

THE WORLD FORUM for Direct Investment 2008
Canary Wharf, London**Wednesday 11th June**

19.00-21.00 Speakers, delegates and guests are invited to experience London from the top revolving floor of one of London's tallest and landmark buildings, the BT Tower, for a welcome drinks and canapés reception.

Hosted by BT, the leading technology communications provider, in association with Think London, London's FDI agency

Thursday 12th June**New Century Cities: "Cities" within Cities - a new term for clusters - and Foreign Direct Investment**

08:00 Conference registration and light breakfast with refreshments.

08:45 Welcome and Introduction to THE WORLD FORUM for Direct Investment 2008: **Catherine Dawson, Managing Director, Red Hot Locations**
Introduction to the conference chairman and moderator
Peter Kellner, President YouGov, Political Commentator and Journalist, confirmed

Session 1: Urban Renaissance, Real Estate and FDI

Among the most dramatic economic revivals of the past decade are those in the once-deserted dockland areas of capital cities London in the UK and Dublin in Ireland. And in China, FDI has transformed the urban landscape of mainland coastal cities of Guangzhou, Shenzhen and Shanghai. The Marina Bay project, Singapore is to reinvent its urban landscape and is centred around the three Es: explore, exchange and entertain.

09:00 Oracle's recent and future location decisions. Is there a relationship between urban regeneration and the selection of Oracle's sites across Europe, the Middle East and Africa? Tim talks us through Oracle's sites across EMEA, and the influencers which have affected their expansion and selection decisions. Which are the present and future hot spots for Oracle set-ups, and for which activities?

Guest speaker: Tim Caiger, Vice President Corporate Real Estate & Facilities, Europe, Middle East & Africa, Oracle, confirmed

09:20 Dubai-based Depa United Group, a specialist in fitting out the interiors of luxury hotels, buildings and boats has facilities in the Singapore, Morocco and Egypt, amongst other places. Depa has recently opened offices in India, Syria, Libya and Saudi Arabia, and is planning to enter new countries. Coming from Dubai, the Emirate which has re-invented "cities", and also based on the waterfront in Dubai, how has urban renaissance affected Depa's location choices and what is their criteria for setting up facilities overseas? Which locations are they looking at for the foreseeable future?

Guest speaker: Noor Sweid, Managing Director Strategy, Depa United Group, confirmed

09:40 The Mexican multinational CEMEX is the world's largest cement producer, operating in 50 countries, entering Europe in 2005. CEMEX obviously has a strong interest in regeneration projects, and is heavily involved with the 2012 regeneration plans. What are the competitive challenges since encountered by CEMEX in terms of balancing the UK Government's green agenda with the needs for providing the essential building materials required to develop Britain's built environment? With plans to extend and build new facilities and plants in Latvia, Spain, the UK, and in the US, amongst others, how does CEMEX choose locations for operations and where will be their future location decisions in Europe, Middle East and Africa?

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Guest speaker: Graham Russell, Vice President Commercial, Logistics and Building Products, CEMEX UK, confirmed

- 10:00 Panel discussion and questions from the floor, led by Peter Kellner
- 10:20 Break for refreshments and networking
- 10:50 Urban renewal: turning Olympic “cities” into regenerated areas for inward investment.
The largest and most ambitious regeneration project in the UK is London, with the need for new space ahead of 2012 Olympic Games. East London is one of the few parts of the city that has room to grow. Post 2012 the Olympic Park site will become a new neighbourhood, with new housing, world class business opportunities, sporting and leisure facilities and improved transport links.
Keynote Address: The Right Honourable Tessa Jowell Member of Parliament, Minister for the Olympics and London, confirmed
- 11:10 Questions from the floor for the Rt. Hon. Tessa Jowell, MP, led by Peter Kellner
- 11:20 Think London and the 2012 Games. London’s FDI agency talks to us about their model, sharing best practice and new ideas. How they are looking at the opportunities around the games from an FDI perspective, enabling foreign investors to access the business opportunities inside and outside the games and their plans to help foreign investors beyond the games.
Guest speaker: Brendan Dineen, Director 2012 Games, Think London, confirmed

Session 2: The Digital City

Top digital cities according to The Age in Australia (based on cost and availability of broadband connectivity, wireless internet access, technology adoption, government support, education and technology culture) are Seoul, Singapore, Tokyo, Hong Kong, Stockholm, San Francisco and Silicon Valley, Tallinn, New York, Beijing, New Songdo City.

“Ukraine and Romania have a good level of science, good technical standards and low wages compared with the rest of Europe. Some companies argue that it is cheaper to employ skilled labour in say Germany than in China or India, when you take everything into consideration. The skills base in countries such as Russia, Brazil, Malaysia, Vietnam, Estonia, Lithuania and Chile is improving.”

