

RED HOT LOCATIONS

# The WORLD FORUM

for Foreign Direct Investment 2014

15-18 June, Philadelphia, USA



## Host Sponsors



*The World Forum was a fabulous event, so well organized and welcoming, lending itself to some very worthwhile networking all round.*

— Jacob Azran, Blue I Water Technologies

The eleventh WORLD FORUM for Foreign Direct Investment was held for the first time on the American continent in Philadelphia and it is difficult to imagine a more fitting platform for the US launch of this international conference.

Over 350 attendees from the worlds of business and politics in 38 countries converged on the prestigious and historic Union League for three days of animated FDI debate peppered with visits to landmark areas of Pennsylvania and moments of artistic, sporting and comic relief.

## Key Note Speakers



Mark Zandi,  
Chief Economist,  
Moody's Analytics



Ramabdran  
Gopalakrishnan,  
Executive Director,  
Tata Sons



Reza Aslan,  
Internationally  
Acclaimed Author



Ali Velshi,  
Host of  
Al Jazeera  
America's first  
business show

*I personally really enjoyed the conference. You guys did an amazing job with the venue, content, schedule, and overall flow. I look forward to engaging with you again in the future.*

— George Do, Equinix

## STATS AT A GLANCE:

**360**  
ATTENDEES

ATTENDANCE FROM

**38**  
COUNTRIES

CORPORATE  
ATTENDANCE

**31** %

IPA/EDO  
ATTENDANCE

**45** %

INTERMEDIARY  
ATTENDANCE

**24** %



## Networking Highlights:

**W**elcome Reception and Conference Launch at the historic National Constitution Center.

Slovenian Wine Reception and a Dinner hosted by Commonwealth of Pennsylvania at The Barnes Foundation, home to one of the world's finest collections of Post-Impressionist and early Modern paintings.

Night of comedy with Craig Shoemaker, ABC Comedian of the Year.

Site Selection photo booth turning Forum attendees into magazine cover stars.

The Fun Run that retraced Sylvester Stallone's famous training scene from the classic "Rocky" movies and weaved through historic architecture and beautiful scenery past Old City Hall, down Ben Franklin Parkway to Philadelphia's famous Museum of Art.

*I really enjoyed participating in the panel, as well as attending the overall conference and social networking events. I've been referencing some of the insights I gained from the other panel discussions, which validates for me that it was time well spent.*

— Bob Mankowski,  
Bentley Systems

*The attendance was impressive and the contacts were rich. I also enjoyed your hospitality.*

— Gopal, TATA Sons

*I very much enjoyed the Conference, for I gained a better understanding of the FDIA, its mission and participants! The venue was great, and logistics were perfect.*

— George Pretty, Parker Poe

## FDI Association Awards Winners:

- ★ **FDI Website of the Year, London and Partners**
- ★ **Destination of the Future for Water-intensive industries, Portugal**
- ★ **Destination of the Future for Energy-intensive industries, Pennsylvania**

## Session Highlights:

**F**DI factors such as Incentives and Energy were faithfully explored whilst other WORLD FORUM favourites such as Innovation and Workforce were given a fresh twist.

With a nod to Philadelphia's pharma pre-eminence, much of the Innovation panel was based around the life sciences industries but robotics were represented too and India's TATA and Denmark's Novozymes each described the ways in which innovation in their organisations is more of a creed than an activity.

With regard to Workforce, this year's panel did not dwell on the difficulties of recruiting and retaining skilled workers around the world but looked instead at the effects of religion and other cultural baggage on employee relations in multinational organisations. Particularly interesting was the effect of culturally insensitive acquisitions on the morale and productivity of the workforce.

New to Philadelphia's WORLD FORUM were panels on Water, the blue gold of the immediate future, Cyber Security, Reshoring, Real Estate moves towards Inner Cities from the Suburbs and a Consultants' Roundtable which provided a quick round-up of FDI Trends around the Globe.