

## THE WORLD FORUM for Foreign Direct Investment 2011

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7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup> June

Changing and evolving corporate location decisions; global locations for **entrepreneurship, business, innovation** and **research** and **development** are all themes running through this year's event, bringing together expanding companies across innovative business sectors together with world locations preparing for growth.

### EVENT PROGRAMME

#### **Tuesday 7<sup>th</sup> June: Conference Launch and Opening Welcome Reception**

Level 41, HSBC Tower, Canary Wharf

**Reception sponsored by HSBC.**

All delegates, speakers and sponsors are invited to "break the ice", make introductions, network and enjoy drinks and canapés on level 41 in the HSBC Tower, a famous landmark building on London's skyline. This is in the heart of Canary Wharf, with panoramic views of East London, which is being developed for the 2012 London Olympics. Contrast this modern experience with the historic building of the Honourable Artillery Company Headquarters in the City of London, where the sessions start the next day.

**6.30 pm**                      **Forum Registration**

**7pm-9pm**                    **Drinks, canapés, introductions and networking**

#### **Wednesday 8<sup>th</sup> June: Evolving FDI**

*Prince Consort Rooms, Armoury House (built in 1735 and a grade II listed building of special historic interest) wet in the Artillery Garden at H.A.C. Honourable Artillery Company Headquarters, City Road, London*

**8.15 am**                      **Refreshments**

**8.45 am Start:**            **Welcome and Introduction: Catherine Dawson, Chief Executive, Red Hot Locations  
Peter Kellner, President YouGov, Political Commentator, Journalist, and Conference Chairman  
and Moderator**

#### **Session I:                    Nurturing Entrepreneurship for FDI**

**9.00 am**                      **Keynote Address: Doug Richard, Founder, School for Start-ups**

Doug Richard is a successful entrepreneur with over 20 years' experience in the development and leadership of technology and software ventures. Doug featured in the first two TV series of BBC2's Dragons' Den, is an active angel investor, and the founder of School for Start-ups.

**9.30 am**                      Multinationals are starting to open doors to entrepreneurs. Locations which embody the entrepreneurial energy are pulling in vanguard companies. Which programmes are cities putting in place to encourage entrepreneurs?

**Speaker panellist: Michael Hayman, Co-founder, Seven Hills**

**9.50 am**                      Giants such as **General Electric** are sponsoring competitions that actively encourage entrepreneurs and start-ups to pitch new business ideas. What kind partnerships can economic development agencies form with companies to create entrepreneurial energy and talent in their locations?

**Speaker panellist: Thomas Frey, Ecomagination Program Manager EMEA General Electric**

**10: 10 am**                    **Discussion with speakers and questions from the floor, led by Peter Kellner, President YouGov,  
Political Commentator and Journalist: Conference Chairman and Moderator**

**10:30 am**                    **Break for refreshments and networking**

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**Session II: FDI's Quest for Innovation: Part One**

"Europe is being warned that it faces an "innovation emergency", as senior European Union Officials unveil a swathe of measures designed to push research and commercialisation policies up the political agenda". Research and Development embodies innovation. Who are the world leaders in innovation? Which locations can be termed as "innovation hubs"?

**We select six expanding companies across different sectors (ICT, Pharmaceutical, Agro and Life Sciences, Engineering) to talk about locations for innovation:**

- 11:00 am** **Cisco** is a sponsor of the London 2012 Olympics with its main focus being on leaving a sustainable legacy for London and the UK. In line with the British government's goals of driving new economic growth through high-tech innovation, one of Cisco's Olympic Legacy initiatives is called the British Innovation Gateway (BIG) which includes the establishment of two networked innovation centres, with special focus on discovering and growing the next generation of innovative UK businesses, focused on urban solutions for London and other cities. These centres, plus other world class innovation hubs across the UK and globally will then be connected using state-of-the-art networked collaboration technologies.  
**Guest speaker panellist: Neil Crockett, Managing Director for London 2012, Cisco Systems**
- 11:15 am** **Telecity Group**, the leading provider of internet data centres and colocation, operates 24 data centres in prime city locations across Europe: Amsterdam, Dublin, Frankfurt, London, Manchester, Milan, Paris, and Stockholm. As demand continues to be driven by the growth of the digital economy, we hear of Telecity Groups' new expansion plans and the very definite physical location criteria they employ when setting up centres.  
**Guest speaker panellist: Michael Tobin, Chief Executive Officer, Telecity Group**
- 11:30 am** **Edwards** is a world leader in the design, technology and manufacture of vacuum pumps for use in the chemical, pharmaceutical and energy industries. Part of its future technology effort will be focused on the growing demand for green energy sources. What have been the factors influencing Edwards location choices for both R&D, and manufacturing? How have local government agencies assisted in developing Edwards' expansion?  
**Guest speaker panellist: Mike Allison, Sales & Service Director, Edwards**
- 11:45 am** **Dr Reddy's Laboratories** has confirmed the UK is still attractive for investment having announced the opening of its newly-expanded UK R&D centre at The Chirotech Technology Centre, in Cambridge Science Park. GV Prasad, vice chairman and chief executive officer of Dr Reddy's has said, "The facility will be the centre of excellence for chemistry and reinforces our commitment to building a leading-edge research organisation to meet the innovation needs of our customers". Given that so many western companies are setting up in India, why is an Indian company investing in the UK?  
**Guest speaker panellist: David Chaplin, Head of R&D and Site Leader Chirotech Technology Centre, Dr Reddy's Laboratories**
- With global headquarters in Indianapolis USA, **Dow AgroSciences** has major research sites, manufacturing facilities and business offices all over the world. Dow's worldwide partnership with the Olympic Movement aligns well with Dow's transformation as a technology-focused, market-driven organization. As part of its ongoing commitment to R&D in Europe and the Nordics, Dow AgroSciences has recently established a new research base. We hear about their

