

## THE WORLD FORUM for Foreign Direct Investment 2010

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*8<sup>th</sup>, 9<sup>th</sup> & 10<sup>th</sup> June, Swissotel Tallinn, Estonia*

*THE WORLD FORUM for Foreign Direct Investment is held in a different country every year – previously the Netherlands, Belgium, UK, Spain, Italy, Lithuania – and this year hosted in Tallinn, Estonia.*

*Red Hot Locations' THE WORLD FORUM for Foreign Direct Investment is an international meeting place for all those concerned with corporate expansion globally: bringing together senior executives involved in corporate expansion with those helping companies to move, the conference focuses on connecting those that attend with the contacts they require to expand globally and make Foreign Direct Investment happen.*

*This is the only annual meeting for investment and economic development agencies from every continent: to discuss and share corporate location attraction: to hear the latest in the new decade of FDI: to meet potential corporate investors in 1:1 meetings: to enjoy the social and networking aspects in prestigious surroundings.*

### **FDI: The Next Chapter/Generation**

*The new decade charts the beginning of a revolution that is changing the places where we live and work, the products we manufacture and purchase and the development plans of cities, regional governments and nations around the globe.*

*Just as the internet has transformed the way we do business, the next major influence on the way we position ourselves globally, is our approach to and understanding of “green issues”, and the importance of “green” locations to expanding companies. The WORLD FORUM for Foreign Direct Investment 2010 will tackle this and other location factors which influence how companies in ICT, clean technologies, business services and the logistics and distribution sector view their global expansion strategies.*

## EVENT PROGRAMME

### **Tuesday 8<sup>th</sup> June: Welcome Reception**

**6:30pm – 9pm** All delegates, speakers, sponsors and guests are invited to a pre-conference networking drinks and buffet reception at the Kadriorg Palace, a resplendent summer residence, built by Tsar Peter I in the 18th Century for his Empress, Catherine.

**Welcome speech: Toomas Hendrik Ilves, President of the Republic of Estonia**

### **Wednesday 9<sup>th</sup> June**

**8:15am** Forum Registration

**8.45am** Start of Forum: Welcome and Introduction

**Cathy Dawson, Chief Executive, Red Hot Locations**

**Peter Kellner, President YouGov, Political Commentator, Journalist, and Conference Chairman and Moderator**

**9.00 am** Welcome Address: Andrus Ansip, Prime Minister of the Republic of Estonia

### **Introduction: Is “Green” and “Clean” an FDI Influencer?**

Traditionally, location strategies and decisions have been influenced by cost, ease of set up, talent available and in some cases, proximity to market. In the dawning of the new

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decade, are “green” factors becoming more of an influencer when taking location decisions?

**9.15am**

**Attaining Sustainable growth through Social Responsibility**

Today climate change, our carbon footprint and continued pressure on the world's natural resources are driving a mandate for change.

The world is more instrumented, interconnected and intelligent with people having unparalleled access to, and a desire for, detailed information. Sustainability & Social Responsibility Programs are now a strategic imperative. Companies taking the right steps on this complex journey, focusing on improving efficiencies in product design, manufacturing processes, energy, water and resource utilization, logistics and all aspects of the supply chain will create a strategic platform for growth, competitive differentiation and consumer, societal appreciation.

**Keynote speaker: Cathy Rodgers, Vice President, Global Engagement Office, IBM confirmed**

**Session 1:**

**ICT Expansion in a Carbon, Energy and Resource-Constrained World**

ICT and smart systems with embedded intelligence everywhere will begin to drive greater productivity. The ICT sector will grow and expand further, it seems. Which locations will be attractive to them in terms of setting up new operations? What is their location criteria?

**10. 00am**

The revolutionary software firm, Skype, was started in Estonia in 2003 and is now part of everyday business and social life. With its main engineering offices in Tallinn, Prague and Stockholm, Skype also has offices in London, Singapore and Silicon Valley. We hear how and why Skype has set up in these locations and future plans.

**Guest speaker: Sten Tamkivi, General Manager Estonia, and Director of New Products, Skype, confirmed**

**10:20am**

We hear about Oracle’s operations and facilities across EMEA, with particular emphasis on “New Europe” and CIS countries. What are 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: Michel Clement, Vice President Central Europe Cluster, Oracle Corporation, confirmed**

**10:40am**

For some companies, the existence of suppliers and partners is a major draw to a location, but does a company really need to locate within an industry cluster to be successful? Can an industry cluster be engineered or does a genuine industry cluster evolve organically? Special economic zones are government- conceived strategies for developing industry clusters but what level of benefit do they provide companies? How effective are high tech clusters at spurring regional economic growth?

