

The WORLD FORUM for Foreign Direct Investment 2013, 11th-13th November, Shanghai, China
A Global FDI Dialogue between Government & Industry



**Exclusive Consultant
Sponsor**

Red Hot Locations
New Concordia Wharf
London SE1 2BB
redhotlocations.com
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Bringing together decision-makers from globally expanding companies in key sectors with site selectors and senior government officials from locations around the world.

Sunday 10th November:

3pm-5pm: **Conference Registration,** Le Royal Meridien Lobby Floor 11

6pm -8pm **Early Arrivals Reception- Sponsored by IMG: Saxony Anhalt**

For those of you who would rather travel over a weekend and have some time to explore. Join us for drinks and canapés on the 66th floor of the five star Le Royal Meridien hotel with its incredible views over Shanghai.

Welcome Remarks: Carlhans Uhle, CEO, IMG Saxony-Anhalt



SAXONY-ANHALT
Investment and Marketing
Corporation

EXCURSION DAY Monday 11th November:

8.30am **Guests Assemble for Nantong Visit, Ground Floor Lobby**

9am Coach leaves Le Royal Meridien Hotel for Nantong, 90 minutes from Shanghai. Guests return after hospitality lunch. **By Invitation Only**

3pm – 5pm **Conference Registration,** Le Royal Meridien Lobby Floor 11

5:30 pm **Transport for Huangpu River Cruise and Conference Launch,**

Departs from Ground Floor Lobby of Le Royal Meridien Hotel . All delegates, speakers and sponsors are invited to “break the ice” in spectacular surroundings on board the Shanghai Huangpu River Cruise highlighting the skyline and sights of your host city.

Sponsored by Changzhou City



Welcome Address: Fang Guoqiang, Deputy Mayor of Changzhou Municipal Government



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CONFERENCE DAY ONE Tuesday 12th November, Le Royal Meridien Hotel

Day One Breakfast and Networking Breaks- sponsored by North Dakota Department of Commerce



7.30am: Breakfast, Grand Ballroom 4, Floor 9

7.30am – 8:30am: Conference Registration, Grand Ballroom Foyer, Floor 9

9am Welcome Remarks, Grand Ballroom

Cathy Dawson, President, Red Hot Locations

Yang Yihang, Deputy Director General, China Investment Promotion Agency (CIPA)

Qiang Qiang, President, NETDA Administration Committee, Nantong Economic & Technological Development Area

9.30am Session I: FDI: Lost in Translation?

In this headline session we examine the “real world” dialogue between government and industry. Government and business leaders discuss the FDI landscape from both perspectives, cementing communication for mutual success. What are their investment policies, strategies and objectives? Is everyone speaking the same language? How do you manage expectations? How can both sides facilitate FDI projects to ensure that all parties benefit?

- **Péter Szijjártó, State Secretary for Foreign Affairs and External Economic Relations, Hungary.** Mr.Szjijártó will discuss the government’s role in helping foreign companies expand in Hungary, *confirmed*
- **Kim Reynolds, Lt. Governor of the State of Iowa, USA, confirmed**
- **Guan Dongyuan, President Embraer China.** An extremely successful company from the south talks about expanding and investing in China and North America *confirmed*
- **Gang Hong, Chairman and Chief Executive Officer, Greatview Aseptic Packaging** will discuss their recent European investment and how government worked with them to facilitate the investment. *Confirmed*
- **Bernhard Stefan, Head of Strategy & Business Development for Nestlé China** will talk about the significance and impact of their sustainable development investments *confirmed*

Moderator: Peter Kellner, President YouGov, Political Commentator and Journalist confirmed

11am Mid-Morning Refreshments and Networking Break

11.30am Session II: The Next Industrial Revolution:

Industries such as automotive and aerospace have been investing abroad for decades and are experts in FDI. Other sectors are just embarking on international growth. In this session consisting of two panel discussions, each group will share its current and future investment criteria.



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In the first panel, today's leading international manufacturing pioneers will discuss the challenges they face in managing a complex network of global operations, and how, at the same time, they continue to expand. In the second panel, some of today's most innovative companies from intriguing new sectors will explain how their rapid growth is affecting their plans for international expansion and how they choose new locations. Both panels will explore, in an honest and sometimes controversial way, whether established guidelines for location selection still apply. How will new technologies revolutionize manufacturing, altering the industrial landscape and traditional supply chains? Who will be the next industry leaders?

