

# IPA **WORLD FORUM 2004**



For Investment Promotion and  
Economic Development Decision-makers

A Red Hot Locations Event

# IPA **WORLD FORUM 2004**

The key global event for economic development agency decision-makers in all continents, the IPA World Forum is the most exciting event in the calendar.

Hear from real corporates, explaining the real reasons behind location selection in the real world. And discuss the latest news and trends on international corporate strategy concerning location, people and future expansion

Talk to the corporates. Talk to the multipliers.  
Talk to each other.

**RED HOT LOCATIONS**

Belgium | 13 & 14 May

If you are involved in the direct investment "deal" then you know the importance of networking, making contacts and meeting key people. Sharing experiences at a senior level also improves our knowledge, skills, and sparks ideas.

The IPA World Forum is designed to be exceptionally stimulating. VIP sessions bring together powerful corporates, international celebrities and leading media players. Red Hot industry sessions and location-makers panel sessions address the latest trends, sectors to target, and challenges in attracting and retaining inward investment. The site visit examines a "Centres of Excellence" success story.

And it's all rounded off by Red Hot networking events in superb surroundings, culminating in the announcement of the prestigious fDi PERSONALITY OF THE YEAR.

**2**  
day event

Location Movers & Shakers + Red Hot Investors

CEOs, MDs, Board-level management teams, decision and policy-makers involved with either **attracting** or **doing** direct investment should attend the IPA World Forum 2004.



## WHO SHOULD ATTEND?

### KEY PLAYERS FROM:

- National Development and Investment Promotion Agencies
- Companies making investment decisions
- Regional Development and Investment Agencies
- State Economic Development Agencies
- City Development and Marketing Initiatives
- Regional Marketing Initiatives
- Airport and Port Development Authorities
- Science Parks and Industrial Developers
- Power and Utility Companies in Economic Development
- Advisors and Consultants in Investment Promotion and Economic Development
- A **Red Hot Locations** Event

The **Red Hot Locations** professional team has an exceptional talent for putting the right people in touch with each other. We bring buyers, sellers and intermediaries together, **to meet, to deal, to make investments happen**. As the world's premier specialist in the direct investment world, we have Red Hot contacts with the people who matter on every continent.



**ORGANISERS**



**RED HOT LOCATIONS**



**Media Partner**

fDi magazine is the established publication from the Financial Times Group that provides senior executives in multinational corporations and other companies with information about direct investment opportunities worldwide. fDi examines different areas and regions and different industries. The circulation is 15,000 with 45,000 readers consisting of CEO's CFOs, human resources chiefs, other senior executives and heads of IPAs.

[www.fdimagazine.com](http://www.fdimagazine.com)

**The IPA World Forum 2004 is held in association with fDi magazine, FT Business Group**

# ASSOCIATED PARTNERS



## Barcelona, the Place to B.

Barcelona, a city with an unrivalled standard of living is now more than ever a city where you can do business. Barcelona Business, the City's service for economic promotion and foreign investment, will provide you with all the information and support you need. Then you'll discover a city with cosmopolitan character, innovative dynamism and entrepreneurial spirit. Explore Barcelona's future through its new projects. Now is the perfect moment to invest in Barcelona, and to live here too.

[www.bcn.es/barcelonabusiness](http://www.bcn.es/barcelonabusiness)



ARCADIAN

**ERNST & YOUNG**  
Quality In Everything We Do



**The region of Wallonia** is Belgium's fastest growing area, attracting flagship foreign investors thanks to its fiscal incentives, transport infrastructure and readily available supply of land and labour.

Walloons - inhabitants of the region of Wallonia in Belgium - are understandably a bit tired of the poor-cousin label that was once hung at their door by their northern neighbours. But, as the global economy recovers health, they are now reaping the dividends of rapid economic growth, ahead of regions that are more saturated with foreign investment. Thanks to its location, rapidly improving transport infrastructure and ready supply of land and labour, Wallonia is becoming one of the pre-eminent locations for corporate Europe.