**Guest speaker: Olavi Toivainen, Director, Nokia, confirmed**

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**Discussion with speakers and questions from the floor, led by Peter Kellner, Conference Chairman and Moderator**

**11:15am Break for refreshments and networking**

**Session 2: Smart Mobility: Logistics, Distribution and Transportation**

The internet effectively transformed supply chain management and transportation and logistics. Did this affect location set-up decisions? Will “greening supply chains” affect the location decisions in this industry sector? We hear from professionals from the logistics and transportation industry on their predictions for global supply chains going forward, in terms of location.

**11.45am** ProLogis, the world’s largest owner, manager and developer of distribution facilities across Europe , North America and Asia, talks about their recent location plans and decisions – where they are expanding facilities and which distribution facilities continue to be busy. Is ProLogis further expanding solar projects (renting roof space for solar use) that it started in California and Oregon? With successful programmes running in Spain, Germany, Italy and France, does ProLogis have further plans for expansion in this area and what would be their general criteria for setting up in new locations?  
**Guest speaker: Joseph Ghazal, Senior Vice President and Head of Benelux, ProLogis, confirmed**

**12:10pm** Founded in Antwerp, Belgium, one hundred years ago, Ahlers is an international logistics and maritime services provider with a network of offices and warehouses in Asia, CIS and Europe. Ahlers Logistics and Warehousing’s European Distribution Centre is in Ghent, Belgium, with significant warehousing and logistics centres in Russia, Ukraine, China and Indonesia. They started to operate in St Petersburg seventeen years ago and opened their first logistics centre there fourteen years ago. Ahlers are now seen to be a leading logistics provider in CIS. What is their location criteria for warehousing and logistics centres? What other locations are they looking to set up in?  
**Guest speaker: Stefan van Doorslaer, General Director Ahlers CIS & Baltics, confirmed**

**12:30pm** FS Mackenzie Group, the international freight forwarding company, is expanding at the rate of opening a different office every year. Headquartered in the UK, FS Mackenzie has two offices in Ukraine, operations in Germany, Spain and Nigeria, and has recently opened a fifth Russian operation. How can the Baltics compete? Which new areas has FS Mackenzie plans to expand into?  
**Guest speaker: Alfred Stienen, Managing Director, FS Mackenzie, confirmed**

**Discussion with speaker panellists and questions from the floor, led by Peter Kellner, Conference Chairman and Moderator**

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

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### Session 3: Global Locations for Business Services

A growing industry in the business services sector has been the development, over the past ten years, of outsourcing IT functions and business processes to specialist firms which can do the job efficiently and provide cost effective solutions. Business processes can include not only direct customer services but also accounting functions, human resource and legal services. The companies that specialise in these outsourcing functions have grown rapidly and have expanded into new locations and markets to access new talent pools cost effectively. Global outsourcing is definitely a long-term solution to bridge the talent gap. These are fascinating times to be choosing a new outsourcing provider or location as there is simply so much choice. New cities are emerging as outsourcing contenders all the time, each boasting a different set of characteristics

- 3.30pm** TeleTech, headquartered in Colorado, is the largest outsourcer in South Africa. With worldwide locations including Argentina, Brazil, Canada, Costa Rica, Mexico, Australia, New Zealand, Malaysia and the Philippines – and in Europe – UK, Germany and Spain, we hear about the site selection criteria TeleTech uses to choose new locations and which locations they are looking to expand into next?  
**Guest speaker panellist: Craig Reines, Senior Vice President Europe Middle East and Africa, TeleTech, confirmed**
- 3.50pm** Inspur Group, one of China's leading IT and business processes outsourcing services providers, has many operations in China, and has established service centres in Taipei, Japan and USA. Has Inspur Group any plans to locate centres in Europe, Scandinavia, Middle East or North Africa? What is their location strategy for 2010/2011? Which countries and cities would be appealing to them in terms of setting up new operating centres?  
**Guest speaker panellist: Zhang Dong, Vice President for Overseas Business, Inspur Group, confirmed**
- 4:10pm** Intelnet Global Services is a leading global third party BPO company with 17 centres in India, one in the Philippines, one in Mauritius, two in the USA, and has very recently opened two in the UK and one in Poland. As a rapidly expanding company, what drives their location decisions? Are there any more plans to set up in Europe or Scandinavia?  
**Guest speaker panellist: Chirag Patel, Head of Corporate Strategy, Intelnet Global Services, confirmed**
- 4.30pm** With global delivery centres in US, UK, Romania, Singapore, the Philippines, Sri Lanka and India, WNS's mission is "to run business operations for leading global organisations by attracting, developing and managing outstanding talent globally..." What are the thought processes behind WNS's location and expansion plans. Which new cities and regions are changing the map for business processes outsourcing operations?  
**Guest speaker panellist: Rick Sturge, Deputy Managing Director Europe, WNS, confirmed**

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Discussion with speaker panellists and questions from the floor, led by Peter Kellner, Conference Chairman and Moderator

5pm **Networking and Business Matching Meetings**

6.30pm **Gala Evening**

Tallinn, Estonia's main metropolis, is a capital city with considerable heritage and grace. In the old town, its cobbled alleys surrounded by Danish-built fortifications, converge onto the Town Hall Square, where all delegates, speakers, sponsors and guests are invited to a drinks and networking party at Tallinn Teachers House, a fascinating example of medieval architecture, dating back to 1333.