Introduction by Jerry Lowry, President, Greenspoint District, Houston, Texas

Panel 1: Global Leaders/global footprints

- **Jay Cheng, President Asia, Dura Automotive** will explain why Dura's steady expansion in Asia has been via joint venture *confirmed*
- **Gregory Head, Corporate Secretary, Kobe Aluminium Automotive Products** explains the reasons behind the Japanese/American company's recent expansion of its US manufacturing facility in Kentucky *confirmed*
- **Jeff Troan, Vice President, Economic Development, Lockheed Martin Corporation / LMCP&FS** will tell us what Lockheed Martin looks for in its overseas partners and the role its Government Relations department plays in corporate expansion *confirmed*
- **Maximilian Kuchlbauer, Managing Director, Hirschmann Automotive Nantong** will talk about the site selection processes for the new factory in China and for their facilities in Czech Republic, Romania, and Morocco *confirmed*
- **Regina Lindsay, Chief Development Officer, Greenspoint District, Texas**

Moderator: Jim Kemp, Principal, Hickey & Associates *confirmed*

1pm High Level Networking Luncheon, Ai Mei Restaurant, Floor 8

2.00pm Panel 2: New sectors/new strategies: How tomorrow's industries will drive the next wave of global FDI

- **Maiken Keson-Brookes, Vice President and General Counsel, EnVivo Pharmaceuticals** to talk about how and why they selected their European location *confirmed*
- **Jeff Wu, Executive Vice President, Pactera Technology International** will talk about their recent regional headquarters expansion in the US, their facilities in Australia, and their decisions to set up in Barcelona and London *confirmed*
- **Roman Bukary, Vice President and General Manager of Manufacturing and Wholesale / Distribution Industries, NetSuite**, will talk about the future of modern manufacturing – how 3-D printing is changing the face of design and manufacturing processes *confirmed*

Moderator: Mark Beattie, Principal, Hickey & Associates *confirmed*

3.00pm Mid-Afternoon Refreshments and Networking Break



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4pm **Session III: Do “Clean” Industries have an FDI Advantage?**

Companies around the world are embracing sustainability and corporate social responsibility and integrating this into all aspects of their activities. In addition to job creation and financial benefits, FDI can also have significant social and environmental impact on the host location. This session will explore the degree to which corporate policies regarding sustainability can be transferred internationally through cross border investment, and what governments can do to encourage truly sustainable investment.

- **Pedro Almagro, General Manager, China, Abengoa** will introduce its desalination plant in Qingdao and describe how Spain’s multinationals are supporting their nation’s domestic economy *confirmed*
- **Tony Kettinger, Senior BU Leader of Cargill Business in China**, will discuss their global sustainable FDI initiatives *confirmed*
- **Khai Zhu, Chief Operating Officer, Upsolar**, will talk about their foreign investments in Europe *confirmed*

Moderator: Peter Kellner, President YouGov, Political Commentator and Journalist

5pm **Slovenian Wine Tasting and Canapé Reception, Ballroom 4**

Slovenia’s pivotal position in Europe, with an Adriatic port and bordering Italy, Austria and Hungary, not only makes it a great location for many businesses, but also a fine wine-making location, due to its climate and centuries of wine making. Invest Slovenia invites you to taste the flavours of its land, magically locked in its best wine selection at the Slovenian Wine-Tasting Reception.

Hosted by Mr Drago Napotnik, Consul/ Acting Head of the Consulate of Slovenia in Shanghai



7pm **A Taste of Old Shanghai, Ai Mei Lobby & Chinese Restaurant, Floor 8**

Sample the delights of local street food in a Shanghai-styled market themed dinner. Enjoy a gala dinner of Chinese delicacies and local specialities – the best you can find in Shanghai! This is set to be a memorable networking dinner, a signature of this exciting city, and a snapshot of people coming together from every continent to generate FDI. On the spot Shanghai street artists can create something for you to take back home.

9pm – 11pm **After-Dinner Drinks and Cigar Reception**

Continue the networking on the Royal Meridien Hotel’s 66th floor bar overlooking the spectacular iconic city views. Cigars provided by Site Selection magazine.

Additional Sponsors at the Forum:





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CONFERENCE DAY TWO Wednesday 13th November

8.30am **Welcome Refreshments and Registration, Grand Ballroom Foyer, Floor 9**

9.30am **Session IV: Corporate Investment Drivers – Criteria that Sealed the Deal**

A series of panel discussions address some of the key drivers of corporate investment decisions today. Some of the topics to be addressed include tax and financial incentives, workforce availability, free trade agreements and investment protection treaties. What factors are most influential in determining where and how companies choose to invest? What should governments do to adapt to corporate priorities and create favourable conditions for investors? Corporate decision-makers in several key sectors will give timely insights into their international investment decisions and strategies, with sometimes controversial perspectives.

Introduction by Shyamal Chandradathsingh, Sourcing Manager, Invest Trinidad & Tobago

- **Joanne Collins-Smee, General Manager, Globally Integrated Capabilities, IBM Global Business Services** will talk about IBM's overall initiative of "domestic centers" recently launched in the US, France, Germany and the Netherlands *confirmed*.
- **Konstantin Meier-Kulenkampff, Manager, Sourcing, AGCO Corporation.** Mr. Meier-Kulenkampff will share details on AGCO, its China strategy and why Changzhou was chosen as a location for manufacturing its Massey Ferguson tractors *confirmed*
- **Steffen Tutschka, VP M&A, Benteler International** will talk about their site search in over a dozen US states for their new steel tube plant servicing the oil & gas industry and also address related sustainability factors *confirmed*
- **Lew Rogers, Director, Human Resources, ABS Greater China,** is invited to talk about the talent market with regard to location choices, contrasting his experiences in both the US and China. He will also talk about doing business in both countries. *confirmed*
- **Shyamal Chandradathsingh, Sourcing Manager, Invest Trinidad & Tobago**

Moderators: Terry Hansen, Principal, Hickey & Associates *confirmed*

11am **Mid-Morning Refreshments and Networking Break**

11.30am **Session V: An Inexact Science: Finding the Best R&D Locations**

A panel of high-level corporate location decision-makers will discuss global locations for R&D. How valuable are science parks and specific R&D incentives? What are the specific requirements that a location must fulfil to attract high-value R&D investment?

