**Seminar: «PRACTICAL ASPECTS OF attracting FOREIGN DIRECT INVESTMENTS AND SUPPORT TO INVESTORS AT LOCAL LEVEL»**

*26-27 September 2018*

*Ternopil*

**Representatives of RDPA U-LEAD**: Vasyl Fedyuk, Advisor on planning and coordination of regional development, Dusan Kulka, expert on foreign direct investments attraction

**Participants**: representatives of local self-government bodies and local executive bodies, Regional Development Agencies and Local Government Development Centres of Ternopil, Khmelnytsk, Chernivtsi, Rivne, Lviv, Ivano-Frankivsk, Volyn oblasts, Ukraine Investment Promotion Office UkraineInvest

|  |  |  |
| --- | --- | --- |
| **First Day, 26 September, Conference hall “Avalon Palace”** | | |
| 9:00-09:30 | Morning coffee – conference hall | |
| 09:30-10:00 | Welcoming word. Purpose and objective of the seminar. Introduction of participants.  ***Igor Vons,*** *Deputy Head of Ternopil Oblast State Administration*  **Ulyana Khromyak**, *Deputy Director of UkraineInvest*  ***Vasyl Fedyuk,***  *Advisor on planning and coordination of regional development of RDPA U-LEAD* | |
| 10:00-10:45 | How does an investor choose the location of his company or representative office? "How can marketing / promotion of FDI affect the investor's decisions? How to prepare and conduct a qualitative and effective presentation for investors?  ***Alexander Markus,*** *Head of the Board, “German-Ukrainian Chamber of Industry and Commerce”* | |
| 10.45-11.30 | How to deal with the requests of potential investors? How to get in touch with investors from Germany.  ***Alexander Markus,*** *Head of the Board, “German-Ukrainian Chamber of Industry and Commerce”* | |
| 11:30-12:00 | Coffee-break | |
| 12:00-12:45 | Development of hromada investment profile - what is interesting for investors?  ***Alexander Markus,*** *Head of the Board, “German-Ukrainian Chamber of Industry and Commerce”* | |
| 12:45-13:30 | Preparation and implementation of successful presentation (role of communication skills. How to prepare and conduct a qualitative and effective presentation for investors)  ***Alexander Markus,*** *Head of the Board, “German-Ukrainian Chamber of Industry and Commerce”* | |
| 13:30-14:30 | Hotel accommodation, lunch – Restaurant of the Hotel “Avalon Palace” | |
| 14:30-15:15 | Foreign Direct Investment (FDI): World Trends and the Situation of Ukraine. FDI in the regions of Ukraine.  ***Vasyl Fedyuk,***  *Advisor on planning and coordination of regional development,*  *“U-LEAD with Europe” Programme* | |
| 15:15-16:00 | Why do hromadas need FDI? Role of FDI in local economic development.  ***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* | |
| 16:00-16:30 | Local factors that influence investor decisions. Investment climate at the local level.  ***Vasyl Fedyuk,*** Advisor *on planning and coordination of regional development, “U-LEAD with Europe” Programme.* | |
| 16:30-16:45 | Coffee-break | |
| 16:45-17:30 | FDI and competitiveness of the territory. What forms of investment have a greater impact on the development of the territory and create more competitive advantages?  ***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* | |
| 17:30-18:15 | How to identify local potential and investment needs?  ***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* | |
| 19:00 | Dinner – restaurant | |
| **Second day, 27 September, *Conference Hall Avalon Palace*** | | |
| 8:00-8:50 | | Breakfast – Hotel Avalon Palace |
| 09:00-09:45 | | The concept of industrial real estate and its role. Brownfield and Greenfield types. Ideal industrial zone. Preparation of proposals for areas for investment  ***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme*  ***Andriy Pavliv,*** *representative of «UkraineInvest Office» in Western Ukraine* |
| 09:45-10:45 | | Assessment of investment potential at the local level. Preparation of investment territories. The Inward Investment Centre Regional Information System (Experience of the Podkarpackie Voivodship, Poland)  ***Paweł Wais,*** *Deputy Director, Department of Regional Development of the Marshal Office of Podkarpackie Region, Poland* |
| 10:45-11:30 | | Investor service at the regional and local level. (Experience of the Podkarpackie Voivodship, Poland)  ***Paweł Wais,*** *Deputy Director, Department of Regional Development of the Marshal Office of Podkarpackie Region, Poland* |
| 11:30-11:45 | | Coffee-break |
| 11:45-12:30 | | Requirements of UkraineInvest for the preparation of information about the objects for investment.  ***Olga Syvak,*** *representative of «UkraineInvest Office» in Western Ukraine*  ***Andriy Pavliv,*** *representative of «UkraineInvest Office» in Western Ukraine* |
| 12:30-13:15 | | The process of selecting the land plot by the investor. Financial evaluation of investment efficiency. Feasibility and economic justification. Benefit and cost analysis.  ***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* **Volodymyr Vasylevskiy*,*** *Director of Ternopil RDA* |
| 13:15-14:00 | | Lunch – Restaurant of the Hotel Avalon Palace |
| 14:00-14:45 | | What should be known about investment projects at the local level? Time to market is a key factor for an investor.  ***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* |
| !4:45-15:30 | | Peculiarities of FDI promotion. Target key industries.  Marketing and branding of the territory.  ***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* |
| 15:30-15:45 | | Coffee-break |
| 15:45-16:30 | | About creation and functioning of the investment web-portal of Ternopil oblast and other marketing instruments  **Volodymyr Vasylevskiy*,*** *Director of Ternopil RDA* |
| 16:30-17:00 | | Experience of UkraineInvest in the sphere of FDI attraction, interaction with investors. Discussion.  ***Ulyana Khromyak****, Deputy Director of UkraineInvest*  ***Olga Syvak,*** *representative of «UkraineInvest Office» in Western Ukraine*  ***Andriy Pavliv,*** *representative of «UkraineInvest Office» in Western Ukraine* |
| 17:00-17:30 | | Summing up. Answers to the questions. Presentation of Certificates.  ***Igor Vons,*** Deputy Head of Ternopil Oblast State Administration  **Ulyana Khromyak**, Deputy Director of UkraineInvest  ***Vasyl Fedyuk,*** *Advisor on planning and coordination of regional development, “U-LEAD with Europe” Programme.* |