



**Asia-Pacific
Economic Cooperation**

**Joint APEC-BOI-IFAS Workshop on Improving
Investment Promotion Performance in Accessibility to
Investors and Information Provision**

**3 – 5 June 2009
Bangkok, Thailand**

Committee on Trade and Investment

July 2009

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Produced for
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Reports and Presentations from:

**Joint APEC-BOI-FIAS Workshop
on Improving Investment Promotion Performance
in Accessibility to Investors and Information Provision**

Bangkok, Thailand

June 3-5, 2009

Four Seasons Hotel

Agenda

Day 1: Wednesday, June 3, 2009

Module 1: What Investors Need and Expect

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9:30-10:15

Presentation on changing FDI context: Effects of the recession
 ○ *Robert Whyte*
 Discussion and Q&A (15 min)

10:30-11:00

Understanding Investor Decision-Making: Overview of the investor's site selection process
 ○ *Robert Whyte*

11:00-11:45

Australia: "The Importance of strategic partnerships for Investment Facilitation"
 ○ *Maurine Lam, Austrade, Senior Trade Commissioner, Bangkok*
 Discussion and Q&A (15 min)

11:45-12:30

Overview of Global Investment Promotion Benchmarking 2009 Report
 ○ *Celia Ortega*
 Discussion and Q&A (15 min)

13:30-14:15

GIPB results for APEC member ~~Yw~~ ~~bca~~ JYg
 ○ *Robert Whyte*
 Discussion and Q&A (15 min)

14:15-15:00

What Makes a Good Facilitator
 ○ *Celia Ortega*
 Discussion and Q&A (15 min)

Module 2: Online Promotion: Effectively Using the Web for Investment Promotion

15:15-15:45

Understanding how investors use online information sources
 ○ *Roxanna Faily, Investment Officer, Multilateral Investment Guarantee Agency (MIGA)*

15:45-16:30

Enhancing your content to meet investor needs
 ○ *Roxanna Faily*

Day 2: Thursday, June 4, 2009

9:30-10:15	Board of Investment, Thailand: "Upgrading Web Site Content Strategically" <ul style="list-style-type: none">Ms. <u>Ajarin Pattanapanchai</u>, Deputy Secretary General, Thailand Board of Investment Discussion and Q&A (15 min)
10:30-11:15	Promoting your services and Web site successfully <ul style="list-style-type: none"><i>Roxanna Faily</i> Discussion and Q&A (15 min)
11:15-12:15	Web site clinic <ul style="list-style-type: none"><i>Thomas Tichar</i> Discussion and Q&A (15 min)
13:30-14:15	Invest Korea "Using the Web for Effective Investment Promotion" <ul style="list-style-type: none"><i>Eun Heu Kim</i>, Assistant Manager, Korea Trade-Investment Promotion Agency Discussion and Q&A (15 min)
14:15-15:00	Magnifying your reach and impact with partners: MIGA tools <ul style="list-style-type: none"><i>Roxanna Faily/Thomas Tichar</i> Discussion and Q&A (15 min)
	Module 3: Meeting Investors Information Needs One Investor At A Time
15:15-15:45	Handling Investor Inquiries: The importance of offering a professional service to investors <ul style="list-style-type: none"><i>Robert Whyte</i>
16:45-17:00	Overnight Reading – Instructions <ul style="list-style-type: none"><i>Marta Bruska</i> Case studies on inquiry handling

Day 3: Friday, June 5, 2009

9:30-10:15

Invest Hong Kong "Organizing the IPI services around investors needs"

- *Charles S. K. Ng, Associate Director-General, Invest Hong Kong*
- Discussion and Q&A (15 min)

11:30-12:00

Developing a systemic approach to handling inquiries

- *Celia Ortega*