolina Arriagada Peters*.

III. Photo gallery



IV. List of participants

	Name	Title/Role	Organisation	Country
1	Lusine Kocharyan	Aftercare Service Manager	Enterprise Armenia Foundation (ISC)	Armenia
2	Mariam Sargsyan	Aftercare Service Senior Manager	Enterprise Armenia Foundation (ISC)	Armenia
3	Carolina Arriagada Peters	Managing Director	Cities & Collaboration Ltd.	Chile
4	Marcela Brooks Calderon	Directora de Establecimiento y Aftercare	PROCOMER	Costa Rica
5	Marcel Charpentier	Establishment and Aftercare specialist	PROCOMER	Costa Rica
6	Vanessa Gibson	Investment Climate Director	CINDE	Costa Rica
7	Olivier Cerry	Responsable Aftercare	CEPICI	Côte d'Ivoire
8	Anne Have Kjaerholm	Senior Aftercare Specialist	Copenhagen Capacity	Denmark
9	Carolina Y Perez	Market Intelligence Director	ProDominicana	Dominican Republic
10	Laurent Battistelli	Special enoy	Economic Development Agency of Corsica	France
11	Claude Chevalier	Financial Services Expert	CHOOSE PARIS REGION	France
12	Denis Haudebault	Investment Project Manager R&D	CHOOSE PARIS REGION	France
13	Inga Bakuridze	Deputy head of Investment Department	Enterprise Georgia	Georgia
14	Nino Neparidze	International Projects Manager	Enterprise Georgia	Georgia
15	Sergey Efremov	Foreign Investment Advisor	The Economic Development Agency of Cologne	Germany
16	Martin Kaspar	VP Strategy & Corporate Development	Mittelstands company	Germany
17	Thorben Welte	Lead for German Investment attraction and Aftercare	KölnBusiness Wirtschaftsförderungs GmbH	Germany
18	Wendy Mena	Manager	Invest Guatemala	Guatemala
19	Sabino Alvino	Senior expert	ART-ER- Emilia-Romagna regional	Italy

			agency (Invest in Emilia-Romagna)	
20	Ivano Canteri	Senior Advisor Business Retention	Invest in Tuscany	Italy
21	Valeria Ernesti	FDI Officer	Invitalia S.p.A	Italy
22	Marco Fedato	Director	Invest in Lombardy	Italy
23	Fatima Gesu	Regional Officer	Regione Liguria	Italy
24	Filippo Giabbani	Executive Director	Regione Toscana	Italy
25	Maura Isetto	Communication manager	Invest in tuscany- regione toscana	Italy
26	Theresa Mulloy	Program Manager, Inward Investment	PUGLIA SVILUPPO S.P.A.	Italy
27	Danielle Myles	Senior editor	fDi Intelligence (Financial Times)	Italy
28	Marco Perrone	Business Retention, Executive Manager	Regione Toscana-Invest in Tuscany	Italy
29	Federica Sano	Project Manager Internasionalisation & FDI	lazio Innova	Italy
30	Federica Santoro	Select Friuli Venezia Giulia investment attraction team	Agenzia Select Friuli Venezia Giulia	Italy
31	Francesco Maria Senatore	Business Development Manager	Fondazione Toscana Life Sciences	Italy
32	Luca Spissu	Responsabile Area Attrazione Investimenti	CRP	Italy
33	Andrea Tabella	Aftercare Manager	Invitalia	Italy
34	Marta Vettore	Administrative Officer	Veneto Region	Italy
35	Tamara Kabar	Head of Investor Relations and aftercare	Ministry of Investment	Jordan
36	Jamal Shafagoj	Investor Relations Project Officer	Ministry of Investment	Jordan
37	Fay Albahar	Accountant	KDIPA	Kuwait
38	Nouf AlMuzayyan	Head of Investment Projects Follow up Section	KDIPA	Kuwait
39	Ivi Anna Buce	Director, Investment Project Department	Investment and Development Agency of Latvia	Latvia
40	Alexandru Canter	Head of Aftercare Department	Invest Moldova	Moldova
41	Eugeniu Guler	Junior economist	Invest Moldova Agency	Moldova
42	Marielle Balk	Coordinator Investor Relations	Netherlands Foreign Investment Agency (NFIA)	Netherlands

43	Dali Bouzora	President, Tax Research	Orbitax	Netherlands
44	Sebastian Hrib	Coordinator	North-East RDA	Romania
45	Dorin Minea	FDI Expert	ADR Nord Est Romania	Romania
46	Trini Bofarull	FDI Director	ACCIÓ Catalonia Trade&Investment	Spain
47	Montse Delgado Palacio	Aftercare Consultant	ACCÍO	Spain
48	Javier Martinez	Head of Aftercare	Invest in Spain	Spain
49	Javier Perez	Trade Advisor at the Inward Investment Dept	Proexca	Spain
50	Montse Sitjà	Aftercare Services Team Leader	Catalonia Trade & Investment / ACCÍO	Spain
51	Natalia Guerra	Economic Affairs Officer/Senior Capacity-building coordinator/Investment Promotion Section	UNCTAD	Switzerland
52	Quan Zhao	Senior Programme Officer	ITC	Switzerland
53	Fiona Clouder	CEO	ClouderVista	UK
54	Carlotta Corvi	Creative Director	Shimeji Creatives	UK
55	Simone Eder	Marketing Director	Shimeji Creatives	UK
56	Mark Newlands	Head of Global Companies & Capital Investment	Scottish Enterprise	UK
57	Diego Baez	CEO	Bloxcross	United States