

**2-Day Workshop and 1-day Site Visits (Dublin and Shannon)  
Monday 5 July to Wednesday 7 July 2010 - Dublin, Ireland**

**INFRASTRUCTURE & REAL ESTATE INVESTMENT  
PLANNING AND MANAGEMENT  
FOR ZONES AND INDUSTRIAL/TECHNOLOGY PARKS**

*Day 3 - A full day tour  
of Industrial Parks and  
Zones in Dublin, Limerick  
and Shannon*

*Current trends and future needs - Finance mix for  
public and private sectors - Construction options and  
incentives - Operation and management best practice  
- Promotion strategies*

**Grange Castle**

**Business Park - Dublin**

Developed by the Municipality and  
promoted jointly with IDA Ireland

**Citywest - Dublin**

A privately funded Hi-Tech  
Business Park promoted jointly  
with IDA Ireland

**National Technology Park  
Limerick**

Developed and promoted by the  
development agencies Shannon  
Development and IDA Ireland in  
collaboration with the University  
of Limerick

**Shannon Free  
Industrial Zone**

The world's first Free Zone  
established in 1959 - a highly  
successful International Business  
Park located at Shannon  
International Airport.

**World Free Zone Convention and Communiqué present:**

- In these Changing Economic Times, what mix of infrastructure and real-estate offerings are investors seeking?
- What differentiates Competing Free Zones, Economic Zones and Industrial Zones? What sectors to develop? Foresight 2020
- How to plan and implement a world class infrastructure when the end-use has not yet been established?
- Who funds and takes the Risk - If you build, will they come! Is there a role for PPP?
- How to design for minimum upfront cost with maximum flexibility for future expansion?
- What is best practice in planning and building infrastructure?
- What is best practice for Project Management and Park Management?
- How to plan and design for a 'One stop Service' for Planning, Licensing and Construction.
- How to develop a Green Agenda and a Quality Parkland Environment as a marketing tool for investment.
- Should 'Promotional Activities' be separated from 'Real Estate Management'?

*Highly experienced practitioners will share their experiences and insights on these topics and other key issues during the 3 day program. One to One meetings will be arranged to deal with issues that are specific to individual participants*

**Communiqué International - [www.communique.ie](http://www.communique.ie)**

Communiqué International is an integrated business consultancy focusing on strategy development, implementation and people development. Its team of specialist associates has extensive experience in developing and implementing new strategies for Investment Promotion Agencies, Free Zones, Economic Zones and Governments.

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**MONDAY 5 JULY 2010**

**PROGRAMME DAY ONE**

|               |  |
|---------------|--|
| 9:00 - 10:00  | <b>Registration and Introductions</b>  |
| 10:00 - 11:00 | <b>What is the market looking for? Foresight 2020</b>  |
| 11:00 - 11:30 | <b>Coffee break</b>  |
| 11:30 - 13:00 | <b>Changing economic climate - Threats and Opportunities</b><br>Companies are not willing to wait - Quick implementation after decision making                                 |
| 13:00 - 14:00 | <b>Lunch</b>   |
| 14:00 - 15:30 | <b>What are countries providing? Case studies (Saudi Arabia, Egypt, Ireland)</b><br>Trends in Industrial Estate Development (pros and cons)<br>Provision of serviced land only |
| 15:30 - 16:00 | <b>Coffee break</b>  |
| 16:00 - 17:00 | <b>Advantages of Free Zones / Economic Zones</b><br>Ready to go sites - Less bureaucracy - One stop services - Marketing & Image creation                                      |
| 17:00         | <b>Close of the day</b>  |

*At the end of each presentation there will be time for dialogue and Q&A*

**TUESDAY 6 JULY 2010**

**PROGRAMME DAY TWO**

|               |  |
|---------------|--|
| 9:00 - 11:00  | <b>The provision of industrial space</b><br>By State agencies - By Municipalities - By private sector<br>Joint Venture between the public and the private sector<br>Commercial development considerations<br>The role of partnership in developing & funding Industrial Parks: Industrial incentive or investment opportunity?                               |
| 11:00 - 11:30 | <b>Coffee break</b>  |
| 11:30 - 13:00 | <b>Best practice for planning, designing and infrastructure provision</b><br>Tendering Procedures - Selecting the preferred bidder - Financial evaluation<br>Legal agreements - Provision of major utilities - Project Management - Innovation and Sustainability - Green Agenda   |
| 13:00 - 14:00 | <b>Lunch</b>   |
| 14:00 - 15:30 | <b>Funding of infrastructure - Public/Private/PPP</b><br>State provides land for free/low cost<br>State provides infrastructure in the estates for free/low cost<br>State provides infrastructure to the boundary of the estates for free<br>State provides financial grants - State takes equity stake<br>Return on investment - Long - medium - short term |
| 15:30 - 16:00 | <b>Coffee break</b>  |
| 16:00 - 17:00 | <b>Real estate management and service charges</b><br>Operation and Maintenance of Industrial Parks - Importance of high standards of maintenance - Role of the private sector - Pricing policy (State/Private sector partnership approach) - Enforcement regime - Management arrangements  |
| 17:00         | <b>Close of the day</b>  |