[www.ofisa.be](http://www.ofisa.be)

*Oxford Intelligence*  
Business Analysis - Business Decisions



**Buck  
Consultants  
International**



WEDNESDAY 12th May 19:00 - 21:00

## EVENING WELCOME COCKTAIL RECEPTION

Wallonia House, Brussels

Set in the famous neighbourhood of "Old" Brussels, this historic building has recently been re-furbished.

one  
day

THURSDAY  
13TH MAY

LOCATION  
MOVERS & SHAKERS

### 08:00 REFRESHMENTS & REGISTRATION:

Conrad International Hotel, Brussels

### 08:45 WELCOME AND INTRODUCTION TO THE IPA WORLD FORUM 2004:

MASTER OF CEREMONIES

### 08:50 WELCOME ADDRESS:

**PHILIPPE BUSQUIN, EUROPEAN COMMISSIONER  
IN CHARGE OF RESEARCH AND DEVELOPMENT  
WITHIN THE EUROPEAN COMMUNITY**

### 09:00 VIP ROUNDTABLE: BOARDROOM TALES

Corporate decision makers let you inside the strategy and in some cases, disasters behind Foreign Direct Investment decisions taken in the last 12 months, and future global expansions plans:

- Which locations were considered
- Why locations were ruled out
- What were the "clinching" factors
- Did the development agency or IPA play a significant role?
- Decision-making process
- What are your expansion plans in the near future?
- How can governments, economic development agencies and investment agencies retain existing operations in the face of global reductions and closures of facilities?

### KEYNOTE SPEAKERS:

**Luc Willame**, President, **Asahi Glass Corporation**

**Tim Caiger**, Vice President Corporate Real Estate & Facilities, Europe, Middle East & Africa, **Oracle**

**Alan Douglas**, Director of Relocation, **The UK Met Office**

**Abbott Laboratories\***

**Sony Europe\***

### 11:00 11:30 Break for tea, coffee and networking

### 11:30 12:15 VIP ROUNDTABLE DISCUSSION:

**Future Site Selection and Investments of the Future**

What is the next big thing? Where will FDI go to and where will FDI come from? Panel of speakers from previous session and round-up discussion

#### MODERATOR:

**BRIAN CAPLEN**, Editor fDi, and The Banker, Financial Times Business Group

### 12:15 13:00 THE LOCATIONS TO WATCH

**The rise and rise of China and India**

#### GUEST SPEAKER:

**Michael Garrett**, Executive Vice President, Nestlé

### 13:00 LUNCH: sponsored by the City of Barcelona

### 14:30 15:30 LOCATION MAKERS PANEL SESSION:

**60 Minutes Make-over: Key Secrets for Success**

Discussion on what makes a development agency successful in both attracting and retaining investors. Top tips from corporate investors and from the experts. Preventing disinvestment, and the essential prospect list – 20 highly active investors that you should be talking to. Moving on from customer care centres, and shared services centres, what is the next "big thing"? Five panellists argue and discuss.

#### PANELISTS:

**Andreas Dressler**, Director, Global Location and Expansion Services (GLES) **KPMG**

**Harvey Scriven**, Partner, **Arcadian**

**Jan Siemons**, Partner, International Location Advisory Services (ILAS) b.v. **Ernst & Young**

**Rene Buck**, Chief Executive, **Buck Consultants International**

**Roel Spee**, Director, **IBM - Plant Location International**

#### MODERATOR:

**PETER LEMAGNEN**, Managing Director, Oxford Intelligence

### 15:30 16:00 Break for tea, coffee and networking

### 16:30 17:45 LOCATION MAKERS PANEL SESSION:

**The Silicon Valley Culture**

How do these rapidly expanding technology companies make location decisions? What is the procedure and culture of the way they do business? Two technology firms from Silicon Valley explain how they make locations decisions, and their strategy when expanding into new markets.

#### GUEST SPEAKERS:

**John L Mottram**, Vice President, Finance and Controller, **ArrayComm Inc.**

**Stefan Tamme**, Vice President Sales and Marketing, **Leopard Logic\***

## DAY ONE EVENING PROGRAMME

**18:30** TRANSPORT LEAVES FOR THE CHATEAU DE LA HULPE

**19:00** COCKTAIL RECEPTION AND THE  
FDI PERSONALITY OF THE YEAR AWARDS:

Presented by the Financial Times Business Group

Who is FDI Personality of the Year? The brief was for nominations from any walk of life, but should be high profile and not on the staff of any IPA – politicians, royalty, business and financial leaders are all eligible!

