

# World FreeZone Convention

**2-DAY SEMINAR**  
**12-13 December 2018**  
**CENTRAL LONDON, UK**

## FREE ZONES & SPECIAL ECONOMIC ZONES FACILITATING ECONOMIC TRANSFORMATION

*In association with*



### INTRODUCTION

This Seminar will review and discuss many of the current issues which affect the design, implementation, operation and marketing of Zones throughout the world.

The challenges are many but the rewards can be high. Even countries and regions which have created successful programmes are constantly reviewing their development and are not afraid to make changes, some of them radical.

Despite the great variety in Zones, as well as their position and profile in the investment climate of a particular geographic entity there are some unifying factors which influence success. The current trade climate is not helping global economies as corporates struggle to find a way to continue development with less risk. Strategy and capability go hand in hand and this seminar will offer participants the opportunity to cut to the heart of the decision making processes which will eventually impact them and what they have to offer.

In addition light will be thrown on the technology issues which come with growth and infrastructure improvement including Industry 4.0: Robotics and AI, Data centres, using technology for Target Sector Identification of prospects, Supply Chain/Blockchain and also Fintech opportunities.

### WHO SHOULD ATTEND

The Seminar will be of value to national officials dealing with policy matters which relate to investments and special economic zones policies. They are also important for Zone Authorities, Investment Promotion Agencies, specialist and professional advisers and others working in the field of Foreign Direct Investment. The trade issues, risk assessment, customs and other commercial considerations concern multi and trans-national corporations and investors. Zone operators, customs authorities and other specialists - including legal, tax and trade advisers - will need to understand the practical effects on Zone management of incentives. They will all need to review the increased use of international internet related systems.

## **SPEAKERS**

The Seminar will be introduced by **Graham Mather C.B.E.**, Chairman of World Free Zone Convention. Graham is a lawyer by training who sits on two major UK Regulatory Boards as well as being President of the European Policy Forum.

The **SPEAKING PANEL** will be led by **Douglas van den Berghe**, CEO at Investment Consulting Associates (ICA)

Douglas founded ICA which is headquartered in Amsterdam and with offices in Boston and Dubai (forthcoming). As a management and strategy consultant, he has assisted many corporate clients in successfully implementing their global investment strategies across the world. Some of his corporate clients include Shell, Philips, Electrolux, HB Fuller, Appvion, John Deere, Johnson Controls, Knowles, Appnovation Technologies, and ING.

He is considered one of the leading global experts on FDI, competitiveness, investment incentives, SEZs, and how to develop FDI policies for economic development and increase competitiveness. He has been an advisor to numerous governments, free zones, and investment promotion agencies (IPAs) around the world. Douglas is currently advising multiple emerging and frontier markets on their competitiveness, investment and incentives policies. He also works closely with many countries and private developers in successfully setting up and growing free zones.

Douglas will be joined by a number of other speakers (in order on the programme):

### **Wouter Schuitemaker**

Wouter is Vice-President, Global Development for Conway Inc. publishers of Site Selection. He is an Economic Development professional with 20 years' experience in business critical managerial, operational and sales roles for leading global public and private sector agencies. He has developed and continues to maintain significant senior level government networks worldwide, and has worked with Fortune & FTSE 500 multi-sector client brands across EMEA, North America and Asia Pacific. He was formerly Investment Director at Business Birmingham, UK. During his time there the number of FDI projects added a considerable number of jobs and boosted the region's economy by many millions of pounds.

### **Sandra Baer**

Sandra is President of Personal Cities, a smart city company dedicated to "imagining the city as it will be." and a champion of creative collaboration between the public and private sectors. She has served as Senior Director for Alliances at the Smart Cities Council. She was responsible for leading engagement with government and civic leaders in cities around the globe delivering strategic advice to cities and companies that builds trust and accelerates the deployment of innovative technologies. Throughout her career she has worked to foster cooperation between the public and private sectors, helping elected officials, worldwide, to make faster, better decisions. She has experience in the communications industry: telecommunication, wireless, Internet, broadcasting and cable, and government affairs, homeland and cyber security.

