

WORLD

FREE ZONE

CONVENTION

2 DAY ADVANCED SEMINAR

26 – 27 NOVEMBER 2020  
CENTRAL LONDON

FDI TRAINING for  
SPECIAL ECONOMIC ZONES

FACILITATING INVESTMENT  
DECISION MAKING

### INTRODUCTION

This Seminar has been brought up to date since the last Edition in 2019 and **has been postponed from March this year**. Speakers will review and discuss many of the current issues which affect the design, implementation, operation and marketing of Zones throughout the world. **They will also review what short, medium and long-term changes should be contemplated in the light of the slow-downs and stoppages in manufacturing and services since early 2020.**

The challenges are even greater for all world economies but Zones are continuing to impress with their growth. Nevertheless even countries and regions which have created successful programmes need to constantly assess their development and to make changes now, rather than later.

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.

Throughout the two days reference will be made to technology advances 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. Multi and trans-national corporations and investors are concerned with trade issues, risk assessment, practical customs and other commercial considerations. 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 a representative of World Free Zone Convention.

The presenters of the programme all have extensive knowledge of FDI, both from the perspective of corporates and those who wish to attract them. These are:

**Jacopo Dettoni** (to be confirmed)

Deputy Editor, Financial Times fDi Magazine, London

**Paola Suarez Buhrmann**

Paola started her professional career in 2010 at ProBarranquilla, a regional investment promotion agency in Colombia, where she worked for over three years in the area of investment promotion. During her time at this agency, she organized and participated in national and international missions to actively promote the Atlantico region as a location for companies seeking new locations. As a result, Paola was able to support around 200 Colombian and foreign companies considering establishment or expansion projects and supported the attraction of more than 20 investment projects that invested about US\$200 million and created over 2,000 new jobs in the Atlantico region.

Before joining FDI Center on March 2018, Paola worked at Invest in Mecklenburg-Vorpommern, a regional investment promotion agency in Germany, where she was responsible for investment attraction across multiple industries, including automotive and renewable energies. She represented the state of Mecklenburg-Vorpommern in different events across Europe and China and worked closely with public authorities and associations at the local and regional level to attract investment to the region. Her previous experience also includes working at the European headquarters of Kia Motors in Frankfurt, South Korea's second-largest automobile manufacturer, where she conducted analyses of customer satisfaction and assisted in the planning and implementation of national and European trainings and workshops.

At FDI Center, Paola has been working on various projects related to FDI attraction strategy and the operations of investment promotion agencies, including the analysis of German foreign direct investment to China over the last years, the evaluation of Business Finland's role in attracting high value investment to the country, and the elaboration of an international target market analysis for a city in North America. Currently, some of the projects where Paola is involved include the development of a comprehensive and practical strategy for attracting investment for a new investment promotion agency in Australia and the identification of companies in the cardiovascular industry that have potential for establishing operations in Asia-Pacific. Besides, Paola participates as speaker at events focused on foreign direct investment and is also involved in the delivery of training courses focused on investment attraction, creation of value proposition, special economic zones, investor targeting, and lead generation.

Paola holds a Master of Science in International Economics and Public Policy from the Johannes-Gutenberg University in Germany and a Bachelor of Arts in International Relations from the Universidad del Norte in Colombia. She speaks English, German, and Spanish.

## **Sebastian Reil**

Before joining FDI Center, Sebastian was a consultant with Kearney. His work involved developing business strategies as well as operational improvements for companies in the transportation and infrastructure industry across Europe and the Middle East. For example, he developed a business strategy for a new railway company in the Middle East and helped a leading European airline to improve its punctuality performance. His previous experience further includes business model development at Siemens Novel Business (now next47) with a focus on industrial blockchain applications and supporting the startup ecosystem at the Chamber of Industry and Commerce in Munich.

Sebastian started his professional career in investment attraction at a specialized consulting firm in the Netherlands, where he helped investment promotion agencies in emerging markets to develop their sector targeting and improve their marketing efforts as well as helped companies in finding new locations.

Sebastian was a Yenching Scholar at Peking University in China, where he was part of the team of former World Bank chief economist Justin Lin Yifu on developing special economic zone strategies and monitoring and evaluation tools for governments in Africa and South Asia. During this time, he also wrote a report on institutions and organizations facilitating FDI from SMEs into the greater Shanghai area as well as several academic papers on free zones and FDI.

At FDI Center, Sebastian has been working on various projects related to FDI attraction strategy. Some of the projects in which Sebastian has been involved include the site analysis and development of promotional material for a municipality in Scandinavia that aims to attract data centers and the sector and analysis of target groups for the Parkes Special Activation Precinct in NSW, Australia. Sebastian is also involved in the development and delivery of training courses related to foreign direct investment and recently delivered a series of training modules for a new industrial city in Saudi Arabia.

Sebastian holds a Master of Arts in China Studies from Peking University in China, a Master of Science in International Economics and Business from the University of Groningen in the Netherlands and a Bachelor of Science in Economics from the University of Heidelberg in Germany. He speaks English, German, and Chinese.

