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TEAM Pennsylvania FOUNDATION



# The WORLD FORUM

for Foreign Direct Investment

SUNDAY 15<sup>TH</sup> JUNE

6:00PM – 8:00PM

**Early Arrivals Reception, Union League Club of Philadelphia**

An Evening with Craig Shoemaker

Join delegates from around the world to network over drinks and hors d'oeuvres whilst enjoying a private performance by famed U.S. comedian Craig Shoemaker. Mr. Shoemaker will pose for pictures and sign autographs after the performance.



INTRODUCTION BY

**Mark Zandi**

Chief Economist, Moody's Analytics **CONFIRMED**

A trusted adviser to policymakers and an influential source of economic analysis for businesses, journalists and the public, Mark Zandi frequently testifies before Congress on topics including the economic outlook. Through its team of economists, Moody's Analytics is a leading independent provider of data, analysis, modeling and forecasts on national and regional economies, financial markets, and credit risk.



MONDAY 16<sup>TH</sup> JUNE

9:00AM

**Excursion Day**

Pick up from Union League Club of Philadelphia

Complimentary private VIP tours exclusively for delegates to some of Pennsylvania's historical sites and hotspots. Delegates can choose to visit The Route 29 Corridor, Malvern/Great Valley Chester County to see an area representative of current development trends; Lehigh Valley to view some of the nation's largest industrial development projects or The Port of Philadelphia, which is a multi-billion dollar economic development entity.

PANELLISTS

**Dr. Mark Zandi**

Chief Economist, Moody's Analytics **CONFIRMED**

**Roman Bukary**

Vice President and General Manager of Manufacturing and Wholesale/Distribution Industries, NetSuite **CONFIRMED**

**Dr. Karl Sauvant**

Resident Senior Fellow, Vale Columbia Center on Sustainable International Investment, Columbia Law School - The Earth Institute, Columbia University **CONFIRMED**

5:30PM

**Depart Union League Club for the National Constitution Center**

6:00PM – 8:00PM

**Welcome Reception and Conference Launch**

We kick off the conference with a collegial networking reception at the spectacular National Constitution Center, an interactive museum dedicated to exploring the legacy of the US Constitution, just steps from historic Independence Hall and the Liberty Bell.

MODERATED BY

**Ali Velshi**

Host of Al Jazeera America's first business show **CONFIRMED**

Velshi joined Al Jazeera America from CNN, where he was CNN's Chief Business Correspondent, anchor of CNN International's World Business Today, and the host of CNN's weekly business roundtable Your Money, reaching viewers, listeners and readers in 222 countries every day.



10:45AM

**Refreshments and Networking**

11:10AM

**Panel II: The Water Factor**

Demand and competition for water is growing, with many experts predicting humanity will exhaust the world's clean water supply before there is a shortage of fossil fuels. Water-intensive industries such as agribusiness, data centres and paper mills will address responsible consumption of this precious resource and outline the measures they take to ensure sustainability, explaining how informed site selection reduces the potential for criticism.

TUESDAY 17<sup>TH</sup> JUNE

**CONFERENCE DAY 1:**

The Union League of Philadelphia

8:45AM

**Welcome Address: C. Alan Walker, Secretary Pennsylvania Department of Community and Economic Development **CONFIRMED****

9:15AM

**Panel I: Tomorrow's World**

Anticipating tomorrow's trends, risks, sectors and opportunities. What technologies, regions and industries will drive tomorrow's global economy and the landscape of corporate decision-making?

PANELLISTS

**Daniel Bena**

Senior Director of Sustainable Development, PepsiCo **CONFIRMED**

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**Tom Cooper**

Corporate Water Programs Manager, Intel **CONFIRMED**

**Jacob Azran**

Chief Executive Officer, Blue I Water Technologies **CONFIRMED**

**Sigmund Larsen**

Chief Executive Officer, EnviroNor **CONFIRMED**

**Devesh Sharma**

Executive Vice President, Aquatech **CONFIRMED**

MODERATED BY

**Mike Zamora**

Principal, Hickey & Associates **CONFIRMED**

12:20PM

**Panel III: Fueling Growth – Energy’s Impact on Corporate Investment**

Energy costs, availability and innovations guide corporate location decisions around the world. In Europe, business and governments are growing more concerned about the impact of rising electricity prices on the continent’s competitiveness. In Asia, rapidly increasing demand for energy is putting pressure on supply, raising costs and driving a race for new resources. The exploration of shale gas in the U.S. has transformed the geography of global manufacturing as companies from around the world move manufacturing facilities to take advantage of historically low energy costs. Which areas really have the natural, economic and political resources to guarantee long-term, cost-effective energy supplies to their investors?

