



Introduction and Aims of the Forum

The **World Forum for Direct Investment 2005** is the key calendar fixture for chief executives, senior management and decision-makers from companies and economic development agencies worldwide to hear discuss and dispute the latest news and trends on international corporate strategy concerning location, people and future expansion.

This multi-stranded event is all about corporate site selection and expansion stories, across all major sectors - automotive, life sciences, ICT, financial and business services. We will hear from companies, both multi-national and SME's, on how they choose various locations across the world, in order to set up manufacturing operations, customer contact centres, shared services centres, R & D facilities, regional HQs and support services.

The Forum provides a platform for corporations to voice their opinions on how they are treated once they set up an operation in specific locations, what their expansion (or consolidation) plans are, and how governments can help to make their locations more attractive to foreign investors, and, once a company has set up, how these government agencies can improve conditions for business. We aim to cover new and emerging locations, along with the highly competitive developed locations. We will also be looking at corporate investors of the future.

The event will bring together senior management decision-makers from three distinct and complementary groups:

- Corporate Investors (large and medium sized companies operating internationally)
- Investment Promotion and Development Agencies
- Multipliers (advisors, consultants, media)

Apart from an exciting programme packed with corporate stories, the social and networking events will include cocktail parties on both evenings in spectacular locations.

For further information contact Olivia on oliviaheyworth@redhotlocations.com or by phone+44(0)20 7237 8885.

Wednesday 8th June

19:00 – 21:00 Evening Welcome Cocktail Reception, Browns Restaurant, Butlers Wharf

Situated alongside the River Thames, historically, Butlers Wharf was at the heart of the English tea trade. Today Butlers Wharf is one of the most fashionable London addresses, so enjoy an evening of networking, drinks and canapés at Browns Restaurant, which is located next to The Design Museum.

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**DAY ONE
Thursday
9th June
Vinopolis,
London**

08:00 Refreshments and Registration

**08:30 Welcome and Introduction to the World Forum for Direct Investment 2005
Cathy Dawson, Managing Director, Red Hot Locations**

**08:45 Welcome Address
William Pedder, Chief Executive Inward Investment Group, UK Trade & Investment**

09:00 Boardroom Tales

Corporate decision makers let you inside the strategy and in some cases, disasters behind location decisions taken in the last 12 months, and future global expansions plans. What are the locations of the future?

- Which locations are considered
- Why locations are ruled out
- What are the “clinching” factors
- Do the development/investment government agencies play a significant role?
- What is the decision-making process?
- What are the company expansion plans?
- Consolidating several operations into one major site
- How can governments, economic development agencies and investment agencies retain existing operations in the face of global reductions and closures of facilities?

Moderator: Brian Caplen, Editor fDi and The Banker, Financial Times Business Group

Keynote Speakers:

Chris Strong, Vice President, Head of Real Estate, CEEMEA (Central & Eastern Europe, Middle East & Africa) Citigroup Realty Services, Citigroup

Tony Goodwin, Chairman & Chief Executive Officer, Antal International
Tony Deans, Contact Centre Director, Monster.co.uk

10:30 – 11:00 *Break for tea, coffee and networking*

11:00- 11:45 Life Sciences Investment Case Studies

Two leading companies in the field of medical research and services outline their recent site and location searches with reasons for choosing final destinations. What are their prospects for expansion and which other locations will they be moving into?

Moderator: Peter Lemagnen, Founder and Managing Director, Oxford Intelligence

Speaker Panellists:

Robert Sexauer, Vice President Corporate Development, Isolagen
Dr Karien Treurnicht, Medical Director, Bostwick Laboratories

11:45 – 13:00 Panel: Chinese Investors of the Future

China, the most potent emerging market, is producing its own corporate investors. We listen to some of the most exciting Chinese companies who are expanding into Europe and other locations. What are their expansion plans? And what is their advice to foreign companies accessing the Chinese market? This session also discusses the cultural aspects of doing business with Chinese potential investors.

Moderator: Martin Craigs, President, Aerospace Forum Asia

Speaker Panellists:

Frank Bai, Managing Director, ZTE Corporation
Huang Xiping, Director, China Telecommunications Corporation
Keming Zhou, Managing Director, China-UK Innovation Ltd

13:00

Lunch sponsored by

SCOTTISH DEVELOPMENT INTERNATIONAL

14:30 – 16:00 Panel: Indian Investors of the Future: Is India catching the Chinese Dragon?

