

2020 FDI INTERNATIONAL TRAINING SEMINAR

TUESDAY, OCTOBER 20 SEMINAR

10月25日 星期二 外资招商培训研讨会

8:30 AM Coffee & Registration

上午8:30 咖啡 & 注册

8:50 AM Welcome

Overview of the training with housekeeping announcements and information for the delegates.

上午8:50 欢迎致辞

主持人向参会人员介绍培训内容和信息。

SPEAKER **Adam Jones Kelley**, President, Conway, Inc

发言嘉宾 **亚当·琼斯-凯利**, 总裁, 康威集团

9:00 AM Site Selection 101 & FDI relating to Free Zones

This session will illustrate how corporate investors and site selection consultants make location decisions. The presenter will cover all stages of the FDI life cycle from the corporate point of view, what factors are important in the decision-making process and what potential clients expect from an Investment Promotion Agency or Free Zone.

上午9:00 自贸区外资招商和投资选址101

本环节将展示企业投资人和选址顾问是如何做出选址决策的。培训内容将涉及外商投资过程中的多个方面, 包括投资决策过程中的重要影响因素, 以及潜在客商对招商引资机构或自贸区的期望和诉求。

SPEAKER **Andrew Clutz**, Director Corporate Investment & Analytics, Conway, Inc

发言嘉宾 **安德鲁·克鲁兹**, 企业投资和分析总监, 康威集团

10:00 AM Coffee Break

上午10:00 茶歇

10:15 AM Creating a Next Generation Strategy for Your Free Zone

Free Zones are continuously looked at to be catalyst for attracting corporate investment, trade and creating jobs. Yet, the most successful Free Zone programs have found ways to leverage research, marketing, strategy and partnerships to differentiate their Zones in today's competitive global landscape. They have become more than just tax effective solutions for corporate strategies and are often incubators for economic development strategies that can be implemented country wide. In this session we will explore how your Free Zone could benefit from a future forward approach to Free Zone Promotion.

上午10:15 自贸区新一代招商战略制定

自贸区一直被视为吸引企业投资、贸易和创造就业机会的催化剂。那些最成功的自贸区已开始运用研究、营销、策略、以及合作伙伴从而在当今竞争激烈的全球环境中脱颖而出。

SPEAKER **Laura Martin**, Global Director of Training, Conway, Inc

自贸区不再仅仅是提供针对企业战略的税收政策, 也已然成为了可在全国大范围实施的经济发展战略的孵化器。本环节将探讨自贸区应如何从立足未来的推介策略中受益。

发言嘉宾 **劳拉·马丁**, 全球培训总监, 康威集团

11:15 AM Coffee Break

上午11:15 茶歇

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11:30 AM Understanding Lead Generation & Using Data to Create Identify Leads

What are the best tactics for generating leads? What is the difference between a lead signal and a lead? How to convert lead signals into leads. The most common pitfalls in lead generation and how to avoid losing potential business by letting leads go cold.

In this session Conway's expert will also explain how the use of data is vital in effective economic development. With data-driven lead generation, IPAs and Free Zones gain an unmatched competitive advantage when targeting prospective investors. Use this session to stay on top of new investment trends with real-time data analysis, and dig down into the data that really matters, the data that generates leads relevant for your agency.

SPEAKER **Andrew Clutz**, Director Corporate Investment & Analytics, Conway, Inc

12:30 PM Lunch

1:30 PM First Contact with Investors

Every interaction is a chance for a good impression, so it's important to know that your community or free zone is fully prepared to welcome decision makers and influencers before they come calling. This session will explore what "readiness" means and take you through key steps to get there. We will also explore your full cycle of interactions in dealing with investors from an initial enquiry, preparing for calls and writing emails to potential clients, building the relationship, site visits and closing the deal.

SPEAKER **Ariunaa Boldbaatar**, Manager - Foreign Direct Investment & Expansion - China, Conway, Inc

2:30 PM Coffee Break

上午11:30 潜在投资项目开发和利用数据获取项目信息

开发潜在投资项目有什么最佳策略？项目线索和潜在项目有什么区别？如何将项目线索转化成为潜在的项目？潜在项目开发过程中有哪些最常见的陷阱以及如何避免与潜在的项目失之交臂？

本环节中，康威的专家还将阐释在有效的经济发展中数据利用的至关重要性。通过数据驱动的潜在项目开发，投资促进机构和自贸区在锁定潜在目标投资者时能够获得巨大的竞争优势。大家将在本环节了解如何利用实时数据分析来掌握最新投资趋势，进而对真正有用的数据进行深入研究，并以此为基础开发潜在投资项目。

发言嘉宾 **安德鲁·克鲁兹**，企业投资和分析总监，康威集团

下午12:30 午餐

下午1:30 与企业投资者的首次接洽

每次与客商的互动都是为对方留下良好印象的机会，因此您的机构或自贸区需要在初次接洽之前就做好充分迎接企业决策者或重要人员的准备。本环节将探讨“充分准备”的含义，以及实现“充分准备”的关键步骤。我们还将探讨在与投资者接洽时的整个互动过程，包括从最初的问询、打电话、给潜在客户发邮件、建立关系、实地考察，到最终的签订项目协议。

发言嘉宾 **爱蕊娜·博德巴托**，中国区外商投资和扩张经理，康威集团

下午2:30 茶歇

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2:45 PM Free Zone & FDI Best Practices

As competition for FDI projects is so fierce it is vital to understand what strategies the best performing agencies and Free Zones in the world are employing when bringing in investment. We will look at several case studies to understand these agencies, zones and their work.

SPEAKER **Drago Napotnik**, Country Head – China, **Conway, Inc**

3:45 PM Coffee Break

4:00 PM Aftercare

On average, 30% of jobs created every year are from existing investors as they grow and expand their operations. This session examines the aftercare process and how to do it correctly. Done the right way, aftercare can help you identify new opportunities and safeguard projects. This course is an essential part of the FDI and investment promotion mix.

SPEAKER **Kirsten Olson**, Foreign Direct Investment Manager, **Conway, Inc**

下午2:45 先进自贸区外资招商模式

由于各地都在争相引进外资项目，因此了解全球那些外资招商表现优异的机构和自贸区所采用的招商模式和思路就格外重要。本环节将通过案例来深入了解几个成绩亮眼的政府机构和园区所进行的招商引资工作。

发言嘉宾 **迭戈·纳普尼克**，中国区总监，**康威集团**

下午3:45 茶歇

下午4:00 项目落地后的服务

平均而言，每年新增加的就业机会中有30%是现有企业在扩张时创造的。本环节将探讨在项目落成后如何提供给企业好的服务。服务做得好有助于留住企业并发现新的项目机会，本环节的内容对于外资招商和推介至关重要。

发言嘉宾 **欧森**，中国区副总监，**康威集团**

4:45 PM TRAINING CONCLUDES

下午4:45 培训结束