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location criteria for this and other sites, and how governments can better assist in the setting up of these facilities.

**Guest panellist: Anne Thompson, European R&D Leader, Dow AgroSciences**

**Pharmarama International**, a leader in strategically sourcing comparator medicines for clinical trials worldwide, has been ranked in Britain's fastest-growing private companies (International Track 100). The company, a preferred supplier to many of the world's leading pharma companies, is based in the UK, and launched with an office and warehouse in the US in 2007. Is Pharmarama looking to open more facilities in the US and/or in other geographies? How has the UK operation expanded and has Pharmarama received assistance from government agencies, in the UK and in the US?

**Guest panellist: Rosemary Bensley, Managing Director, Pharmarama International**

**12:15 pm** Discussion session led by Peter Kellner, President YouGov, Political Commentator and Journalist

**1pm** Lunch, Networking and Business Matching Meetings

**Session III:** **FDI's Eco-Agenda: Part One**

**Panel Discussion with four companies committed to the environment, discussing how locations for their activities are chosen, and why and where they are looking for the future. Which locations have provided the best "green" or "eco" offer?**

**3pm** Discussion led by Peter Kellner, President YouGov, Political Commentator and Journalist

**Gamesa**, a world leader in the wind energy industry will open five technology centres with a plan to improve the cost of energy – in the US, the UK, India, Singapore and Brazil - adding to the five centres it currently operates in Spain, USA and China, with plans to double R&D personnel by 2013. We hear about the reasons for these location choices and future expansion. Which centres will engage in the development of technology of offshore products? Approximately how many jobs per facility will be generated? What kind of conditions does Gamesa require when choosing locations initially, and how can economic development agencies/cities work with them to help them expand?

**Guest speaker panellist: Thomas Arensbach, Director for Market and Projects Development, Gamesa Offshore**

Newsweek's green rankings 2010 ranked **Johnson & Johnson** in the top five of the world's most environmentally-friendly global corporations. Johnson & Johnson is a family of companies, manufacturing pharmaceutical, diagnostic, therapeutic, surgical and biotechnology products and located in 57 countries around the world. With a total commitment to conservation, how do their location choices for various activities reflect their environmental policies?

**Guest speaker panellist: Jack De Graaf, Director Global Sustainability, Janssen Pharmaceutical Companies of Johnson & Johnson**

Sweden-based **Vattenfall**, Europe's fifth largest generator of electricity and the largest generator of heat, is supporting several external wave power development projects.

Vattenfall's Ocean Energy Programme goal is to take this development further, towards commercial implementation. We hear about the challenges of siting facilities and the identification of locations for these activities.

**Guest speaker panellist: Kristin Andersen, Environmental Manager, Vattenfall R&D**

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**Mark Group** has nearly four decades of experience installing energy saving solutions in the UK. Having established itself as a major player in the domestic market, Mark Group developed a strategy in pursuit of international opportunities, which led to the company opening offices in Sydney, Australia in 2009 and a US headquarters in Philadelphia in October 2010. Why were these locations chosen? What kind of further expansion does Mark Group expect? Are there plans to open other operations in Europe or other countries? What kind of conditions are they looking for?

**Guest speaker panellist: Chris Brazendale, President of International Operations, Mark Group**

**5pm**                    **Networking and Business Matching Meetings**

**6.30 pm**                **Gala Reception**

All speakers, guests and delegates are invited to continue the networking experience with drinks and canapés - sponsored by Deloitte Global Location & Facility Services.