India is challenging China's position as the fastest-growing of the world's big economies. Leading Indian firms speak of their global growth objectives and of evolving unique high value cost effective products to meet the challenging demands of compliance, legislation, security and growing sentiments of the BPO wave.

Moderator: Dan Gatti, Managing Partner Innovative Capital Ventures

Speaker Panellists:

Som Sarma, Vice President Europe, Satyam Computer Services
Anjan Lahiri, Co-founder and Senior Vice President, Mindtree
Stuart Drew, Managing Director European Insurance Practice, HCL Technologies
Kees Ten Nijenhuis, Vice President Europe Enterprise Solutions, WIPRO Technologies

16:00-16:30 *Break for tea, coffee and networking*

16:30 – 17:30 **FDI Personality of the Year Awards: Presented by the Financial Times Business Group**

Who is Foreign Direct Investment 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 development agency – 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 2004, and contributed exceptionally to bringing in investments.

Meet 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 World Forum delegates, speakers, organisers and partners and international press.

18:00 – 20:30 **Evening Reception at The Living Room, City Hall**

Delegates and guests are invited to enjoy our hospitality in one of the most prestigious and modern spaces in London. The Living Room is on the top floor of the striking City Hall, where guests can wander the viewing decks both inside and out. Spectacular views overlooking the River Thames, the historical Tower of London and Tower Bridge, alongside state of the art office developments, all contribute to a world city “vibe”.

Welcome Address: Ken Livingstone, Mayor of London



DAY TWO
Friday
10th June
Vinopolis,
London

08:30 **Registration. Tea, coffee and refreshments**

09:00 – 13:00 **Red Hot Industries - Real Stories from the Investors Themselves**

More fascinating site selection stories from locating companies. Corporate investors reveal what makes them tick when making decisions regarding the location of company HQs, R&D activities to back office, customer centres, shared services and outsourcing.

Moderator for the day: Chris Skinner, Chief Executive, Balatro Ltd

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- 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 in clusters through Foreign Direct Investment
- 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”?

09:00 – 10:30 Inward Investment Stories in the Entertainment Sector: Speaker Panellists:

David Campbell, President & Chief Executive Officer, Anschutz Entertainment
Neil Murphy, UK Development Director, Sun International
Ian Rumgay, Corporate Communications Director, Parkview

10:30 – 11:00 Break for tea, coffee and networking

11:00 – 11:15 Natural Partnerships for Growth

Speaker: Ala’a Al-Yousuf, Executive Director & Chief Economist, Gulf Finance House

11:15 – 11:30 Silicon Valley Venture Capitalist Worldwide Perspective- Decision-making in the ICT Industry

Speaker: Dan Gatti, Managing Partner Innovative Capital Ventures

11:30 – 13:00 Inward Investment Stories in ICT-related Industries: Speaker Panellists:

David Frodsham, Chief Executive Officer, Argo Group
Steve Gibson, Director, Point 2 Point View
Andrew Macdonald, Director Shared Services EMEA Finance, Symbol Technologies

13:00 – 15:00 Lunch and networking sponsored by



15:00- 17:00 Private Meetings



Other Sponsors

registration form

To register for the **World Forum for Direct Investment 2005** to be held on **9 & 10 June** at **Vinopolis, London, UK**, please fill in the details below. Submit one form per delegate.

You can register using any of the following methods:

fax: +44 (0)20 7237 6882
phone: +44 (0) 7237 8885

e-mail: oliviaheyworth@redhotlocations.com
on-line: www.redhotlocations.com/calendar.cfm

Mr/Ms/Mrs/Dr _____ **Full Name** _____

Job Title _____

Organisation _____

Address _____

City _____ **Zip/Postal Code** _____

Tel _____ **Fax** _____

Email _____

Price: GBP1195.00 p/person + VAT

Price includes conference documentation, refreshments and lunch throughout the Forum and all related events.

You can pay by company cheque or bank transfer. Should you wish to pay by credit card please contact [Olivia Heyworth](#) in the UK office for further details.

Company Cheque

Bank Transfer

Credit Card