



# FDI Training **25-29 November 2019** **Cape Town**

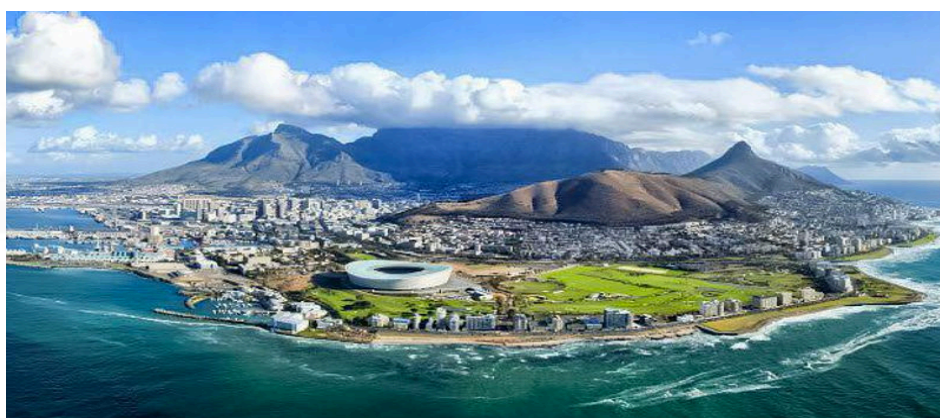


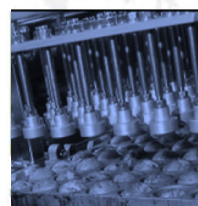
Image: Greg Lumley



## SADC Complete Investment Promotion Training Programme (SADC CIPP)

*Securing Foreign Direct Investment for  
SADC Countries and Regions*

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



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# **Welcome to The SADC Complete Investment Promotion Programme**

## **25-29 November 2019**

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 and small picture will help you to excel in your role as an investment promoter.

Agencies and Departments need new tools and processes to engage with Industry 5.0 opportunities. We will provide these to you with techniques, tools, and stimulate the ideas to promote your location in the coming years.

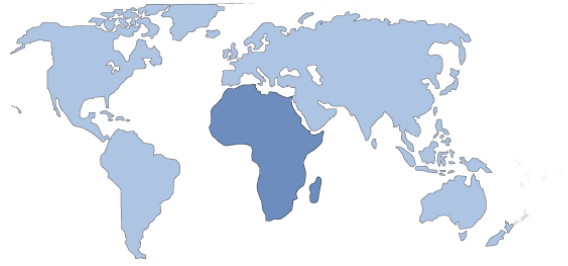
Thank you for joining the programme!

*Christina Knutsson*

Christina Knutsson  
Director

*Josef Neumeier*

Josef Neumeier  
Associate Director

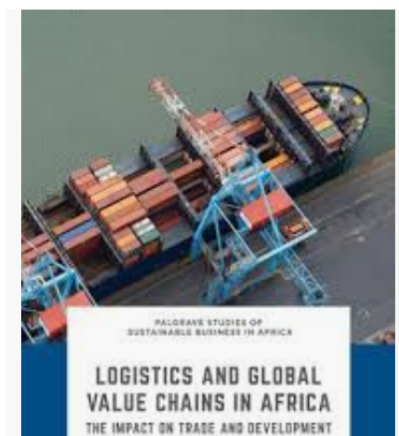


## DAY ONE: The Big Picture of Investment Promotion

### 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.

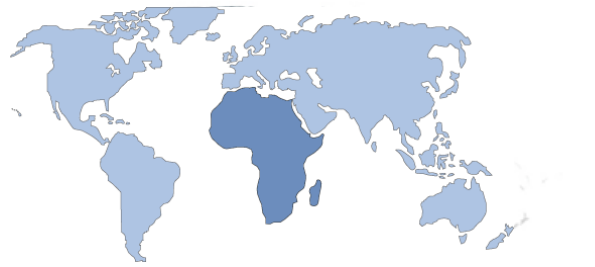
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|-------------|----|---|
| 08:30-09:00 |    | <b>Registration and Welcome</b>   |
| 09:00-09:45 | 01 | <b>The Value Chain in Investment Promotion</b><br>Introduction to how experienced IPAs continue to refine their organisation to deliver “value”.  |
| 09:45-10:30 | 02 | <b>The Global Economy and Foreign Direct Investment in Context</b><br>Explanations and insights to the global economy and how this is likely to affect investment potential in Southern Africa. |
| 10:50-12:00 | 03 | <b>Programme Challenges #1 #2: Engaging Effectively with Foreign Investors</b>  |
| 12:00-12:45 | 04 | <b>Corporate Investment Decision-Making</b><br>What drives investors’ location decisions?   |
| 13:45-15:10 | 05 | <b>The Fifth Industrial Revolution – Threat for Some Opportunity for Others</b><br>The impact for Southern Africa   |
| 15:30-16:45 | 03 | <b>Programme Challenges:</b><br>#1 Feedback: Questions to Investors<br>#2 Feedback: Assessing Investment Enquiries  |



Logistics and Global Value Ch...



Manufacturing in Southern Africa: Dream ...



## DAY TWO: Advanced Investment Promotion

### Key Learning Points:

In response to global tech trends, we define successful investment promotion strategies. How should 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.