**Thursday 9<sup>th</sup> June: Evolving FDI**

*Prince Consort Rooms, Armoury House, H.A.C. Honourable Artillery Company Headquarters, City Road, London*

**Session IV:        FDI's Quest for Innovation: Part Two**

**We select four expanding companies across different sectors to talk about global locations for R&D activities.**

**09:00 am**            New Zealand founded **Fonterra** is the world's largest exporter of dairy products and one of the largest investors in dairy based research and innovation in the world. Fonterra is a global business with manufacturing sites and offices in every continent. Having recently opened their new European headquarters in Holland, we hear the reasons for this location choice and the company's criteria for location decisions in general, both for manufacturing and for other activities, such as research and development.

**Guest speaker panellist: Koert Liekelema, General Manager for Europe, Fonterra**

**9:15 am**              **Vestas Spare Parts & Repair Division**, part of Vestas Wind Systems, was created in 2008, and now has operations in Singapore, Beijing China, Perth Australia, Barcelona Spain, Bristol UK, Denver and Portland in the US and two in Denmark. Expansion for this division has been very swift. How have these locations been chosen? What have local authorities done to attract Vestas Spare Parts and Repair? Development is rapid, so where next?

**Guest speaker panellist: Philip Jones, President, Vestas Spare Parts & Repair**

**9:30 am**              **KeyGene** is a molecular genetics R&D company in the agro-food industry, with the strapline "It's a Green Gene Revolution". KeyGene performs strategic and applied research in a dynamic work environment, with more than 130 employees. Headquartered in Wageningen, the Netherlands, KeyGene also has facilities in Maryland USA and Shanghai, China. Why has KeyGene chosen these locations for R&D activities? Are there more plans for expansion?

**Guest speaker panellist: Arjen van Tunen, Chief Executive Officer, KeyGene**

**9:45 am**              British firm **IDBS** provides advanced software for the pharma, biotech and agrochemical industries. Founded in 1989, IDBS has two offices in UK, three in USA, one in Australia, China, India and Japan. What activities are run in each of these offices and why were these specific cities and locations chosen? Where is IDBS R&D conducted and what has accelerated their expansion? What plans has IDBS to open further offices and operations?

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Guest speaker panellist: Chris Molloy, Vice President Corporate Development, IDBS

**10:00** Discussion with speakers and questions from the floor, led by Peter Kellner, President YouGov, Political Commentator and Journalist: Conference Chairman and Moderator

**10:45 am** Break for refreshments and networking

**Session V:** **FDI's Eco-agenda: Part Two**

Cities are responsible for 75% of the world's energy use and more than 80% of all greenhouse gas emissions. Given that the proportion of the world's population living in cities is increasing, it will be cities that determine whether we successfully make the shift to more sustainable living. This panel discussion session with four expanding companies talks about new developments in creating "greener" cities and locations.

**11:30am** Discussion session led by Peter Kellner, President YouGov, Political Commentator and Journalist

**Enfinity** is a market leader in Europe and is a world top ten player in developing renewable energy projects in photovoltaic solar and wind energy plants. Headquartered in Belgium, Enfinity has operations in the US, Canada, Eastern and Western Europe, the Middle East, and Asia; recently setting up a new operation in the UK. We hear about the cities Enfinity looked at and what drove their final location decision.

**Panellist: Robert Ayres, Business Development Director, Enfinity**

Winners of Management Today's "Business Heroes Award Green King", **Closed Loop Environmental Solutions** was founded in Australia in 2001 and is now a world leader in recycling plastic. Closed Loop wanted to set up a base outside Australia with the UK as the front-running country. How did the company make their location decision? Does Closed Loop have plans to set up in other countries and continents ie North America? How has Closed Loop expanded in the UK and where are their operations and facilities? What further expansion plans are in place?

**Panellist: Chris Dow, Managing Director, Closed Loop Recycling**

**Biossence** was established in 2006, to develop and deliver energy projects producing renewable power from waste. With one major facility underway, the East London Sustainability Energy Facility (one of the UK's first large-scale advanced gasification plants), and two more approved and in the pipeline, we hear which factors have influenced Biossence's location decisions. What plans does Biossence have to open further sites? Are there plans to expand abroad and if so, where?

**Panellist: Ralf Trottnow, Business Development Director, Biossence**

Icelandic renewable energy consulting firm **Mannvit** is a leader in geothermal energy and hydroelectric power, with over four decades of experience in all phases of the development of power plants. Mannvit has established plants or acquired subsidiaries in Germany, USA, Chile and in Hungary with the country's largest geothermal plant now in operation. Mannvit also has offices in two locations in the UK. What has led to all of these specific location decisions? What kind of global expansion plans does Mannvit have?

**Panellist: Alison Longstaff, Director UK, Mannvit**

**1pm -3:30 pm** **Lunch and Business Matching Meetings**