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### ABOUT THE SPEAKERS



Paul Hallam



Eugene Reilly



Eugene Brennan



Eddie O'Sullivan



Eamonn Sheehy



David O'Donovan

**Paul Hallam** is head of business development at PM Group which is an international engineering, architecture and project management firm. PM Group provides a comprehensive portfolio of services ranging from small consultancy studies to large-scale, complex, fast-track capital projects globally. The PM Group employs 1,700 highly skilled personnel in 30 countries. [www.pmg.ie](http://www.pmg.ie)

**Eugene Reilly** specialises in assisting agencies in developing countries to implement strategies designed to increase the provision of industrial space and Technology Zones in order to attract more investment. He has worked for 25 years in IDA Ireland where the provision of high quality industrial estates, office parks and Technology Zones is a key incentive for attracting investment. He was resident international advisor to the Saudi Government for the development of Industrial Estates and Technology Zones, using PPP and BOT models. He is currently working with a number of Government agencies in Egypt to develop and operate Special Economic Zones, Free Zones and commercial/retail space.

**Eugene Brennan** is Director of Consultancy Services Group at Shannon Development. He has 30 years experience in Special Economic Zone development and promotion. The Irish Government established Shannon Free Zone as the world's first industrial Free Zone in 1959 and Shannon Development has become widely recognised as an important source of expertise in the design, layout and implementation of Special Economic Zones and Industrial Parks.

**Eddie O'Sullivan** is an expert in the design and development of industrial parks and has extensive experience of developing major infrastructural projects. As manager of the Property Division of IDA Ireland he was responsible for site selection, planning, development and construction of major industrial projects. He established Public Private Partnerships (PPPs) to fund and implement major infrastructure. He has acted as consultant to the World Bank and to Governments in Europe and the Middle East.

**Eamonn Sheehy** has extensive experience of economic and industrial development and in the promotion and marketing of Industrial Zones. He has 35 years experience as a senior executive in IDA Ireland developing and implementing new strategies, attracting foreign investment, creating linkages between foreign and indigenous companies and implementing aftercare and cluster building programs. He has advised over 30 IPAs and Free Zones worldwide.

**David O'Donovan** specialises in assisting developing countries to design national strategies and institutional structures so as to build competitiveness through innovation, attracting foreign investment and the development of local indigenous industry. He has 30 years experience with IDA Ireland and for the past 8 years he has worked extensively in FDI consultancy and training with Governments and the World Bank in Eastern Europe, Middle East, Latin America and Africa.

**REGISTRATION FORM 3-DAY PROGRAMME DUBLIN, IRELAND**

**Send by Fax to +44 870 131 9578** *(Please photocopy this form for each delegate)*

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

**ADMINISTRATIVE DETAILS**

**Dates of Workshop + Day Tour** Monday 5 July to Wednesday 7 July 2010

**Hotel accommodation**

A number of rooms have been reserved at the **D4 Berkeley Hotel, Pembroke Rd., Ballsbridge, D4, Dublin, Ireland**  
 Rooms: single €87 and double €97 per night, breakfast included.

To book a room please contact the hotel directly by telephone or e-mail and refer to the WFZC Training Course.

**Tel + 353 1 668 4468** E-mail [reservations@d4hotels.ie](mailto:reservations@d4hotels.ie) Website [www.d4hotels.ie](http://www.d4hotels.ie)

**Fees and Discounts**

The course fee is £2,100. Including mid-session coffee & tea, all lunches with soft drinks, full printed documentation, the one-day study tour. A 15% discount for each second and subsequent delegate from the same organisation is available, or a 15% discount for each delegate from LDC status countries. Only one discount may be applied for each delegate. ON RECEIPT OF YOUR REGISTRATION WE WILL FORWARD OUR INVOICE FOR PAYMENT BY BANK TRANSFER OR CHEQUE. 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 acknowledgment of your registration.*

**Terms and Conditions** Our full terms and conditions including Cancellation Policy are on [www.freezones.org](http://www.freezones.org)

*Participants from more than 100 countries have attended WFZC meetings in the past ten years!*

**WFZC The No 1 Meeting Place for the World's Free Zones**

**World Free Zone Convention**  
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