



# **Workshop on Investment Promotion for Egyptian Diplomats**

## Programme

6–7 December 2016  
Institute for Diplomatic Studies  
Cairo, Arab Republic of Egypt

## **Background**

According to UNCTAD's 2016 *World Investment Report*, foreign direct investment (FDI) flows to Egypt reached US\$6.9 billion in 2015, driven mainly by the expansion of foreign affiliates in the financial industry and pharmaceuticals, as well as sizable investments in telecommunications and continuing investment in the gas industry. This was a 49% increase from US\$4.6 billion in inflows in 2014, and the highest annual inflows Egypt has received since the financial crisis of 2008.

The Government of Egypt would like to increase the level of FDI into the country even further. The principal government body promoting, regulating and facilitating investment in Egypt is the General Authority for Investment and Free Zones (GAFI), which is an affiliate of the Ministry of Investment.

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 Egyptian 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 Egypt.

## **Workshop objectives**

UNCTAD's workshop on investment promotion for Egyptian diplomats will provide an overview of FDI trends, national and international investment policies, strategies and techniques on promoting and facilitating FDI for sustainable development; and offer guidance on how to jump-start investment promotion as a diplomat.

## Tuesday, 6 December 2016

- 9:00–9:30     **Registration**
- 9:30–9:45     **Opening**
- H.E. Ambassador Heba ElMarassi, Assistant Foreign Minister and Director, Institute for Diplomatic Studies
  - H.E. Ambassador Ahmed Mostafa, Deputy Director, Institute for Diplomatic Studies
  - Mr. Yongfu Ouyang, Economic Affairs Officer, Investment Promotion Section, UNCTAD
- 9:45–10:30    **FDI trends and a new agenda for investment promotion and facilitation**  
Mr. Yongfu Ouyang, UNCTAD
- Global and regional foreign direct investment trends
  - Investment in the sustainable development goals
  - Questions and answers
- 10:30–11:00   **Group photo and coffee break**
- 11:00–11:45   **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
- 11:45–12:30   **Investment policies, strategies, and promotion in Egypt**  
Mr. Munir Jumah, General Manager for MENA Region, GAFI
- 12:30–14:00   **Lunch break**
- 14:00–14:45   **Investing in Egypt: a private sector perspective**  
Ms. Nadia Lamloum, Executive Director, British Egyptian Business Association
- 14:45–15:30   **Perceptions of Egypt**  
*Group exercise*  
Mr. Jason Munyan, UNCTAD
- 15:30–16:00   **Tea break**
- 16:00–17:00   **Perceptions of Egypt (continued)**  
*Group presentations*  
Mr. Jason Munyan, UNCTAD

## Wednesday, 7 December 2016

- 9:30–10:00 **The role of diplomats in investment promotion**  
*Presentation and discussion*  
Mr. Yongfu Ouyang, UNCTAD
- 10:00–10:45 **International investment policies: challenges and implications**  
Mr. Hamed El-Kady, International Investment Policies Officer, International Investment Agreements Section, UNCTAD
- Trends in International Investment Agreements (IIAs)
  - Guidelines for IIA reform
  - Questions and answers
- 10:45–11:15 **Coffee break**
- 11:15–11:45 **Investing in the green economy**  
Mr. Jason Munyan, UNCTAD
- Questions and answers
- 11:45–12:30 **The international legal framework for investment in Egypt**  
Mr. Hamed El-Kady, UNCTAD
- Challenges and opportunities
  - Questions and answers
- 12:30–14:00 **Lunch break**
- 14:00–15:00 **Use of the diplomatic service and international organizations for investment promotion—practical examples**
- Mr. Sohrab Farid, Counsellor, Trade, and Senior Trade Commissioner, Embassy of Canada
  - Mr. Mahmoud ElMahgoub, Regional Investment Agency, Common Market for Eastern and Southern Africa (COMESA)
- 15:00–15:30 **Plan of action for diplomatic missions to promote FDI**  
*Group exercise*  
Mr. Yongfu Ouyang, UNCTAD
- 15:30–16:00 **Tea break**
- 16:00–16:45 **Plan of action for diplomatic missions to promote FDI (continued)**  
*Group presentations*  
Mr. Yongfu Ouyang, UNCTAD
- 16:45–17:00 **Distribution of UNCTAD certificates to workshop participants and closing**

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