



Preliminary programme

Investor targeting in the services sector

UNCTAD-WAIPA Regional Workshop for South America

30 November – 2 December 2009

Buenos Aires, Argentina

This workshop is jointly organized by the United Nations Conference on Trade and Development (UNCTAD), the World Association of Investment Promotion Agencies (WAIPA), Argentina's Investment Development Agency, ProsperAr. This workshop benefits from a contribution by the Government of Sweden through the Swedish International Development Agency (SIDA).

Day One

- 08:30 - 09:00** **Registration of participants**
- 09:00 -09:30** **Opening (speakers: local authorities ProsperAr, WAIPA and UNCTAD).**
- 09:30 – 10:45** **2009 FDI trends and investment promotion policies: The Outlook for South America**
- Paul Wessendorp, Chief, Investment Facilitation Section, UNCTAD
- ECLAC**
- Investment Expert (TBC)
- 10:45-11:00** *Coffee Break*
- 11:00 – 12:15** **Overview of recent FDI trends in the services sector and implications for IPAs**
- Mark O’Connell, UNCTAD Consultant
- 12:15 – 13:00** **The IPA perspective**
- Dr. Beatriz Nofal, WAIPA’s Director for South America.
 - Apex Representative
- The TNC perspective**
- Carlos Zarate, Director, Open Solutions. Former Director, Motorola & Intel.
- 13:00-14:30** *Lunch Break*
- 14:30 – 15:00** **Introduction of the workshop and participants**
- 15: 00 – 16:00** **Investor targeting – Key issues**
- Natalia Guerra, Programme Officer and Training Coordinator, Investment Facilitation Section, UNCTAD
- Exercise 1
- 16:00 - 16:30** *Coffee break*
- 16:30 – 17:30** **Investor targeting case study 1: Shared services**
- Guillermo Allen, Regional CFO, DHL.
 - Mark O’Connell, UNCTAD Consultant

Day Two

9:00 – 10:30 **Investor targeting case study 1: Shared services (cont...)**

- Mark O'Connell, UNCTAD Consultant
- Exercise 2

10:30 - 11:00 *Coffee Break*

11:00 – 13:00 **Investor targeting case study 2: Tourism**

- Natalia Guerra, UNCTAD
- Success Story (IPA-Firm) (TBC)

13:00 - 14:30 *Lunch Break*

14:30 – 16:00 **The growing importance of investor aftercare: A tool to generate investment in the services sector**

- UNCTAD team
- ProsperAr
- Interactive discussion with participants

16:00 - 16:30 *Coffee break*

16:30 - 17:30 Wrap up, evaluation of the workshop and handout of certificates to participants.

Day Three

Site visit

Bionotes

Paul Wessendorp

Mr. Paul Wessendorp is Chief of the Investment Facilitation Section of the Geneva-based United Nations Conference on Trade and Development (UNCTAD). A national of the Netherlands, he has worked since 1994 with UNCTAD. He is responsible for a global technical assistance programme aimed at strengthening national capacities to promote and facilitate foreign investment. This programme provides advisory services and training, supports the exchange of best practices between investment promotion agencies (IPAs), and prepares a series of publications related to the work of IPAs. In 2003, Mr. Wessendorp initiated an UNCTAD programme on good governance in investment promotion, which staged several international meetings and provided support to a dozen developing countries. In 2008, he led a team that organized the inaugural World Investment Forum. Mr. Wessendorp is author and co-author of several UN publications on investment promotion-related issues.

Before joining UNCTAD, Mr. Wessendorp worked in the area of investment and economic development with the United Nations Centre on Transnational Corporations (UNCTC) in New York, the United Nations Development Programme (UNDP) in Nairobi, and the Netherlands Directorate General for International Cooperation (DGIS) in The Hague. Mr. Wessendorp is an Economic Geographer and Development Planner and has an M.A. from the University of Utrecht, The Netherlands.

Natalia Guerra

Ms. Natalia Guerra, a national of Venezuela, has been with Investment Facilitation Section of the Geneva-based United Nations Conference on Trade and Development (UNCTAD) since 1999, implementing technical assistance projects in over 15 countries in Latin America, Africa and Asia, strengthening national capacities to promote development oriented foreign investment. These include sector targeting investment strategies, regional and national investment strategies and institutional strengthening. As Coordinator of the training activities of the section, Ms. Guerra organizes and facilitates training workshops at national and international levels.

Prior to joining UNCTAD, Ms. Guerra worked for four years in the private sector and seven years at the Venezuelan National Council for Investment Promotion (CONAPRI). Ms. Guerra has a degree in Economics from the Universidad Central de Venezuela, post-graduate studies in Public Policy and Development Management and intensive training in management, marketing and communication, strategic planning and workshop facilitation.

Mark O'Connell

Mr. Mark O'Connell is CEO and founder of OCO Global, one of Europe's leading inward investment consultancies with over 40 staff in 6 countries including US, Europe and China. OCO Global advises governments and companies on international trade investment attraction strategies, as well as providing market intelligence tools, benchmarking/corporate location services and trade/investor prospect services to its clients. Mark has worked extensively in trade and foreign investment attraction in Europe, Asia and North America and has cultivated in-depth networks, and knowledge of doing business in these areas. He directly advises CEOs on corporate location decisions and the Boards of investment promotion agencies or economic development organizations or such as UK Trade and Investment, Invest Sweden Agency, Enterprise Ireland, Invest in Italy, Invest Hong Kong and Enterprise Florida. He has also been regularly cited as an FDI expert in leading publications such as the Economist, Wall St Journal and Financial Times.

Prior to establishing OCO Global, Mark worked with PriceWaterhouseCoopers, and Enterprise Ireland, focusing primarily on inward investment and export market strategies. He has a First Class Honours degree from University of Ulster and a Masters from Lancaster University.