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The Complete Investment Promotion Programme (CIPP)

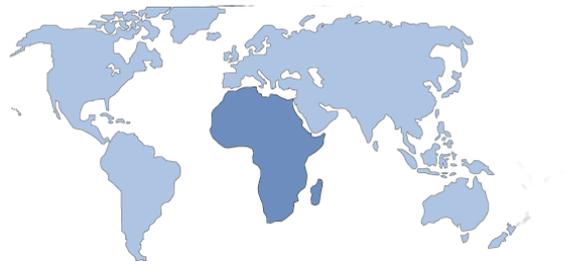
Securing Foreign Direct Investment for SADC Countries

"..a complete training and personal development programme in investment promotion ..."

Centurion 2-6 July 2018

Offices of Tshwane Economic Development Agency
Anker Building, 1279 Mike Crawford Road, Centurion CBD





Welcome to The Complete Investment Promotion Programme (CIPP)

Securing Foreign Direct Investment for SADC Countries

**“..a complete training and personal development
programme in investment promotion ...**

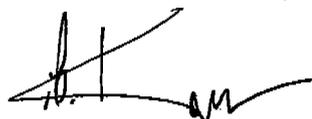
Investment promotion is a complex and challenging job. Winning investment is as much about team work and relationship-building as it is about knowledge, strategy, planning and implementation. Harnessing business and personal networks whilst building the ability to appreciate the big picture will help you to excel in your role.

We will provide you with tools, models, processes, and ideas to promote your part of South and Southern Africa, both as it is today and as it will develop in the coming few years. The goal is to demystify the more specialised areas of investment promotion and attraction of foreign direct investment (FDI), and associate that approach with local businesses, networks and the wider community.

Thank you for joining the programme!

John Hanna
Director

Christina Knutsson
Director





DAY ONE: The Big Picture of Investment Promotion

Monday 2 July (08:45-17:00)

Key Learning Points:

The day provides a global, macroeconomic perspective to investment promotion in Southern Africa. We also present how companies make location decisions and how investment promotion agencies respond.

08:45-09:00	Registration
09:00-09:15	Welcome to the Southern Africa International Investment Promotion Programme CIPP 2018 Programme Opening Remarks. Sponsor IPA CEO.
09:15-09:45	The Ideal Trade & Investment Promotion Agency Introduction to how experienced IPAs continue to refine their organisation to deliver “value”.
09:45-10:30	The Global Economy and Foreign Direct Investment in Context Explanations and insights to the global economy and how this is likely to affect investment potential in Southern Africa.
10:30-10:50	Coffee/Tea Break and Networking
10:50-11:15	Programme Challenge #1: Questions to Investors
11:15-11:45	Programme Challenge #2: Assessing Investment Enquiries
11:45-12:30	Corporate Investment Decision-Making What Drives Investors’ Location Decisions?
12:30-13:45	Lunch & Networking
13:45-14:30	Feedback on Programme Challenges: #1 Feedback: Questions to Investors #2 Feedback: Assessing Investment Enquiries
14:30-15:10	Trade Promotion Essentials
15:10-15:30	Coffee/Tea Break and Networking
15:30-16:30	Best Practices in Investor Enquiry Management
16:30-17:00	Review of Day One and Personal Action Plans
17:00	Close of Day One and Consulting Clinics
19:00	GDP Academy Dinner Function Dress Code: Smart Casual Included in Programme Fee



DAY TWO: Advanced Investment Promotion Tuesday 3 July (08:45 - 17:00)

Key Learning Points:

In addition to looking at long term, big picture trends, we take a broad and experiential look at successful investment promotion strategies. We experience how IPAs provide winning investor facilitation. We look at the key areas for engagement with investors: preparing investor value propositions, managing effective site visits business expansions.