**Day Two: FDI: The Next Chapter/Generation**

**Thursday 10<sup>th</sup> June**

9am **Welcome Address: Gert Stahl, Managing Director, Enterprise Estonia**

Session 4: **How do you Attract "CleanTech" Companies to your City/Region?**

Fuelled by "green and clean" stimulus money, cities, states, provinces and countries are now competing to grow cleantech businesses, to bring innovation to market, to attract inward investment and to brand themselves hubs of cleantech growth.

9:15am Emerging "cleantech cities and regions" discuss how they are working towards their goals, the challenges they have faced and their visions for the future. What is their strategy for attracting companies in specific industries? Panel discussion session.

Copenhagen: where wind power generates 20% of Denmark's electricity

**Panellist: Steen Donner, Managing Director, Copenhagen Capacity, confirmed**

Iceland: state-of-the-art energy infrastructure offering hydropower and geothermal power

**Panellist: Thordur Hilmarsson, Managing Director, Invest in Iceland Agency, confirmed**

Navarra, Spain, is building a reputation as a centre of excellence for renewables

**Panellist: Cesar Berrozpe, Project Manager, SODENA, confirmed**

US state Nevada has attracted Chinese wind turbine manufacturer to build its first assembly and production plant in US, expected to employ 1000, aside from construction jobs.

**Panellist: Ken Pierson, Deputy Director, Nevada Commission of Economic Development, confirmed**

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

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### Session 5: Clean Technologies: The next Engine of Economic Growth

Clean technology has come of age. Low-carbon industries have overtaken aerospace and defence combined to become one of the biggest sectors of the global economy. What attracts these companies to specific cities and regions? Does the energy industry have the potential to develop the cluster model? New green technologies are likely to feature prominently in driving the need for talent with green skill-sets. Is locating specialised talent a factor when deciding on location? How can economic development and investment promotion agencies maximise their offer?

**11:00am** Originating from New Zealand, renewable energy technology specialist Flotech Group, is poised to achieve fresh growth. With an expanding range of biogas upgrading systems, converting waste to biomethane, they have recently opened offices in North America, with operations already in Singapore, Australia, New Zealand, Sweden, and shortly, in Spain. What drives Flotech's location decisions in terms of setting up operations? Which factors influence their decisions to establish operations and where is next on the agenda?

**Guest speaker: Morgan Jansson, Managing Director, Flotech Sweden, confirmed**

**11:20am** Preseco is an environmental technology company providing solutions to waste, water and energy. It combines pre-treatment, composting, waste water treatment and bio-energy production into one waste solution. The aim is to provide added value and to develop products from waste. Headquartered in Finland, integrated waste management and treatment plants are being constructed in Norway and there are similar plans to set up a plant in Turkey. We hear the reasons for these location choices and the conditions Preseco requires in order to expand its facilities into other countries.

**Guest speaker: Mikko Kantero, Board Member and Business Development Director, Preseco, confirmed**

**11: 40am** GE serves the energy sector by developing and deploying technology that helps make use of natural resources. With 60,000 employees and 2009 revenues of \$37 billion, GE Energy is one of the world's leading suppliers of power generation and energy delivery technologies. GE has very recently announced plans to develop or expand its wind turbine manufacturing, engineering and service facilities in four European countries: Germany, UK, Norway and Sweden. What kind of activities will take place and what has been the criteria for choosing these activities in these locations?

**Guest speaker: Jürgen Tiedge, Head of Marketing Central Europe, GE, confirmed**

**12: 00pm** WinWinD manufactures and supplies innovative wind turbines based on a low speed technology. In September and October 2009, they opened two state-of-the-art manufacturing facilities, one in Vengal, India and one in Hamina, Finland. What drove these location manufacturing decisions? With wind turbines running also in Estonia, Sweden, Czech Republic, Portugal and France, has WinWinD any future plans to open further facilities?

**Guest speaker: Pekka Bollstrom, Production Director, Winwind, confirmed**

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1pm            **Lunch and Business Matching Meetings**

3:30 pm        End of Forum