

10th **World** Conference & Exhibition 2010
FreeZone
Convention



WHY ATTEND?

Users of Zones

- Benchmark available incentives, observe & differentiate what is on offer
- Review country zone programmes and strategies

Zone Authorities and IPAs

- Update your contacts in international organisations with an interest in Zones
- Evaluate how your peers in other jurisdictions attract investment

Zone promoters

- Showcase your zone to a global audience
- Analyse the market for new clients

Service Providers and Consultants

- A unique opportunity to research the potential of Zones
- Find high level contacts and decision makers

INTERNATIONAL TWO DAY CONFERENCE & EXHIBITION

Tuesday 2 November - Wednesday 3 November 2010

The Conference will be held in English and Arabic with simultaneous interpretation

Optional PRE-CONFERENCE TRAINING AND INVESTOR ATTRACTION PROGRAMME

Sunday 31 October - Monday 1 November 2010

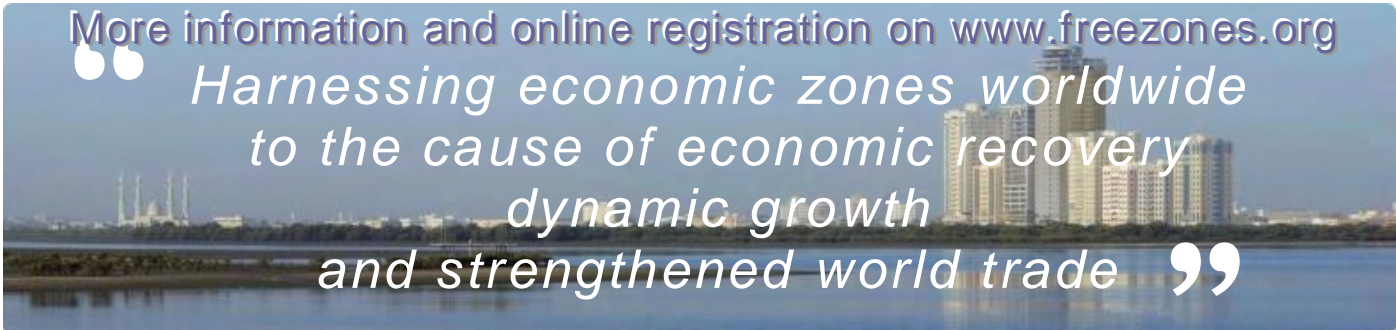
PLATINUM SPONSOR AND HOST

RAK FREE TRADE ZONE - Established in 2000, Ras Al Khaimah Free Trade Zone (RAK FTZ) is one of the fastest-growing and most cost-effective free trade zones in the UAE and home to some 4,000+ active companies. It is a world-class business hub and a vehicle for industrial growth and development. RAK FTZ has created a unique four-park system comprised of Business Park, Industrial Park, Technology Park and Academy Zone.



THE VENUE

Al Hamra Fort Hotel & Convention Centre, Ras Al Khaimah, United Arab Emirates. Standing on the most romantic sunset spot along a stunning beach, is the unique Al Hamra Fort Hotel. Crowned by a natural lagoon, the hotel is designed as a victorious Arabian Fort reviving the 1001 Arabian Nights Theme. It is located a mere 40 minutes drive from Dubai International Airport and downtown Dubai, and only 10 minutes from the nearby Ras Al Khaimah city center. Average day temperatures in October-November are around 25° and nights drop to a comfortable 15°.



WORLD FREE ZONE CONVENTION, 35 Spring Gardens, LONDON, SW1A 2BA, UK
 Tel. +44 20 7839 1334 Fax. +44 870 131 9578 info@freezones.org

MEDIA PARTNERS

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10th World Conference & Exhibition 2010 **FreeZone** Convention



CHAIRMAN'S MESSAGE

The 10 years since the first WFZC Convention in London in June 2001 has been a successful period for Zones across the world. In 2001, for example, this year's host and Platinum Sponsor, Ras Al Khaimah Free Trade Zone (RAK FTZ) was just starting out on its road to success. Today RAK FTZ lives up to its slogan "The Home of Business". Even in the extremely challenging 2009, registrations and company revenue in the RAK FTZ grew by 10 and 11 per cent respectively. Its forecast for 2010 is 2,250 additional companies - which confirms their vision.

What have the past ten years brought for Zones around the world?

