Overall theme of the 25th WIC:

"Regeneration of IPAs in a new decade"

The 25th WAIPA World Investment Conference will be held on 9 December 2020 alongside the UNCTAD World Investment Forum from 6-10 December in Abu Dhabi, United Arab Emirates. In the wake of COVID-19, discussions will be on the theme “Regeneration of IPAs in a new decade” the crucial importance of investment promotion agencies (IPAs) during and after the pandemic that impacted lives and economies globally. Bringing together IPAs from all over the world, government officials, development sector leaders, private sector and academia relevant to FDI policy and strategy it will, in several panels, review the past two and a half decades of investment promotion, debate the rise of digitalization and the importance of data-driven investment promotion, and aim to examine how investors and locations alike benefit from the functions of IPAs and how IPAs are able to highlight their role further as a valuable element in the promotion and facilitation of investments.

Session 1:

“A quarter century of investment promotion: success stories and the future outlook”

The WAIPA Annual Survey 2018 showed that an overwhelming majority of IPAs were created after 1990. This surge of institutions specializing on investment promotion in the 90’s of the previous century also influenced the creation of WAIPA under the auspices of UNCTAD in 1995. 25 years later we look at how the work of IPAs has changed with agencies emerging and disappearing over the last years, what international institutions can do to assist agencies, how their work was impacted by COVID-19 and how IPAs can even expand their crucial role in promoting and facilitating investments into their countries or regions.

Session 2:

“Data-driven investment promotion: how data influences the world of IPAs”

Like in most areas of life, also in investment promotion, data becomes increasingly important. On the one hand data helps agencies to prove their work by referring to data collected on FDI numbers. At the same time data helps agencies to take decisions more effectively and even to create leads for further investments. This panel will look how important the collection of accurate data is and how IPAs can use data to their benefit.
Session 3:

“Business-oriented IPAs: high-end services and added value for investors”

IPAs are the important link between business and governments. As agencies usually linked to the government, they understand dynamisms within government structures, yet are in contact with investors on a daily basis. At the same time, it is crucial for agencies and their employees to speak the same language as the investor. This unique position made IPAs also crucial during the COVID-19 pandemic that imposed a difficult situation on many companies. This panel aims to look at how the investors see the functions of IPAs, how governments may utilize IPAs more strategically and effectively and how IPAs are able to highlight their role further as a valuable element in the promotion and facilitation of investments.