National training of trainers:

investment attraction for regional development

Kyiv, 29-31 may 2018

Day 1

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| *9.30 – 9.50* | *Registration of participants* |
| 9.50 – 10.20 | Opening remarks  National Agency for Civil Service  RDPA |
| 10.20 – 11.30 | Foreign direct investment: world and Ukrainian trends. FDI in Ukrainian regions. |
| 11.30 – 11.45 | *Coffee break* |
| 11.45 – 13.00 | What foreign investors are looking for internationally and in Ukraine? Main types of FDI. Key factors influencing selection of regions and territories for investment |
| 13.00 – 14.00 | *Lunch break* |
| 14.00 – 15.30 | Economic and other benefits from FDI, their role in regional and local development. What types of FDI can be attracted at the regional level. Successes and best practices in attracting FDI. |
| 15.30 – 16.00 | *Coffee-break* |
| 16.00 – 18.00 | Standards for attracting and supporting investors at the regional and local level: key requirements and practical aspects. |
| 18.30 | *Dinner* |

Day 2

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| 09.00 – 11.30 | Characteristics of investment policy at regional and local levels. Investment climate, components of a region’s investment attractiveness. Key factors and barriers for investment. |
| 11.30 – 11.45 | *Coffee break* |
| 11.45 – 13.00 | Institutional support for FDI attraction. Role of local government and specialized investment agencies. Strategy for FDI attraction into regions. |
| 13.00 – 14.00 | *Lunch break* |
| 14.00 – 15.30 | Assessment of regional needs and potential for investment. Sectors and industries with the most investment potential. Targeted search of investors for various economic sectors and industries |
| 15.30 – 16.00 | *Coffee-break* |
| 16.00 – 18.00 | System for collecting information for investors. Interactive investment maps and databases. Preparing information for priority investment sectors. Requirements for investment projects (greenfield, brownfield). |
| 18.30 | *Dinner* |

Day 3

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| 09.00 – 11.30 | Investment marketing. Tolls for building positive regional investment image and rapport with investors. |
| 11.30 – 11.45 | *Coffee break* |
| 11.45 – 13.00 | Creation of regional investment web portal, investment passport and other information and marketing products. Organization and delivery of investment events. |
| 13.00 – 14.00 | *Lunch break* |
| 14.00 – 15.30 | Targeted search for investors: how to build institutional capacity for attracting strategic investors? Databases of potential investors. Development and delivery of events related to FDI attraction. |
| 15.30 – 16.00 | *Coffee-break* |
| 16.00 – 17.00 | Summary and planning for next steps |
| 17.00 | *Dinner* |