- Continued dynamism in South East Asia: Singapore, China and the other "tiger economies"
- A major Special Economic Zones programme which promises to transform the economic climate within India
- Consolidation of zone programmes in North and South America and new Zones emerging in the Caribbean and Central America
- Middle Eastern and Gulf Zones and the booming Logistics Centres
- Island and Tourism Zones bringing prosperity to isolated regions
- A new Zone programme in the Russian Federation and new developments in Central Asia
- Transformation of EPZs to more flexible types of zone in several countries including Nigeria and Kenya
- Zones in the EU's borderlands, from Eastern Europe to the Mediterranean, thriving
- Many countries in Africa steadily building up their zone programmes

What do all these Zones as well as the Industrial & Science Parks have in common? They are evolving in response to the global economic climate. Zones completely depend on the success of the companies within their space. Hence, the Zones must be increasingly pro-active to not only expand but also add value to their clients through professionalism in governance, marketing and customer service.

This year, we give all our participants a precious opportunity to pause for a moment, review the successes of the past 10 years and share their insights into scenarios for the next decade, focusing on techniques to help each Zone benefit, prosper and bring economic and trade development as well as success to its country and region.

What are the challenges facing the Zones today?

To shed some light on this, WFZC is inviting several of the world's multinationals who will offer valuable feedback on their Zone experience. On the other hand, we will also try our best to explain to investors how best to utilise the Zones. It is vital to continue the impressive PR success achieved over the decade to showcase the wealth- and job-creating power of Zones to top investors, business groups and international regulatory bodies and agencies. During the second day of our Two Day International Conference, we will call upon the participants, in regional groups, to examine the current issues affecting them. As a facilitator, we will appoint a small team of "Zone Ambassadors" to help foster the image of Zones. A part of the mandate of this group will be to create an up-to-date estimate of the size and number of the world's zones and their contribution to the global economy.

It is my pleasure to invite you to be a part of this exercise and to make your voice heard. We hope all leading Zones will be with us at the World Free Zone Convention - a unique meeting and networking point. Please join us in Ras Al Khaimah in early November 2010. We promise you a highly productive and enjoyable Tenth Anniversary.



Graham Mather, Chairman, World Free Zone Convention

More information and online registration on www.freezones.org

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INTERNATIONAL TWO
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 10th Anniversary

PROGRAMME

**SPECIAL ECONOMIC ZONES, FREE ZONES, INDUSTRIAL, BUSINESS
 AND LOGISTICS PARKS IN TRANSITION**

Tuesday 2 November 2010 THE INTERNATIONAL DIMENSION

09.00 Welcome *Mr Graham Mather* Chairman World Free Zone Convention
H.H. Sheikh Faisal Bin Saqr Al Qasimi Chairman Ras Al Khaimah Free Trade Zone
Mr Oussama El Omari Chief Executive Officer Ras Al Khaimah Free Trade Zone

Contribution to the economy - Keynote Speakers

11.00 Break for Refreshments and Opening of Exhibition

11.30 Attractions for multinationals - Ease of implantation and access/supply chains/ One Stop Shops

12.00 Responses by government to the economic crisis and effects on inward investment

12.30 China in Africa: a new dynamic

13.00 Lunch

REGIONAL AND NATIONAL ISSUES

14.00 Zone Authorities and other Government Departments

- **Attuning the aims and objectives of government ministries - Trade & Commerce, Tax & Finance – Should tax incentives remain on offer?**
- **Bringing value to zones through joint investment promotion efforts - Bilateral agreements and trade missions - Regional initiatives**

15.30 Break

16.00 Relationships between Zone Authorities and private operators/companies

17.00 Adapting Zones to fit global demands

- Benefit strategies and development of new kinds of Zone
- Educational zones
- Adding value through green and sustainable zones

19.30 GALA DINNER and IPAWorld Annual Website Awards

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PROGRAMME

GATHERING GLOBAL SUPPORT FOR FREE ZONES

Wednesday 3 November 2010

BEST PRACTICE STRATEGIES TO COMBAT ANY PERCEIVED ANTAGONISM
TOWARDS ZONES

09.30 **The FATF Report**

- Current Due Diligence Techniques and Practice

10.30 *Break*

11.00 **Anti-counterfeiting and the work of the ICC/BASCAP**

12.00 **Case studies from zones/multinationals including Mersin, Turkey (goods in transit) and ICT (HP/NOKIA/CISCO), Motor (Daimler) and Tobacco (BAT/JTI/Philip Morris)**

13.00 *Lunch*

TENTH ANNIVERSARY UPDATE
PRESENTATIONS AND BENCHMARKING OF SUCCESSFUL ZONES & PARKS
hosted by RAK FTZ

14.00 **Regions represented:**

- Far East / Indian Sub-continent
- Middle East and North Africa
- North, Central and South America
- Africa
- Europe

15.30 *Break*

16.00 **Future Action Sessions winding up with a Declaration of new Panel of 'Goodwill Ambassadors' for Free Zones**

17.00 **Close of Convention and Exhibition and Farewell Social Event**

- *The Two Day Conference will be held in English and Arabic with simultaneous interpretation*