### **SEE FOLLOWING PAGES FOR INFORMATION ABOUT:**

- PROGRAMME FOR EACH DAY
- WORLD FREE ZONE CONVENTION
- ADMINISTRATIVE DETAILS INCLUDING REGISTRATION FEES
- HOW TO REGISTER

#### **Please Note**

THE LOCATION AND SUITABLE HOTEL ACCOMMODATION WILL BE NOTIFIED TO DELEGATES ON CONFIRMATION OF REGISTRATION

Day 1 – Thursday, November 26 <sup>th</sup> 2020	
Time	Topics
08:30-09:30	<b>Registration</b>
09:30-09:45	<b>Opening &amp; Welcome</b> <i>World Free Zone Convention, London</i>
09:45-10:15	<b>Keynote speech – World economic outlook post Covid-19 Spring 2020 outbreak</b> <i>Guest speaker</i>
10:15-11:00	<b>Global FDI trends and drivers: past and present</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
11:00-11:15	<b>Coffee break</b>
11:15-12:30	<b>Future scenarios for FDI attraction after COVID-19</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
12:30-13:00	<b>UK opportunities post Brexit</b> <i>Speaker to be confirmed</i>
13:00-14:00	<b>Lunch</b>
14:00-15:30	<b>Special Economic Zones (SEZs) at a glance</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
15:30-15:45	<b>Coffee break</b>
15:45-16:30	<b>Reshaping global value chains and the role of SEZs</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
16:30-17:00	<b>Questions &amp; Answers – Closing of day 1</b>

Day 2 – Friday, November 27 <sup>th</sup> 2020	
Time	Topics
09:00-10:00	<b>Key success factors for FDI attraction</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
10:00-11:00	<b>The importance of sustainability in FDI</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
11:00-11:15	<b>Coffee break</b>
11:15-12:00	<b>The role of aftercare in FDI attraction</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
12:00-13:00	<b>Business development channels for SEZs with a focus on digital</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
13:00-14:00	<b>Lunch</b>
14:00-15:00	<b>The role of incentives in investment attraction</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
15:00-15:15	<b>Coffee break</b>
15:15-16:15	<b>Measuring and communicating success</b> <i>Paola Suarez Buhrmann and Sebastian Reil, FDI Center</i>
16:15-16:45	<b>Conclusion and closing</b>

WORLD

FREE ZONE

CONVENTION

Since 2001 World Free Zone Convention, based in London, U.K. has built up an unparalleled network of partners, sponsors and speakers who have contributed to an Annual Convention, intermediate conferences, and training (courses and workshops).



At WFZC we monitor the increasing number of Special Economic Zones around the world. More than 120 countries now have some form of zone development programme. We liaise closely with international organisations whose work impacts upon Zones.



Speakers and Delegates who have participated in our meetings represent a wide cross-section from almost all these countries, and from others considering their establishment - Zones and the Authorities who regulate them, Government Ministries, Investment Promotion Agencies, Corporates and Location Specialists as well as Investors, Banks and other Financial Advisers.

**Conventions and other events have been held in:**

LONDON - BRUSSELS - CAPE TOWN - DUBLIN/SHANNON - GENEVA - SHANGHAI - CAIRO - HYDERABAD  
KUALA LUMPUR - CHARLESTON - RAS AL KHAIMAH - LODZ/KATOWICE - DUBAI - PARIS - AMSTERDAM/  
ROTTERDAM - SKOPJE - TRIESTE - JOHANNESBURG - IZMIR - GIOIA TAURO - WASHINGTON - BANGKOK  
DOHA

**WORLD FREE ZONE CONVENTION, 35 Spring Gardens, London SW1A 2BA**

Tel: +44 207 839 1334 Email: [info@freezones.org](mailto:info@freezones.org) [www.freezones.org](http://www.freezones.org)



FDI Center

Foreign Direct Investment (FDI) Center ([www.fdi-center.com](http://www.fdi-center.com)) is a leading advisory firm in the field of foreign direct investment (FDI). We specialize in the attraction of FDI by investment promotion agencies, other government agencies, free trade zones and industrial parks from all parts of the world. FDI Center is the foremost source of knowledge and practical advice related to all aspects of FDI attraction.

We have worked with countries, regions, cities and private-sector organizations from around the world to develop and implement successful strategies and methods for attracting foreign investment. We know how intensely locations compete to attract investment. We can draw on our experience to help you increase your performance in attracting and maximizing the benefits of foreign direct investment to your location.

**FDI Center, Marburger Str. 5, 10789 Berlin, Germany**

Tel: +49-176-7863 8217 Email: [info@fdi-center.com](mailto:info@fdi-center.com) [www.fdi-center.com](http://www.fdi-center.com)



## ADMINISTRATIVE DETAILS

**VENUE AND HOTEL ACCOMMODATION** The Seminar will be held at a Central London venue to be confirmed once payment is received. 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*

13 Hurlingham Studios, Ranelagh Gardens

London SW6 3PA, UK

Tel. +44 207 839 1334

Email: [info@freezones.org](mailto:info@freezones.org)

Website [www.freezones.org](http://www.freezones.org)

**REGISTRATION FORM**

DATE (please complete)

2020

**TO: WORLD FREE ZONE CONVENTION**

13 Hurlingham Studios, Ranelagh Gardens, London SW6 3PA, UK

**Email:** [info@freezones.org](mailto:info@freezones.org) **Tel:** +44 207 839 1334**SEND ONE FORM FOR EACH DELEGATE BY EMAIL***Please register the following to the 26/27 November 2020 LONDON SEMINAR*

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**

13 Hurlingham Studios, Ranelagh Gardens, London SW6 3PA, UK

Tel: +33 207 839 1334

**Email:** [info@freezones.org](mailto:info@freezones.org) [www.freezones.org](http://www.freezones.org)