### **Laura Martin**

Laura is a marketing professional who studied EU and International Trade Law at the University of Newcastle upon Tyne, UK. For more than 10 years she has wide experience in delivering successful campaigns and projects in both the private and public sector globally. She has worked with investment promotion and economic development agencies to deliver a wide range of skills, including social media tools, needed by their teams in order to successfully compete for FDI projects.

# TWO DAY PROGRAMME

## *Day 1 Wednesday December 12<sup>th</sup>*

- ◆ 08:30 – 09:00 Coffee & Registration
- ◆ 09:00 – 09:30 Opening & Welcome TRADE AGREEMENTS, DISAGREEMENTS AND THE WTO
- ◆ Graham Mather, Chairman, World Free Zone Convention, London
- ◆ 10:00 – 11:30 RECENT TRENDS IN FOREIGN DIRECT INVESTMENT WORLDWIDE AND LOCAL INVESTMENT IN ZONES

Over the last few years, levels of New Forms of Investment (NFI) have increased at the expense of traditional forms of Foreign Direct Investment (FDI). When will FDI levels regain growth again and, if so, which markets will be the new pioneers in attracting new FDI projects? Do companies still see FDI as the preferred market entry mode or are there other forms of global expansion? What FDI opportunities exist across the globe for Free Zones?

**Douglas van den Berghe and Wouter Schuitemaker**

- ◆ 11:30 – 11:45 Coffee & Refreshments
- ◆ 11:45 – 13:00 THE EVOLUTION OF FREE AND SPECIAL ECONOMIC ZONES - THE NEED FOR CHANGE INCLUDING NXTZONES CONCEPT

“Traditional” Zone models such as Export Processing Zones and Trade Zones that emerged across the world in the 1960s and 1970s are increasingly challenged in the current global economic context. Their advantages, such as preferential market access, generous fiscal incentives and low-cost labor, are no longer sufficiently sustainable. Zones need to differentiate their business environment and services to remain competitive. Recently, a shift to a “new generation” model of Zones is noticeable. However, the magnitude and pace of implementing new, innovative sources of competitiveness varies from Zone to Zone. This session addresses how Zones have evolved over time and which motivations have driven this shift to new Zone strategies in different regions of the world.

**Douglas van den Berghe**

- ◆ 13:00 – 14:00 Lunch

- ◆ 14:00 – 15:15 INDUSTRY 4.0, E-COMMERCE, LOGISTICS, DATACENTRES AND BLOCKCHAIN (FINTECH) - OPPORTUNITIES AND THREATS

The new global economic context and the impact of the 4th Industrial Revolution (4IR), E-Commerce, new logistics, Data Centres and Blockchain (incl. Fintech) may provide additional opportunities as well as threats that Zones need to prepare for. The exact scope, breadth, and depth of these developments remain unclear - though it is certain it will drastically impact and disrupt the current economic landscape, competitiveness, and investment opportunities, and, therefore, investment promotion practices and the attractiveness of Zones. How can Zones prepare and innovate their services proposition in order to reap the benefits of new growth sectors, while being resilient to the challenges of new technological developments?

**Sandra Baer and Douglas van den Berghe**

- ◆ 15:15 – 15:30 Coffee & Refreshments
- ◆ 15:30 – 16:30 THE ROLE OF INCENTIVES INCLUDING CASE STUDIES

**Wouter Schuitemaker**

- ◆ 16:30 - 17:00 Questions & Answers – Closing of the Day

## ***Day 2 Thursday December 13<sup>th</sup>***

- ◆ 09:30 – 11:00 REGIONAL FOCUS ON THE FUTURE POTENTIAL OF ZONES

This session focuses on regional Zone developments and the differences among Zones across regions. The following regions will be addressed: Europe, Middle East & North Africa, Africa, Latin America, Asia and China

- ◆ 11:00 – 11:15 Coffee & Refreshments
- ◆ 11:15 – 11:45 SUSTAINABILITY AND ZONES

The Sustainable Development Goals (SDGs) of the United Nations are increasingly embedded in corporate policy and investment decision making. Many Zones however do not yet have a SDG strategy or have incorporated sustainability in their Zone operations. There are exceptions and some good practice examples will be dealt with. In addition, this session highlights what it takes to attract sustainable investments to your Zone and will be the transition to the session after lunch.

