

World FreeZone Convention

WORKSHOP & STUDY TOUR

TO SPECIAL ECONOMIC ZONES IN POLAND

Developing and Marketing Free Zones based on Understanding of Investor Decision Making

in association with IBM Plant Location International and Deloitte, Poland

Tuesday 14th June to Friday 17th June 2011

 WFZC is proud to present a special event in Poland, home of one of the most successful recent country zone programmes.

This practical programme will consist of a Two Day training session to be run by IBM PLI with additional input from Deloitte of Poland. In addition there will be two visits to highly successful Polish zones and an opportunity to study how the national zone programme has benefited the economy since its inception just a few years ago. The local Investor Support Centres which play such a vital role in Poland will be represented during the seminar and provide valuable advice and ideas to participants from around the world.

POLISH ZONES INVESTMENT MARKETING WORKSHOP AND STUDY TOUR

Timetable

13 th June 2011	Arrive Katowice
14 th June	Seminar Part One with evening session/reception in Katowice
15 th June	Morning visit to Katowice Special Economic Zone with early lunch Private bus to Lodz , city tour and check into hotel
16 th June	Seminar Part Two with evening session/reception
17 th June	Morning visit to Lodz Special Economic Zone and lunch Depart Lodz for Katowice by bus or leave from Lodz airport



About the Polish Special Economic Zones (SEZ) Programme

In order to boost economic development of some regions of Poland, Special Economic Zones were established within the country. Currently, there are 14 Special Economic Zones

Special Economic Zones were created in Poland in order to:

- contribute to the economic development of Polish regions
- enlarge the common usage of technical and technological knowledge in the national economy
- increase the competitiveness of Polish products
- create new jobs

All of them offer preferential terms on which businesses may operate in the zones, e.g. corporate income and property tax exemptions. A special permit is required for running ventures within the zone. The special permits needed are obtained from the independent management of each of the zones who also offer assistance to prospective entrepreneurs during the whole investment procedure.

The Polish SEZs attracted investments worth almost PLN 3 billion in the first ten months of 2010 50% higher than in the corresponding period of 2009.

The number of issued investment permits also increased by almost 50%, from 73 last year to 117 in the first three quarters of 2010. The number of new jobs created by SEZ investors has doubled, from less than 4,400 in the first three quarters of 2009 to over 8,600 in the first 10 months of 2010.



Why Katowice and Lodz?

These are two of the most successful zones – **Katowice** topped the league in the first ten months of 2010 and accumulated investments worth PLN 800 million - over six times more than in the previous period.

Lodz has diversified into new industries such as household electronics, beauty products, logistics and packaging and business process outsourcing. Some of its international brand names include Dell, Indesit, Bosch-Siemens, Procter & Gamble, Fujitsu and ABB.



Aims and Objectives of the Workshop

The objectives of the training are two-fold. Firstly, to provide strategic insight into the issues and factors that drive investors in their location choices and the implications for how Free Zones and IPAs should organise themselves to optimally attract these investors. Secondly, to offer very pragmatic and experience driven guidance on how best to perform investment promotion and facilitation tasks in daily life.

To achieve maximal learning, the approach is to actively engage participants in the sessions and facilitate learning from each others' experiences, on top of the knowledge transfer that the trainers will provide on the basis of their experience as advisers and influencers in location decision making.

The sessions will therefore aim to be very interactive. Initial presentations by the training facilitators will introduce each session, after which case studies, exercises, presentations, role plays, etc. will be used to maximise the participants' engagement, and to position the learning into real life situations. Wherever possible, real life investment projects will be used as case studies and exercises throughout the programme.

 **WORKSHOP PROGRAMME** **PART ONE – KATOWICE (Monopol Hotel)****Session 1 Investment Trends and Outlook**

- Global and regional investment trends
- Differentiation by sectors and business functions
- Impact of the economic crisis
- Outlook to the near future
- Implications for investor's future needs

Session 2 Changing role of investment promotion

- How do market changes impact investment promotion industry?
- What are new requirements to Free Zones and IPAs?
- How should they adjust to the market?
- What role can the private sector play?

Session 3 Location Decision Making


- Strategic drivers for corporate investment initiatives
- Impact on approach in location selection
- Location decision making process in detail
- Differentiation in location criteria by sector, investor, project
- Role of incentives in location decision making
- Role of location marketers in this process
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Session 4 Developing a Marketing Strategy

- Identify target groups with most potential: sectors, business functions, geographies
- Understand your location offer based on investor's needs
- Understand your competitive environment
- Validate your value proposition for possible target groups
- Prioritize target groups for pro-active marketing actions

Session 5 Improving your product

- Addressing weaknesses for targeted investors
- Identify weaknesses that are constraints in attracting investment
- How can they be improved and what result will this have?
- Which practical improvements can be implemented in the short term?
- Links to policy making and local stakeholders

 **How to get to Katowice**

There are regular flights to Katowice from Warsaw and also direct from the following European airports: Dusseldorf, Frankfurt, Munich, Turin.