08:45-09:00	Welcome to Day Two, Review of Day One
09:00– 09:45	IPA Strategies to Match Global and Local Economic Conditions
09:45-10:45	Promoting Knowledge Economies for Innovative Investment: Global Value Chains. City Region Economies
10:45-11:15	Coffee/Tea Break and Networking
11:15-12:45	Managing your Location’s Business Reputation Media Relations and Communications Expert.
12:45-13:30	Lunch & Networking
13:30-14:15	Programme Challenge #3 Investor Value Propositions
14:15-15:00	Programme Challenge #4 Investor Site Visits
15:00-15:20	Coffee/Tea Break and Networking
15:20-16:00	Investor Development - Business Retention and Expansion
16:00-16:45	Feedback on Programme Challenges Best Practices: Investor Value Propositions, Investor Site Visits.
16:45-17:00	“PEST”, “SWOT” and Other Strategic Analytical Techniques Guides for Strategy Development Sector Value Propositions – IPA Best Practices Review of Day Two and Personal Action Plans
17:00	Close of Day Two and Consulting Clinics. Free Evening.



DAY THREE: Place Marketing and Lead Generation Wednesday 4 July (08:45 - 17:00)

Key Learning Points:

We look at effective place marketing and lead generation approaches; Lead generation through events and direct marketing; Market and company research, building and working your networks; Making and implementing effective investment promotion plans; Key account management; KPIs and more.

08:45-09:00	Welcome to Day Three, Review of Day Two
09:00-10:00	Essential Promotional Tools to Generate Investment Leads: Events and Lead Generation Campaigns. Investment Promotion Planning Guide
10:00-10:30	IPA Performance Benchmarking: Best Practices and Awards for Investment Promotion Facilitation
10:30-10:50	Coffee/Tea Break
10:50-11:45	Programme Challenge #5 Sharpening your individual Promotion Skills
11:45-12:30	Investment Promotion Networking
12:30-13:30	Lunch & Networking
13:30-15:00	Programme Challenge #6 Build an Investment Promotion and Lead Generation Campaign
15:00-15:20	Coffee/Tea Break and Networking
15:20-16:00	Workshop Session: Key Account Management, Key Performance Indicators Policy Advocacy in Investment Promotion
16:00-16:40	Workshop Session: Feedback on Programme Challenge #6
16:40-17:00	Guides for Investment Promotion Review of Day Three and Personal Action Plans Close of Day Three and Consulting Clinics
19:00	GDP Academy Dinner Function Dress: Casual, Included in Programme Fee



DAY FOUR: Website and E-Marketing Thursday 5 July (08:45 - 16:00)

Key Learning Points:

On the “digital” day we look at the importance of a distinctive digital marketing strategy centred on a good website design; Your IPA’s e-marketing status; How to use e-marketing to create awareness and generate leads; How to harness social networking for generating business opportunities.

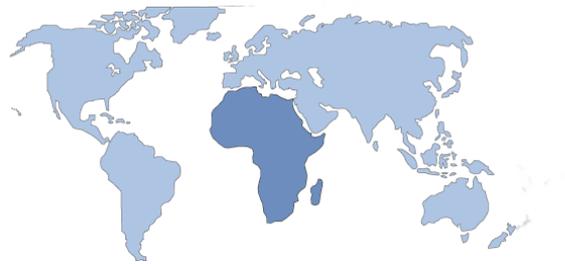
08:45-09:00	Welcome to Day Four, Review of Day Three
09:00-10:00	Website and E-marketing – The Essentials
10:00-10:30	IPA Performance Benchmarking: Best Practices and Awards for Investment Promotion E-marketing
10:30-11:50	Coffee/Tea Break and Networking
10:50-11:45	e-Newsletters to e-Intelligence
11:45-12:30	Search Engine Optimisation for Investment Promotion
12:30-13:45	Lunch & Networking
13:45-14:30	Social Networking in Investment Promotion
14:30-14:50	Coffee/Tea Break and Networking
14:50-15:30	Review of Day Four Personal Action Plans
16:00	Close of CIPP Southern Africa 2018 International Investment Promotion Programme (SADC IIPP)

DAY FIVE: Website and E-M Site Visit/Study Tour Day Friday 6 July (08:45 - 15:30)

Key Learning Points:

Conduct business/investor site visits tours. Participants gain direct experience of the Gauteng and Tshwane Business environment through a unique opportunity to see foreign investment business in action.