**Sandra Baer and Douglas van den Berghe**

◆ 11:45 – 13.00 INVESTOR TARGETING AND LEAD GENERATION

Targeting potential new investors is critical for the success of any Zone. How to develop effective and successful lead generation and targeting strategies is a key component of this session. Various tools and databases will be shown. You will also learn how to follow up pre-investment requests and prepare documentation that will give your Zone an edge over the competition. If prepared well, the investor may decide to invest in your Zone. The sessions will finally address how to assess which companies and investors have a track record of inclusive and sustainable investments.

**Wouter Schuitemaker and Laura Martin**

◆ 13.00 – 14:00 Lunch

◆ 14:00 – 15.30 MARKETING ZONES AND INNOVATION IN SERVICE DELIVERY – MOVING BEYOND INCENTIVES?

Attracting a considerable volume of high quality investment to a Zone is a pre-requisite for a successful Free Zone. The challenge for many Zones is to be involved in the early stages of an investment decision making process. Marketing of your Zone and delivering key services are crucial. The financial incentives Zones offer are a very useful instrument in the successful attraction of companies that invest in ones. However, as many Zones offer similar financial incentives, providing unique customer services (so called 'soft' incentives) is increasingly a decisive factor in the competition for foreign investment. Aftercare services are important in this respect but one may also think of encouraging the creation of linkages between Zone-based firms and local and domestic companies located outside the Zone.

**Laura Martin**

15:30 – 15:45 Coffee & Refreshments

◆ 15:45 – 17:00 DEVELOPING STRATEGIES FOR THE FUTURE - DISCUSS YOUR ZONE!

Many potential investment projects fail due to poor communication between the investor and the local Zone officials. Despite cultural sensitivities there are also practical insights that can be helpful in professionalising the communication and managing successful site visits. Which investor relationship management techniques can be used during site visits? The global sociopolitical and economic landscape is evolving constantly. The Zones around the world are not immune from the evolving global dynamics. What has worked in the past may no longer work today. The organisational strategy should be dynamic and respond to the new global economic context by anticipating on the different requirements and needs of global investors and prepare for a 'state of readiness'. A Zone strategy should balance flexibility for future developments with predictability and clarity for potential Zone investors. More than ever it is critical to have a comprehensive strategy underpinning your Zone organisation.

◆ FACILITATED BY ALL THE SPEAKERS

## ADMINISTRATIVE DETAILS

**VENUE AND HOTEL ACCOMMODATION** The Seminars will be held at a Central London venue to be confirmed. A list of suitable hotels will be mailed to each participant on registration. Delegates are also free to make their own overnight arrangements.

### REGISTRATION FEES

1,550 GBP which includes the full programme as shown on the brochure. The fee also includes two seminar lunches and refreshment breaks. All delegates will receive a Certificate of Completion.

**DISCOUNTS AND DELEGATIONS** A 15% discount for each second and subsequent delegate from the same organisation is available. Further discounts are available to delegations of 4 or more participants. Please check with the organisers for more information.

**VISA SUPPORT** If you require visa support this can be arranged for participants from bona-fide organisations.

**ON RECEIPT OF YOUR REGISTRATION WE WILL FORWARD OUR INVOICE FOR PAYMENT BY BANK TRANSFER. FEES ARE PAYABLE IN ADVANCE – THE ORGANISERS RESERVE THE RIGHT TO REFUSE ADMISSION IF PAYMENT HAS NOT BEEN RECEIVED. Please contact us before the event if for any reason you have not received written acknowledgement of your registration.**

**Terms and Conditions** Our full terms and conditions including Cancellation Policy are found on [www.freezones.org](http://www.freezones.org) *We look forward to seeing you in London.*



**WFZC** *The authoritative meeting place for the world's free and special economic zones*

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**REGISTRATION FORM**

DATE:

**2018****TO: WORLD FREE ZONE CONVENTION**

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**SEND ONE FORM FOR EACH DELEGATE BY FAX OR BY EMAIL***Please register the following to the 2018 LONDON SEMINAR (tick box)*

First Name	Last Name	Position
Organisation		Abbreviation
Address		P.O.Box
City	Postcode	Country
Telephone	Fax	Email
Contact name	Position	Contact email

**Signed****Full name****WORLD FREE ZONE CONVENTION**

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