



2½ day Training Course

Monday 26 April to Wednesday 28 April 2010 - Amsterdam, The Netherlands

Integrated Supply Chain Management Investor Attraction & Investor Aftercare

Corporate SCM and Special Economic Zones, Industrial/Science Parks and Investment Promotion Agencies

Foreign Direct Investment levels have declined substantially over the last couple of years.

Attracting foreign investments to Free Zones has therefore become a major challenge for many executives.

Nevertheless, with the right investment promotion and aftercare strategy in place, Free Zones can be very successful in attracting specific business activities of corporate supply chains.

World Free Zone Convention and ICA present:

a 2½ day workshop which will cover a number of key issues that companies face when optimising their global supply chains and making FDI decisions.

The overall objective of this workshop is to provide an overview of some of the most recent developments in FDI and global SCM and introduce concepts and elements of integrated corporate supply chain management from a corporate perspective. At the end of the workshop participants will be able to better integrate SCM principles in their investment promotion and aftercare strategies. Participants will be better equipped in acting as advisers to corporate investment managers managing supply chains. At the end of the workshop, participants will be able to further develop investment promotion strategies and tailor them to corporate needs. The workshop requires active participation as well as some preparation.

Participants will be provided with

- One to one 'clinics' as required
- Mid-session refreshments and all lunches with soft drinks
- Full printed documentation

Speakers

Dr. Douglas van den Berghe

Investment Consulting Associates - ICA and LocationSelector.com

Mr. Matthijs Weeink

Investment Consulting Associates - ICA and LocationSelector.com

World Free Zone Convention
35 Spring Gardens, LONDON SW1A 2BA

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Fax. +44 870 131 9578

E-mail info@freezones.org

Website www.freezones.org



2½ day Training Course - Programme

Integrated SCM, Investor Attraction & Investor Aftercare

Monday 26 April

13:00 - 14:00

14:00 - 15:00

15:00 - 16:00

16:00 - 16:30

16:30 - 18:00

18:00

Programme Day One

Course registration

Introduction and objectives of workshop

Recent trends in Foreign Direct Investment (FDI)

the impact of the economic downturn and FDI decision making.

- What are some of the recent trends in global FDI flows and can we make predictions about the future?
- Are countries and regions experiencing a change in the competitiveness and attractiveness of their FDI environment?
- What are some of the key issues in corporate supply chain management and optimisation?
- How do firms make international investment decisions and optimise supply chains?
- What are key location drivers and have they changed over the last two years?

Coffee break

Operational SCM

- What is (corporate) SCM and where is it positioned in the corporate hierarchy?
- What are current trends in SCM and how do they translate in the key supply chain strategy?
- How is the key supply chain strategy translated within the different industry sectors?
- What is the role of Free Zones in the key supply chain strategy?
- How can Free Zones maximise their commercial power to attract new supply chain business?

Close of the day & Welcome Drinks



2½ day Training Course - Programme

Integrated SCM, Investor Attraction & Investor Aftercare

Tuesday 27 April

09:00 – 09:30

Programme Day Two

Opening of the day and wrap up of Day One

- Which corporate and macro-economic events trigger supply chain strategies?
- What are best practice examples of successful SCM?
- How does an integrated and multi disciplinary approach to SCM appear?

09:30 - 11:00

Investment promotion from a supply chain angle

The techniques and rules of the game in investment promotion have changed substantially over the last 5 years. Many companies have become reluctant about Investment Promotion Intermediaries and often see them as providers of subjective information.

- What are some tips and techniques to counter the image companies have of investment promotion?
- What makes a successful pitch for new foreign investors?
- How and which supply chain and logistic aspects do we integrate in our value proposition?
- What facilitates the communication between investors and free zones?
- How to become a sparring partner for corporate executives managing international investment projects?

11:00 - 11:30

Coffee break

11:30 - 13:00

Benchmarking Techniques for Investment Promotion

This module introduces various benchmarking techniques that Free Zones and IPAs can use to benchmark their business environment versus competing locations. The session also demonstrates the use of location software products.

13:00 - 14:30

Lunch

14:30 - 17:00

Role play and detailed case studies on Investment Promotion successes around the world

17:00

Close of the day

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Wednesday 28 April

09:00 – 09:30

Programme Day Three

Opening of the day and wrap up of Day Two

- Which corporate and macro-economic events trigger supply chain strategies?
- What are best practice examples of successful SCM?
- How does an integrated and multi disciplinary approach to SCM work?

09:30 - 11:00

Aftercare as an important reservoir for FDI in the current economic crisis

- What makes a successful aftercare strategy?
- Best and worst practices of aftercare strategies among investment promotion organisations.
- The objective of this session is to further develop and enhance aftercare strategies and to provide concepts and input for IPAs and IPIs to serve and assist their clients in making competitive investment decisions. Illustrations and case studies will be provided that can assist IPIs in managing and setting up their own aftercare departments.

11:00 - 11:30

Coffee break

11:30 - 12:30

Discussion on Investment Promotion, Aftercare and Free Zones

12:30 - 14:00

Lunch

14:00 - 15:30

Using E-marketing Strategies in your Investment Promotion Program

This module shows how various e-marketing tools and techniques can be used in your investment promotion strategies.

15:30 - 17:00

Role play and case studies on aftercare

17:00

Closing of workshop

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Integrated SCM, Investor Attraction & Investor Aftercare



Douglas
van den Berghe

About the trainers

Dr. Douglas van den Berghe, Professional Background

Douglas is founding partner of Investment Consulting Associates (ICA) 10 years experience in SCM, location optimisation and Foreign Direct Investment (FDI) advisory.

Previous experience includes Ernst & Young - International Location Advisory Services (Amsterdam) United Nations and KPMG.

Douglas is a visiting professor at the Erasmus University Rotterdam - Rotterdam School of Management (RSM).

Douglas has a PhD degree in Business Administration, a MA in Political Science and a BSc. in Economics.



Matthijs Weeink

Mr. Matthijs Weeink, Professional Background

Joined Investment Consulting Associates (ICA) as of April 2009.

Previous experience includes Ernst & Young - International Location Advisory Services (Amsterdam).

4 years experience in location and site selection consultancy and Foreign Direct Investment (FDI) advisory.

One month outplacement to Ernst & Young Moscow, Russia.

Matthijs holds a double Master degree: International Economics & Economic Geography Business Administration.

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REGISTRATION FORM 2½ day Training Course Amsterdam



Integrated Supply Chain Management Investor Attraction & Investor Aftercare

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 Course Monday 26 April to Wednesday 28 April 2010

Hotel accommodation and Venue

A number of rooms have been reserved at the **Park Hotel**, Stadhouderskade 25 1071 ZD AMSTERDAM Netherlands
Tel +31 (0)20 710 7231 Fax +31 (0)20 664 6732 Website <http://www.parkhotel.nl>
Single rooms **€149** per night - Double rooms per night **€169** - Twin rooms **€189** per night
When we acknowledge your registration you will receive a fax booking form to send to the hotel with your dates.

Fees and Discounts The course fee is £1900 per person to include Welcome Drinks in the evening of Monday 26th April, lunches on the 27th/28th April and all refreshments throughout.

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

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

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

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Partners