- **Jinlong Ma, Principal Consultant, DNV Kema** will describe the political landscape needed to promote the substantial scale-up of renewable energy and why DNV Kema has recently opened an R&D centre in Singapore to address this and related issues. *Confirmed*
- **Wolfgang Wienand, Executive Vice President, Siegfried AG, Chairman of the Board of Siegfried (Nantong) Pharmaceuticals** will talk about their global locations choices for R&D *confirmed*
- **Amitabh Gupta, Executive Director of Applications R&D and Asia, Praxair,** will talk about the setting up of their global technology centres *confirmed*

Moderator: Andreas Dressler, Managing Director, TERRAIN *confirmed*

**The WORLD FORUM for Foreign Direct Investment 2013, 11th-13th November, Shanghai, China**
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Not all investments run smoothly and it is not uncommon for projects to be delayed, derailed or canceled completely. Based on real projects from the experience of the panelists, this session will highlight critical situations and explore how specific mistakes could have been avoided. More importantly, the session will focus on how companies and government agencies are able to work together to address problematic situations ranging from project delays to plant closures.

- **Kevin Dollhopf, Vice President of Worldwide Real Estate, Hanesbrands *confirmed***
- **Michael Charlton, Chief Executive Officer, MCC.** Formerly CEO of London's award winning FDI agency Think London, Michael has a specialism in using mega events such as World Cup, Olympics, World Expo as a catalyst to drive FDI and economic legacy *confirmed*
- **Michael Lehmkuhler, Vice President, Business Attraction, Virginia Economic Development Partnership *confirmed***
- **Markus Kappes, Managing Director, Investor Center Ostbrandenburg *confirmed***

Moderator: Andreas Dressler, Managing Director, TERRAIN *confirmed*

1.10pm **Special Luncheon Event, Ai Mei Restaurant, Floor 8**

Sponsored by Invest Cyprus

Remarks: Charis Papacharalambous, Director General, Cyprus Investment Promotion Agency



2.30pm **Session VII: The World's Most Competitive Cities: a Global Investor's Perspective on True City Competitiveness**

Presented by Roel Spee, Global Leader, Plant Location International (PLI) Global Location Strategies, IBM Global Business Services. *confirmed*

The formal launch of a new report on the FDI competitiveness of cities around the world, published by Conway Data in co-operation with IBM. This report analyses and ranks 100 global cities according to their competitiveness for attracting various types of FDI projects based on criteria as defined and applied by corporate decision-makers.

Session VIII: The Launch of the FDI Association

Introduced by Camilla Sharp, Vice President, Red Hot Locations



The official inauguration of the first-ever global association devoted entirely to promoting cross-border investment and corporate expansion. The FDI Association's primary aim is to represent corporate decision-makers in their global expansion and development activities, connecting leaders from globally expanding companies with executives from IPAs and other private- and public-sector bodies around the world. This dynamic new association will offer unmatched networking and relationship-building, and will create opportunities that spur global investment. Following an outline of proposed activities for 2014 and presentation of the initial board members, the FDI Association will recognise FDI achievers in five categories.



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3.30pm Mid-Afternoon Refreshments and Networking Break

4pm **FDI Association Awards Ceremony honouring global figures and acknowledging excellence**

A select group of international FDI consultants and the editors of Site Selection magazine will vote on the top players and projects in the world of foreign direct investment. The results will be presented by international FDI and location advisory consultants:

- **Andreas Dressler, Managing Director, TERRAIN**
- **Jason Hickey, President, Hickey & Associates**
- **Yin Hong, National Director & Head of Manufacturing Services, China, Jones Lang LaSalle**
- **Roel Spee, Global Leader, Plant Location International (PLI) Global Location Strategies, IBM Global Business Services**

Awards categories will include:

- **FDI Deal of the Year** – projects that generate significant employment and have a resounding impact on the host economy
- **Investment Promotion Agency of the Year** – for agencies that keep their foreign investors happy
- **FDI Destination of the Future** – locations with demonstrable plans for improvements
- **Most Innovative FDI-attraction incentive program of the year** – rewarding creativity in competing for projects
- **FDI Politician of the Year** – national, regional, provincial or municipal, this politician must have responsibility for or directly affect FDI policy

5pm -7pm **Gala Reception to Mark the Launch of the FDI Association and the Closing of The WORLD FORUM For Foreign Direct Investment 2013, Grand Ballroom 4**