08:45–10:30	06	<b>IPA Strategies to Match Global and Local Economic Conditions</b>
11:10-12:30	07	Programme Challenge #3 #4: Winning Investor Projects

13:30-14:30	08	<b>Case study: Local Economic Development</b> How to Promote your Location's Best Business Assets with Local Economic Development Priorities.
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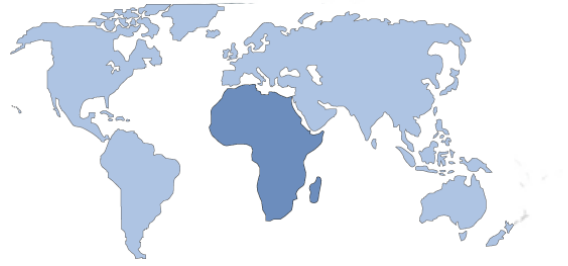
Port of Durban .. the largest and busiest shipping terminal in sub-Saharan Africa  
(The Economist 19 March 2016)

14:15-15:00	09	<b>Case Studies: Product Packaging of Investment Opportunities</b> Sector Value Propositions – IPA Best Practices
15:20-16:00	10	<b>Guides for Strategy Development</b> “PEST”, “SWOT” and Other Strategic Analytical Techniques
16:00-16:45	07	<b>Feedback on Programme Challenge</b> #3 Investor Value Propositions #4 Investor Site Visits

16:45-17:00	19	<b>Personal Action Plans</b>
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University of Cape Town UCT  
1st in Africa  
(Times Higher Education 2019)



## DAY THREE: Place Marketing and Lead Generation

### Key Learning Points:

Effective place marketing and lead generation approaches; Lead generation through events and direct marketing; How to Reposition your region for long term investment; The importance of networking; Key account management; KPIs and more.

08:45-10:30	08	<b>Promotional Tools to Generate FDI Leads</b> Events and Lead Generation Campaigns Investment Promotion Planning Guide
11:00-12:30	09	<b>Investment and Trade Promotion Missions</b> Guest presentation
13:30-15:00	10	Programme Challenge #5 <b>Sharpening Your individual Promotion Skills</b>
15:20-16:40	11	<b>Investor Development - Business Retention and Expansion</b> Cases in Business Retention and Expansion
16:40-17:00	19	<b>Review and Personal Action Plans</b>







## DAY FOUR: Website and E-Marketing

### Key Learning Points:

How to create and use a distinctive digital investment promotion strategy; Your IPA's marketing status; How to create awareness and generate leads online.

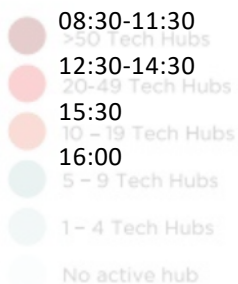
08:45-10:30	12	<b>Digital Marketing in investment Promotion</b>
11:00-12:30	13	<b>e-Newsletters to e-Intelligence, other Digital Promotion</b>
13:45-14:30	15	<b>Social Networking in Investment Promotion</b>
14:50-16:30	16	<b>Workshop: Your Agency's Digital Platform Overhauled – Action Plans</b>
16:30		<b>Consulting Clinics</b>

## DAY FIVE: Site Visit/Study Tour Day

### Key Learning Points:

Conduct business/investor site visits tours. Participants gain direct experience of the impressive Gauteng business environment through a unique opportunity to see global business in action.

08:30-11:30	17	<b>Visit to Site 1 – Manufacturing</b>
12:30-14:30	18	<b>Visit to Site 2 – Business/Financial/Digital Services</b>
15:30		<b>Closing Ceremony: Awards and Certifications</b>
16:00		<b>Close of SADC CIPP 2019</b>





## Training Faculty

**Christina  
Knutsson**



**Director  
GDP Global**

- Christina Knutsson has more than 20 years' direct experience in economic and investment promotion. She works with and on behalf of leading investment promotion agencies, providing expert economic strategy consultancy.
- Christina leads GDP's client inputs for FDI start-up strategies and strategy reviews, especially applied to combined trade and investment promotion organisations. She covers all areas of FDI training. She also provides mentoring to several investment promotion agency clients in Europe, Latin America and Africa. She has worked in more than 80 countries on all continents.
- Christina is a Graduate in Market Economics from Berghs School of Communication, Stockholm and trilingual in Swedish, her mother tongue, English and Spanish and speaks French.

**Josef  
Neumeier**



**Associate  
Director  
GDP Global**

- Josef Neumeier is a German National working and residing in South Africa since 2004 and is married to a South African.
- While in SA Josef has served over six years in the Eastern Cape Development Corporation as Advisor and Unit Manager in the Investment and Trade Promotion Unit. Thereafter Josef was contracted by the German International Services – GIZ, consulting the AHI- Afrikaanse Handelsinstituut, the Department of Cooperative Governance and Traditional Affairs. From 2014 until 2017 Josef was part of the Governance Support Program of the GIZ setting up cooperative partnerships between the public and private sector. Since 2017 Josef is consulting in Local Economic Development, Investment and Trade Promotion and Business Development for overseas companies as a freelance consultant.
- Within 25 years of his professional work experience in Germany and overseas Josef has gained extensive know how and experience in project management, investment and trade promotion, strategic planning and management, local economic development in private industry and public sector organizations.
- Josef holds a German University Degree in Management and Engineering, combined with numerous courses in subjects concerning "Third World Development".



## Training Faculty

### Guest Presenters

- Other guest presenters will share their experiences in investment promotion.



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