Please note that the group will return to Katowice from Lodz by bus, however if any participant wishes to return direct from Lodz he/she is free to do so as shown on the programme timetable.

PART TWO – LODZ (Hotel Borowiecki)

Session 6 **Incentives as a Deal Breaker**

- What types of incentives are used in the market?
- Which ones appeal best to investors?
- How are incentives best structured and offered?
- Do incentives provide a return on investment?

Session 7 **Marketing tools and channels**

- Overview of materials and channels used in the markets
- What works well for investors and what doesn't
- Role of intermediates in marketing

Session 8 **Preparing a tailored investment proposition**

- Understanding the investor's requirements and expectations
- Identifying your location's strengths and weaknesses
- Developing selling points and compelling proposition
- Presenting proposition to investors

Session 9 **Dealing with potential investors**

- Responding to investment inquiries
- Organizing and facilitating visits by potential investors
- Do's and don'ts, and other practical tips

Session 10 **Concluding session**

- Open discussion and Q&A
- Seeking answers to any remaining questions
- Evaluation of the training workshop

Who will attend

Participants will be from zone authorities and operators from around the world as well as representatives of ministries of economy and industry. WFZC will particularly welcome officials of IPAs who will have an opportunity to study the Polish Investor Support Centres.

Polish zones management and officials will join their international counterparts to network with their peers from overseas.



Workshop Presenters and Facilitators

Jacob Dencik Managing Consultant, IBM-PLI - Jacob is a Managing Consultant with IBM-PLI and has extensive experience advising companies around the world on their global operations and location strategies.

Furthermore, he has worked on a number of regional, national and international projects as an expert and economist on competitiveness, sector/cluster analysis and innovation. Jacob is also a co-author of the recent book “The European Challenge: Innovation, Policy Learning and Social Cohesion in the Knowledge Based Economy” (Policy Press, 2005) and contributor to the book “Enhancing the Effectiveness of Innovation – New Roles for Key Players” (Edward Elgar. 2009).

In addition, Jacob has authored and co-authored multiple published research reports, including IBM’s annual Global Location Trends reports.

IBM-Plant Location International (IBM-PLI) Brussels, Belgium

Global Location Strategies and Economic Development Services www.ibm.com/gbs/pli

Marek Sienkiewicz Manager, Deloitte, Crakow Office

Leszek Patrzek Manager, Deloitte, Wroclaw Office

Magdalena Szmulewska-Wich Director, Deloitte, Poznan Office

Małgorzata Zając Senior Manager, Deloitte, Łódź Office

Deloitte Poland www.deloitte.com/view/en_PL/pl/index.htm

Contact Paulina Surman psurman@deloittece.com

ADMINISTRATIVE DETAILS

Registration To register please complete the form below and send to the fax number indicated or register online or send an email to info@freezones.org

Course Fees 1,500.00 GBP which includes full programme as shown on the brochure with expert lecturers and consultants, visits to the Special Economic Zones of Katowice and Lodz. The fee also includes a welcome drink, coffee breaks throughout, 4 lunches, the bus transfers and two night's bed and breakfast at the Hotel Borowiecki in Lodz.

Hotel accommodation has been arranged at the **Monopol Hotel** in Katowice at a special rate of PLN 440 (99 GBP) for a single room including breakfast and 520 PLN (116 GBP) for a Double/Twin room.

Address: ul. Dworcowa 5

E-mail: monopol@hotel.com.pl **Tel.:** +48 32 782 82 82 **Fax:** +48 32 782 82 83

Website: www.monopolkatowice.hotel.com.pl

With receipt of registration participants will be sent a reservation form to make their booking direct with the Katowice hotel. The booking at the Lodz Hotel will be taken care of by WFZC.

Details of the Lodz Hotel are:

Hotel Borowiecki: ul. Kasprzaka 7/9, 91-078 Łódź

E-mail: repcja@hotelborowiecki.pl **Tel.:** +48 42 288 01 00 **Fax:** +48 42 288 01 21

Website: www.hotelborowiecki.pl

Visa Support

Delegates who need visa support letters should register AS EARLY AS POSSIBLE to the WFZC secretariat being sure to give their passport information on the application form as requested. Full information is available on the following website:

<http://www.msz.gov.pl/The,Schengen,Info,12589.html>

Discounts

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 acknowledgement of your registration.*

Terms and Conditions

Our full terms and conditions including Cancellation Policy are on www.freezones.org

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REGISTRATION FORM



TO: WORLD FREE ZONE CONVENTION

DATE: 2011

Please register the following to the June 2011 Workshop

Registration Fees: 1,500 GBP which includes full programme as shown on the brochure

Developing and Marketing Free Zones based on Understanding of Investor Decision Making

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

First Name	Last Name	Position
Passport No *	Expiry Date	Date of birth
Organisation		Abbreviation
Address		P.O.Box
City	Postcode	Country
Telephone	Fax	Email
Contact name	Position	Contact email

* If Visa support is required

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

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