



InternationalisierungCenter Steiermark, ICS and Slovenian Business & Research Association, SBRA

in cooperation with

VALE Columbia Centre for Sustainable International Investment,
and UNCTAD Secretariat, Geneva

EREF-2010 Conference and Workshop

“The Role of Foreign Direct Investment in developing knowledge-based Competitiveness in European Regions”

Graz, 23 April 2010
9.30 – 17.30

Chamber of Commerce / Wirtschaftskammer Steiermark
Erzherzog Johann Zimmer

In line with its mission, i.e. to encourage knowledge society developments, EREF member regions are involved in **awareness raising** and **exchanging views on conceptual and practical issues** of **interaction of macro and micro economic policies and their implementation among policy makers and stakeholders from business, academia and government.**

Each year EREF pays particular **attention to one of the areas** of creating knowledge-based competitiveness, and attempts to **assess progress** achieved.

Selection and presentation of **good practice cases** in the EREF domains is a valuable instrument of the Forum.

One of the key issues in the EREF-2010 programme is the role of Foreign Direct Investment. This is the topic of the Graz morning conference and afternoon workshop, which will produce the draft-recommendations for the June Forum in Nova Gorica, Slovenia.



Naložba v vašo prihodnost
Operacijo delno financira Evropska unija
Evropski sklad za regionalni razvoj



Investition in Ihre Zukunft
Operation teilweise finanziert von der Europäischen Union
Europäischer Fonds für regionale Entwicklung



Feature	Proposed Activities
Venue, Date	<p>Wirtschaftskammer Steiermark Erzherzog Johann Zimmer Körblergasse 111-113; 8011 Graz ; Austria</p> <p>Friday 23 April 2010</p>
Objectives of FDI Workshop	<ul style="list-style-type: none"> ○ Define the benefits and potential challenges of FDI for receiving and exporting country/region; ○ Evaluate mechanisms to increase local absorption capacity for FDI; ○ Identify support measures EREF regions offer to FDI, and evaluate their impact on the receiving region/country; ○ Assess criteria for balanced FDI negotiations, specially for knowledge-based, sustainable development of the receiving region;
Profile of participants	<ul style="list-style-type: none"> ▪ regional executives responsible for FDI (government departments, specialized agencies) ▪ regional parliamentary deputies ▪ regional business associations ▪ representatives of international organisations concerned with FDI ▪ company executives experiencing FDI ▪ researchers specialized on FDI ▪ journalists specialized on international economic issues
Working language	English
Media Partner(s)	The Wall Street Journal Europe and some others
Workshop inputs – documentation for participants	<p>In order to facilitate the preparations of participants they will receive the following material before the conference:</p> <ul style="list-style-type: none"> - a select bibliography and compendium of earlier - a select bibliography and compendium of earlier recommendations - draft workshop recommendations - studies prepared for the workshop with a summary of answers received from regional FDI officers - recent documentation on the subject published by international organisations and others.
Draft schedule of the Conference	<p>Morning (9.30 – 13.00):</p> <ul style="list-style-type: none"> - Welcome - Introduction to the program - <i>M. Azodanloo, ICS</i> - Introduction to EREF - <i>B. Cizelj, EREF Chair</i> - Key Note Address: FDI in Austria, Styria – <i>Dr. C. Hartmann, Joanneum Research</i> - European Regions’ Sustainable FDI Strategies and Policies for enhancing Competitiveness - <i>Prof. dr. Marjan Svetličič,</i>

	<p>Ljubljana University</p> <ul style="list-style-type: none"> - International Efforts of making FDI an Instrument of Building Knowledge-based Competitiveness - Ms. Elisabeth Tuerk, UNCTAD Secretariat <p>Coffee Break (11.00 – 11.30)</p> <ul style="list-style-type: none"> - FDI Resistance in the Global Economic Crisis: Lessons Learnt and Future Challenges - Prof. Dr. Karl Sauvant , Vale Columbia Center on Sustainable International Investment, A Joint Center of Columbia Law School and Earth Institute at Columbia University, New York - Discussion <p>Press Conference (12.30 - 13.00)</p> <p>Buffet Lunch (13.00 – 14.00)</p> <p>Afternoon (14.00 – 17.30):</p> <ul style="list-style-type: none"> ▪ Panel: Good Practice Cases <ul style="list-style-type: none"> ○ Benefits of FDI in Styria – Peter Riedler / Martin Panzitt, AVL, Graz ○ Making Wallonia attractive for FDI – Phillipe Suinen, Director General, AWEX, Brussels ○ The Scandinavian FDI Model - the Case of Solna City – Thomas Friis Konst, RegionsINBrussels ○ Carthago Odranci: a Greenfield Investment Success Story – Matjaž Kekec, Director ▪ Discussion ▪ Adoption of Workshop Recommendations for EREF-2010 ▪ Close
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