The winners will be individuals seen to have most successfully raised the profile of a country/region in 2003, and contributed exceptionally to bringing in investments.

Toast the winners from The Americas, Europe, Middle East, Asia Pacific, and Africa, at this prestigious ceremony, where each VIP guest award winner will collect their acknowledgment in the presence of the IPA World Forum delegates, speakers, organisers and partners and international press.

**20:30** GALA DINNER AT CHATEAU DE LA HULPE  
Hosted by the Wallonia Office for Foreign Investors

This stunning castle is built on a woodland estate of around 200 hectares, and forms part of the cultural heritage of the Wallonia region.

The IPA World Forum 2004 takes over the Chateau for the evening for dinner, networking and entertainment.

two  
day  
FRIDAY  
14TH MAY

RED HOT  
INVESTORS

**09:00** 11:00 RED HOT INDUSTRIES!

More fascinating site selection stories from the corporates themselves. Corporate investors reveal what makes them tick!

Covering some of the following issues:

- Short industry profile – the global political, economic and business drivers affecting the industry
- What are the prospects for expansion and future developments?
- Recent site and location searches with reasons for choosing final destinations
- What does the company look for when expanding?
- Analysing locations
- Where and why industries have congregated through Foreign Direct Investment: Internet service providers in Sweden, speciality chemicals in Singapore, microelectronics in the South of France, customer information centres in India: what has been the main attraction for locating companies?
- How should investment promotion agencies and other local players develop their strategies?
- Ideas on the best way to target companies and their advisors
- What makes a company expand in its existing location?
- How can development agencies keep their existing investors happy? What makes a company stay?
- What would be an aftercare "wish list"?

## AUTO SESSION

### GUEST SPEAKERS:

Dan McClave, Director European Business Integration, Cardone  
Toyota\*

## ICT AND ELECTRONICS SESSION

### GUEST SPEAKERS:

Abdulatif Al Mulla, General Manager, Microsoft South Gulf\*  
Christopher Snowdon, Chief Executive Officer,  
Filtronic Compound Semi-Conductors  
Pawan Prasad, Director European Operations, Polaris\*

**11:00** 11:30 Break for tea, coffee and networking

**11:30** 13:30 RED HOT INDUSTRIES!

## FINANCIAL AND BUSINESS SERVICES

### GUEST SPEAKERS:

Martyn Smith, Group Finance Director  
EMEA & Asia, Avis  
Asif Hamid, Board Member, Arvato Services Direct

## LIFE SCIENCES/PHARMACEUTICALS SESSION

### GUEST SPEAKERS:

Stephen Taylor, Business General Manager,  
Avecia Biotechnology  
Tony Bout, Group Marketing Director, Anbics

**13:30** 14:30 LUNCH: sponsored by Axis Parc



**14:30** 17:00 SITE VISITS

Visit The University of Louvain-La-Neuve (dated 1425) along with the new Science and Technology Park which houses over 100 companies, including Ahp-Pharma, Pfizer, Shell Research, Ely Lilly, International Brachiteraphy (IBA) and Omegapharma, amongst others.

In partnership with the Council of Brabant-Wallonia, the University handles the management and development of the park. In this context the businesses established in the park are keen to co-operate with the University and vice-versa, in order to create centres of excellence in research, high-tech scientific infrastructure and highly-qualified personnel.

**18:00**  
CLOSING CEREMONY  
OF THE IPA WORLD FORUM 2004

\*To be confirmed.

# NETWORKING & **ADDED VALUE**

## RED HOT BELGIUM 2004

**There will be sensational opportunities** to renew old and make new contacts on both evenings at the Welcome Cocktail Reception and at the Gala Dinner at the glorious Chateau de la Hulpe. Both are organised for your entertainment and to further your existing global links with other decision-makers.

**Compare your location** with what the Wallonia region has to offer investors on the plant and location site visits we have planned for your interest.

**Don't miss the 1-2-1 meetings opportunity** we offer via the "Private Meetings Desk" where you can make a definite appointment to meet with other delegates.

**Feel the buzz** of the announcement of the Foreign Direct Investment Personality of the Year!

**Do you want to make a week-end of it?**

The IPA World Forum 2004 has been planned specifically for Thursday and Friday to give you that option.