08:30-08:45	Registration and departure from training centre
09:30-11:30	First Stop: Visit to Company 1 - manufacturing
12:30-14:30	First Stop: Visit to Company 2 - manufacturing
15:30	Return to training centre. End of study tour day



**Christina
Knutsson**



**Director
GDP Global**

- With over 20 years' of direct experience in investment promotion, Christina works with and on behalf of investment promotion agencies on all continents. In 2005 she joined GDP Global.
- Amongst many assignments in 70 countries, Christina has assisted promoters from the many regions and countries in Africa, including in South Africa, Madagascar, Namibia, Botswana, Mali and Egypt.
- She has also undertaken assignments with UNCTAD, the World Bank Group, the Inter-American Development Bank (IDB), The Millennium Challenge Corporation.
- She co-founded the Invest in Sweden Agency (ISA), now Business Sweden, where she worked 10 years and founded the ISA UK office. Before she worked in the private sector in multiple roles and industries in trade and exports.
- She speaks her native Swedish and is bilingual in Spanish and English and is quite fluent in French.
- Christina is a graduate in Market Economics DRMI from RMI Berghs School of Communication. Stockholm.

John Hanna



**Director
GDP Global**

- John brings over 20 years of experience in economic development and investment promotion. He established GDP Global in 1999. He created the GDP IPA Benchmarking programme, the GDP Zones Benchmarking programme and the GDP IPA Asset Benchmarking programme.
- John set up national training programmes in several countries, including national and regional IPA programmes in the EU, Canada, South Africa and Australia (2011-2015). He delivered performance benchmarking and customer service training for Investment New Zealand; he also undertook comparative benchmarking of the RDAs of Wellington and Auckland.
- John accumulated 12 years of international business experience in pharmaceuticals, consumer goods and publishing with Merck, Sharp & Dohme, Sunbeam International, Wilkinson Sword, Oxford Medicine Group, Tatung and Fiskars. He then spent eight years as a director of the Welsh Development Agency.
- John holds a BSc Hons from the University of London, and an MBA, Cardiff Business School.



Imraan Bakhas



**Senior Specialist
City of Tshwane**

- Imraan is Senior Specialist for Trade and Investment at the City of Tshwane. A widely experienced economic development, investment promotion and business development professional, formerly working for eight years at the Invest North West economic promotion agency.
- Master in Business Administration (MBA), North West University
- Mphil Development Finance (MDevF), University of Stellenbosch.

Donnée Kruger



**Manager: Trade
and Investment
KwaZulu-Natal**

- Donnée is the founder and manages the Regional Representative office of Trade and Invest KwaZulu-Natal (TIKZN) in Gauteng. She has 12 years experience in Trade and Investment Promotion and Management also international business development, international relations, stakeholder and project management.
- Donnee is studying towards a PhD in Urban Studies focus on relationship of Foreign Direct Investment, Stellenbosch University
- M.Art et Scientae Urban and regional planning and Certificate in Business Management, North West University

Clifford Ndlovu



**Acting Head
Investment
Facilitation Unit
GGDA**

- Clifford Ndlovu is Acting Head of the Investment Facilitation Unit at the Gauteng Growth and Development Agency (GGDA), the IPA for South Africa's Economic Hub. He has spent the last nine years in Investment Promotion and Facilitation. Formerly Acting Manager of the Gauteng Investment Centre (GIC), the first One Stop Shop for Investors and Business Facilitation. located in Sandton, Gauteng.
- The GIC brings to one platform government services essential for investors and facilitation efficiency and coordination of Inward Investment value chain the value chain.
- Energy Sector Specialist responsible for Investment Promotion and Facilitation (GGDA).