- 11:50 BT Global Services, supplying global networked IT services for multinationals around the globe, talks us through their locations criteria, global expansion plans and future site selection choices.
Guest speaker: Tim Smart, Chief Executive Officer, BT Global Services UK, confirmed
- 12:10 Recently voted amongst Britain’s top employers 2008, the leading Indian multinational HCL Technologies, operating services in software, infrastructure and business processing have an aggressive growth and expansion strategy across Europe. We hear about their future location decisions in relation to setting up in or near “technology” or “digital” clusters.
Guest speaker: Rajeev Sawhney, President HCL Technologies Europe, confirmed
- 12:30 EDS (Electronic Data Systems) is the global business and technology services company that defined the outsourcing business. Operating in 65 countries, with major facilities in US, Argentina, India, Brazil, Mexico, Canada, Germany, UK, Australia, New Zealand, Hungary and Spain, we hear of EDS location decisions in Spain and Portugal, with particular reference to

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Zaragoza's Digital Mile, a totally new concept in place-making. What is EDS criteria for choosing operational locations for their business activities – and where next?

Guest speaker: Santiago Urio, President, Spain & Portugal, EDS, confirmed

12:50 Panel discussion and questions from the floor, led by Peter Kellner

13:00 Break for lunch and networking.
Lunch sponsored by the State Government of Durango, Mexico
Welcome Address: Esteban Rosas Palacios, Deputy Minister of Economic Development of the Durango State Government, Mexico

Session 3: The Media City

14:30 An important urban regeneration project in the UK is Salford Quays, Manchester's waterfront, in the North West of England. A key development in this area is the UK's first media city which is set to cover 200 acres. We hear about the development of this project, the reasons for creating this digital media city, and plans to promote this site internationally. What is MediaCityUK's strategy to attract media and digital media companies into this facility?

Guest speaker: Brian Greasley, Chief Executive Officer, MediaCityUK, confirmed

14:50 From 2010 – 2012 the BBC will have relocated five of their main departments from London into MediaCityUK in Salford. BBC Sport, Radio 5 Live, Children's BBC, New Media and Formal Learning are all set to make their new move. We hear the reasons why the BBC have chosen to relocate, and of their selection criteria.

Guest speaker: Caroline Thomson, Chief Operating Officer, BBC, confirmed

15:15 Headquartered in Orlando, Florida, Two Door specialises in visual effects and motion graphics in film production. Two Door talks us through the conditions they needed to set up their operations and why they chose to do so in Orlando. If they decide to expand where would they go and what would they look for?

Guest speaker: Diego Torroija, President, Two Door FX, confirmed

Questions from the floor, chaired by Peter Kellner, Broadcaster and President YouGov

16:00 Break for refreshments and networking

Session 4: Financial Services "cities": magnets for money

Financial centres are booming, despite predictions that new technology would spell their doom. But competition is getting keener. What do they have that other cities don't? They score well on a package of key criteria that global financial firms are looking for: plenty of skilled people, ready access to capital, good infrastructure, attractive regulatory and tax environments and low levels of corruption. Location and the use of English, the language of global finance, are also important. Although New York and London are pre-eminent, other cities play important international roles of their own. How can second and third tier cities grow their financial "districts"?

16:30 Citigroup, the pre-eminent financial services company has 200 million customer accounts in more than 100 countries. We hear about Citigroup's site selection criteria across CRS and Europe, Middle East and Africa, and the selection of locations for their centres of excellence.

Guest speaker: John Killey, Regional Head & Managing Director CRS EMEA Real Estate, Citigroup, confirmed

16:50 Morgan Stanley, another leading global financial services firm, has more than 600 offices in 33 countries, recently creating 600 new jobs by expanding their operations in the International Financial Services District, Glasgow, Scotland. We hear about Morgan Stanley's strategic sourcing programme across Europe.

Guest speaker: David Legg, Managing Director Europe Strategy Sourcing, Morgan Stanley, confirmed

17:10 The ICICI group was founded over 50 years ago on the initiative of the World Bank, Indian Government and representatives of Indian industry. It is now one of the market leaders in financial services. Headquartered in Mumbai, we hear about ICICI's plans to expand their services overseas, having recently opened offices in Germany and Belgium, with their European HQ in the UK. What are their plans for North America, Latin America and other continents? Where are their back office operations, and are there future plans to expand back office/service delivery centres into other continents?

Guest speaker: Deepak Varghese, Head Retail and Private Banking, ICICI Bank UK, confirmed

17:30 Moderated discussion session, questions from the floor led by Peter Kellner

17:45 Competitive Identity - the new brand management for countries, regions and cities. This session will get you in the mood for the evening's networking and social interaction. Simon Anholt, the world renowned nation branding "guru" who originated the concept of "Nation Branding" in 1996, will make you laugh and make you think.

Keynote: Simon Anholt, Independent Policy Advisor, Author and Researcher, confirmed

18:30 Leave for evening dinner reception. All delegates, speakers and guests will be walked over from the conference venue to the reception venue.