## IPA **WORLD FORUM** TESTIMONIALS FROM **RED HOT AMSTERDAM 2003**

"Very useful for networking, discussing common issues and challenges"

**John Klassen, Investment Partnerships Canada**

"Both audience, speakers and content were above expectations"

**Roel Spee, IBM Business Consulting Services**

"Congratulations on what seemed to be a spectacularly successful event"

**Lenora Suki, Centre for Globalization and Sustainable Development**

"The format and content of the meeting such as yours are important in the context of communicating what elements of corporate location strategies are and also allowing for discussions of these issues"

**Robert Sexauer, Isolagen**

"Good balance of Investment Promotion Agencies, Consultants and Corporates"

**Richard Butler, Advantage West Midlands**

"Good mix of presentations and social/networking"

**Jenny Marks, british telecom e: Locations**

"Explanation of various company/mechanisms for the site selection was very helpful"

**Alister Jones, Invest UK**

"Excellent social events that did allow for networking and interactivity"

**Patrick Cheenne, Essonne Development Agency**

**For photos go to**

**[www.redhotlocations.com/recentevents.cfm](http://www.redhotlocations.com/recentevents.cfm)**



# YOUR APPLICATION FORM

**10%  
Discount**

for second and additional bookings when two or more colleagues attend the event

## 5 easy ways to register



### Online

www.redhotlocations.com/calendar.cfm



### email

oliviaheyworth@redhotlocations.com



### Fax

+44 (0)207 237 6882



### Telephone

Contact Olivia on:  
+44 (0)207 237 8885



### Post

Complete and return the form to:

**Olivia Heyworth**  
Red Hot Locations,  
10 Mill Street,  
Tower Bridge,  
London SE1 2AY  
UK

## Administrative Information



## REGISTRATION FORM

**IPA WORLD FORUM 2004  
BRUSSELS 13 & 14 MAY**

I would like to register for the IPA World Forum 2004 event

2 days £995

1,500 euro

Price includes conference documentation, site visits and conference related events throughout the duration.

Please use **block capitals** & include the delegate's name in the transmission details.

First Name/Last Name

Position

Company

Address

City

Postcode

Country

Tel:

e-Mail:

### PLEASE PHOTOCOPY THIS FORM FOR ADDITIONAL DELEGATES

All bookings are considered binding on receipt of the registration form. Upon registering you will automatically be sent a hotel accommodation booking form. We have negotiated special rates for your stay but you will be responsible for the payment of your accommodation.

### 4 EASY WAYS TO PAY

Please note that credit cards will be debited within 7 days of your registration

Invoice me now  Please find **cheque** enclosed (make payable to  
**Red Hot Locations**)

Please debit my **credit card** (note: 5% extra if you pay by credit card,  
transactions will be made in Pounds Sterling)

Mastercard

Visa

Amex

Expires

Card No

Name on card

Security code

(printed number on signature strip)

**Bank transfer** made payable to **Nat West**. Sort Code 60 21 34

Account name: Red Hot Locations Account no. 56002645 Swift code NWBKGB2LXXX

Please note that in completing this booking form you undertake to adhere to the cancellation and payment terms shown opposite

Signature

Date

Note payment must be received before the event date in order to guarantee your place

### Administration Information

**LOCATION** Travel to the IPA World Forum 2004 is not included in the registration fee.

**HOTEL** Upon registering you will automatically be sent a hotel accommodation booking form. We have negotiated special rates for your stay at the conference hotel. There are limited rooms available so book your accommodation promptly. You will be responsible for the payment of your accommodation.

**CANCELLATION POLICY** All bookings are considered binding on receipt of the registration form. A full refund (less 10% handling fee) is available on all cancellations received in writing (letter/fax/email) 20 days prior to the conference date. No refunds will be given after this date and should you be unable to attend, we suggest you send a substitute in your place at no extra cost. In the event of cancellation or postponement by RHL, you will be offered attendance on the IPA World Forum 2005.

# SEE YOU THERE!



Belgium

13 & 14 May

## IPA **WORLD FORUM 2004**

A Red Hot Locations Event

For the latest programme please go to  
[www.redhotlocations.com/calendar.cfm](http://www.redhotlocations.com/calendar.cfm)  
**CALL OLIVIA HEYWORTH TO BOOK NOW**  
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