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OPTIONAL PRE-CONFERENCE TRAINING COURSES

Sunday 31 October 2010

2-DAY TRAINING COURSE **A part 1** Developing and Marketing Free Zones based on Understanding of Investor Decision Making

presented by **Dr Jacob Dencik** Managing Consultant, IBM-Plant Location International(PLI), IBM Global Business Service, Brussels, Belgium

1-DAY WORKSHOP **B** (linked with C) Preparing for Growth: Supply Chain Management (SCM) Logistics and Investor Attraction

Presented by **Dr Douglas van den Berghe** Managing Partner and **Mr Michael Westenberg** Senior Associate, Investment Consulting Associates (ICA) & LocationSelector.com, Amsterdam, The Netherlands

Monday 1 November 2010

2-DAY TRAINING COURSE **A part 2** Developing and Marketing Free Zones based on Understanding of Investor Decision Making presented by **Dr Jacob Dencik**

1-DAY WORKSHOP **C** (linked with B) Identifying Supply Chains: E-Marketing for successful Investor Attraction

Presented by **Dr Douglas van den Berghe** and **Mr Michael Westenberg**

1-DAY TRAINING COURSE **D** Developing a Best Practice Legal and Regulatory Framework for Zones

Presented by **Foreign Investment Climate Advisory Service (FIAS)** World Bank Group

SPEAKERS INCLUDE (names in bold confirmed) *subject to confirmation

- **Mr Graham Mather** Chairman, World Free Zone Convention & President, European Policy Forum, London & Brussels
- **His Highness Sheikh Saud Bin Saqr Bin Mohammed Al Qasimi**, Crown Prince and Deputy Ruler of Ras Al Khaimah
- **Sheikha Lubna Al Qassimi** Minister of Trade, United Arab Emirates
- **Mr Oussama El Omari** Chief Executive Officer, Ras Al-Khaimah (RAK) Free Trade Zone, United Arab Emirates
- **Ao. Prof. Dr. Christian Bellack** Institute for Economic Policy & Industrial Economics, Vienna University of Economics & Business, Austria
- **Dr LB Singhal** Director General, Export Promotion Council for EOUs and SEZs (EPCES) New Delhi, India
- **Mr Jeffrey Finkle** President/CEO, International Economic Development Council, Washington DC, USA
- **Mr Daniel Starta** Partner & Managing Director, A.T. Kearney Middle East, Dubai, UAE
- **Dr Jacob Dencik** Managing Consultant, IBM-Plant Location International (PLI), IBM Global Business Service, Brussels, Belgium
- **Mr Kenneth Davies** Vale Columbia Centre on Sustainable International Investment, Columbia University, USA*
- **Dr Gokhan Akinci** Regional Programme Coordinator, Foreign Investment Advisory Service, World Bank Group, Washington DC
- **Mr Randy P. Campbell** President, Campbell Trade Group Inc, York, Pennsylvania, USA - Former Executive Secretary NAFTAZ
- **Prof. Connie Carter** Professor of Law, Faculty of Management Royal Roads University, Victoria, BC, Canada
- **Mr Bart Kusters** Team Manager Topicals, International Bureau for Fiscal Documentation, Amsterdam, The Netherlands
- **Mr Dinesh K. Mittal** Additional Secretary, Ministry of Commerce, New Delhi, India
- **Ma Teresa S Habitan** Assistant Secretary, Department of Finance, Republic of Philippines
- **Ms Courtney Fingar** Editor, Foreign Direct Investment (FDI) Magazine (FT Business), London, UK
- **Mr Alberto Castronovo** Chief of Staff, Office of the Vice-Minister the Hon Adolfo Urso, Ministry of Economic Dev., Rome, Italy
- **Dr Douglas van den Berghe** Managing Partner, Investment Consulting Associates & LocationSelector.com, Amsterdam, Netherlands
- **Mr Adam Jones-Kelley** Vice President, Site Selection Magazine, Atlanta, GA, USA
- **Mr Sumit Manchanda** Operations Specialist, FIAS, The World Bank Group, Washington DC, USA
- **Ms Sarah Runge** Policy Adviser, US Department of the Treasury, Washington DC and Editor Financial Action Task Force Report 2010
- **Mr Richard Heath** Senior Policy Adviser to the International Chamber of Commerce Business Action to Stop Counterfeiting & Piracy (ICC/BASCAP) and speakers from concerned multinationals
- **Mr Kursad Tuzmen** State Minister for Trade, Government of Turkey, Ankara
- **Mr Martin Norman** Program Manager, Economic Zones at IFC Bangladesh Investment Climate Fund, Washington, USA
- **Mr Alain André** Vice President, Antipolis Innovation Campus, Sophia Antipolis Science Park (Industrial Eco Park), France
- ASEAN & other Speakers on regional economic performance, Sumitomo Group, Japan - South Korea - Jebel Ali Free Zone - Brazil

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