18:30 – 21:30 Evening Dinner Reception, hosted by HSBC

Just a short walk from the conference venue, speakers, delegates and guests are invited for a drinks and dinner reception to continue mixing and networking in HSBC's state-of-the-art world headquarters, an iconic example of London's business environment in Canary Wharf, the original "city" within a city.

Friday 13th June

08:15 Light breakfast, refreshments and networking.

08:45 Welcome and Introduction to Day Two of THE WORLD FORUM for Direct Investment 2008: **Catherine Dawson, Managing Director, Red Hot Locations**

Session 5: Aerotropolis: 'City Airports' or 'Airport Cities' Airports as Central Business Districts (CBD)

Aerotropolis: a new urban form: Aerotropolises typically attract industries related to time sensitive manufacturing, e-commerce fulfilment, telecoms and logistics: hotels, retail outlets entertainment complexes and exhibition centres; and businesses who engage in global commerce. Clusters of business parks, logistics parks, industrial parks, distribution centres, information technology complexes and wholesale merchandise marts locate around the

airport and along the transportation corridors around them. Now airports are strategically planning to develop as cities in their own right.

- 09:00 “Airports have evolved as drivers of business location and urban development in the 21st century in the same way as did highways in the 20th century, railroads in the 19th century and seaports in the 18th century.”
“Rather than banish airports to the edges of cities and then do our best to avoid them, we should move them to the center and build our cities around them.”
Keynote address: Dr John D. Kasarda, Director of Kenan Institute of Private Enterprise and Kenan Distinguished Professor of Entrepreneurship, University of North Carolina, confirmed
- 09:45 DayJet the new business airline service, based in Florida, is set to revolutionize business air travel globally, rapidly expanding its travel network, flying to new destinations each month. We hear about the way they operate, their global expansion plans and which cities and sites are attractive to them for their future operations. Communities served by DayJet will become attractive locations for new or expanding businesses. DayJet itself may be one of these new businesses, basing aircraft and crew in the surrounding region, and contracting local suppliers for fuel and support services.
Guest speaker: Traver Gruen-Kennedy, Vice President Strategic Operations, DayJet Corporation, confirmed
- 10:15 The city of Barcelona has been one of the world’s economic development success stories over the past 15 years. We hear now of their plans to develop an “airport city”.
Guest speaker: Miquel Mateo I Ballesté, Director of Foreign Economic Promotion, Barcelona City Council, confirmed
- 10:30 Moderated discussion, questions from the floor and break for refreshments and networking

Session 6: Capitals of Science and Technology

The concentration of top talent in Boston’s universities has attracted investments and companies into the area. Boston today is a hotspot for biotech and pharmaceutical companies. Paris holds its place as France’s magnet for R&D and biotech development. Germany leads Europe in the number of biotech companies: with clusters around Berlin, Heidelberg and Munich.

“Many ‘second tier’ locations have a population with more skills than ‘first tier’. Czech Republic and Poland have an incredibly motivated, skilled workforce in terms of technology, market understanding and languages spoken. South Africa too has an advanced IT infrastructure and technology habits”.

- 11:15 Case Study: Edinburgh Science Triangle
The University of Edinburgh is ranked alongside Cambridge, Oxford and London in Europe’s top-six. Four universities, plus world-renowned research institutes, combine to make Edinburgh a world-influencer across numerous disciplines including life sciences, informatics, micro- and opto-electronics and energy. The Edinburgh Science Triangle is an exemplar for regions committed to working with knowledge-based business.
Guest speaker: David Anderson, Director of City Development, City of Edinburgh Council
- 11:30 Communication technology and economic development: Vodafone’s path into Asia and Africa underlines their strategy of diversifying into fast-growing, underdeveloped markets. What is Vodafone’s strategy and criteria for investment?

Guest speaker: Matthew Kirk, Director of External Relationships, Vodafone Group Services, confirmed

- 11:50 Royal Philips Electronics, headquartered in the Netherlands, is a global leader employing approximately 124,000 employees in more than 60 countries worldwide. We hear about their global location choices for their research activities at innovative high-tech or “open innovation” campuses. With the Netherlands’ location as a reference, they take a similar approach in Germany, UK, China and USA. We hear about the criteria for the location of these R&D facilities, and the strategy to optimise their presence.
Guest speaker: Gerjan van de Walle, Director Business Development, Philips Research Europe, confirmed
- 12:15 Linking to the theme of science and technology “clusters”, are they a “magnet” for companies when making global set-up plans? Drawing on wide experience of global sourcing and expanding his company’s presence in a range of continents, including US, Europe, Indian and South East Asia, our speaker talks about Logica’s location processes for specific functions and their future plans.
Guest speaker: Craig Boundy, Chief Executive Global Operations, Logica, confirmed
- 12:40 Moderated discussion and questions from the floor
- 13:00 Lunch and networking.
- 15:00 Conference close.