PANELLISTS

**Óli Sveinsson**

Executive Vice President Research & Development, Landsvirkjun **CONFIRMED**

**Bruce Rubin**

Director of Braskem America **CONFIRMED**

**Mike Thomas**

Vice President of Sasol US Operations, Sasol **CONFIRMED**

MODERATED BY

**Andreas Dressler**

Managing Director, Terrain **CONFIRMED**

1:15PM

**Special Networking Luncheon**

2:30PM

**Rethinking FDI through an Innovation Lens: The Tata Experience**

KEYNOTE SPEAKER



**Ramabadrhan Gopalakrishnan**

Director, Tata Sons **CONFIRMED**

Gopal worked for 30 years in India’s most multinational company, Hindustan Unilever (Chairman Unilever Arabia, Managing Director Brooke Bond Lipton India and Vice Chairman of Hindustan Lever). Since then he has worked for the most multinational Indian company, Tata, joining in 1998 as Director and responsible for managing and leading the entire business all over the world. The Tata Group comprises 114 companies and subsidiaries in eight business sectors, including Tata Steel, Tata Motors (including Jaguar and Land Rover), Tata Consultancy, Tata Technologies, Tata Tea (including Tetley), Tata Chemicals, Titan Industries, Tata Power, Tata Communications, Tata Teleservices and the Taj Hotels.

**Panel IV: Innovation as an FDI Driver**

Investments in innovation enable countries and regions to spur critical domestic growth and enhance their attractiveness as locations for FDI. How do governments and corporations align their strategic vision to create clusters of innovation and technology?

PANELLISTS

**Ramabadrhan Gopalakrishnan**

Director, Tata Sons **CONFIRMED**

**Mark Weir**

U.S. Group Financial Controller, Almac Group **CONFIRMED**

**Robin Hooker**

Director of Marketing, UPS Healthcare Sector **CONFIRMED**

**Tony Melanson**

Vice President Marketing, Aethon **CONFIRMED**

**Sandra Merkel De James**

Head of Business Relations and Development, Novozymes **CONFIRMED**

MODERATED BY

**Mike Vallenari**

Principal, Hickey & Associates **CONFIRMED**

4:00PM

**Refreshments and Networking**

4:20PM

**Panel V: The Mandate for Incentives**

Corporate leaders share candid details of the incentive packages that facilitated their investment in a region/state/country, and discuss the ever-present questions of cost verses benefit that communities must address.

PANELLISTS

**Ned McCulloch**

Global Issue Manager, IBM Global Technology Services **CONFIRMED**

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**Steven Bonine**

Manager, Global Grants and Incentives, DuPont **CONFIRMED**

**Jeff Troan**

Vice President, Economic Development,  
Lockheed Martin Corporation LMCP&FS **CONFIRMED**

MODERATED BY

**Terry Hansen**

Principal, Hickey & Associates **CONFIRMED**

**5:30PM Depart the Union League for The Barnes Foundation for the evening's social activities**

**6:00PM Slovenian Wine-Tasting co-hosted by the Embassy of Slovenia to the USA**

A huge success at last year's WORLD FORUM in Shanghai, this is set to be an annual sommelier experience. Slovenia's pivotal position in Europe, with an Adriatic port and bordering Italy, Austria and Hungary, not only makes it a great location for many businesses, but also a fine wine-making location.

Invest Slovenia and the Embassy of Slovenia to the USA invite you to taste the flavours of their land, magically locked in its best wine selection. Enjoy.

**7:00PM Dinner hosted by the Commonwealth of Pennsylvania**

All delegates, speakers and sponsors are invited to enjoy the surroundings of the Barnes Foundation museum in the context of a networking dinner. The Barnes Foundation is a unique institution dedicated to the appreciation of the fine arts and horticulture and is home to one of the world's finest collections of Post-Impressionist and early Modern paintings.

**WEDNESDAY 18<sup>TH</sup> JUNE**

**CONFERENCE DAY 2**

The Union League of Philadelphia

**7:30AM FDI Association Members Breakfast**

**9:00AM Panel VI: The Power of the People**

INTRODUCTION BY

**Dr. Reza Aslan** **CONFIRMED**

Dr. Reza Aslan, an internationally acclaimed writer, is the author of *Zealot: The Life and Times of Jesus of Nazareth*, which rocketed to #1 on the New York Times bestseller list. Mr. Aslan is an Adjunct Senior Fellow at the Council on Foreign Relations, and a member of the Los Angeles Institute for the Humanities and the Pacific Council on International Policy. Additionally, Aslan attained near-hero status



for calmly, and brilliantly answering questions during a Fox News interview that quickly went viral. Dr. Aslan will look at the relationship between FDI and religion. Could religion be a driver?

Market intelligence is key in any investment decision. Understanding the culture, and perhaps most importantly the people, is critical to ensuring success. This panel explores the challenges posed by divergent peoples and beliefs, and the kind of talent, skills and personalities certain businesses seek to leverage on human capital. The companies in this session have focused programmes for their workforce skills development, and are creative in their long-term planning and cultural integration.

PANELLISTS

**Dr. Reza Aslan** **CONFIRMED**

**Bruce Heugel**

Senior Vice President and Chief Financial Officer,  
B. Braun Medical **CONFIRMED**

**Robert Mankowski**

Vice President, Product Management, Bentley Systems **CONFIRMED**

MODERATED BY

**Terry Hansen**

Principal, Hickey & Associates **CONFIRMED**

**10:15AM Break for Refreshments and Networking**

**10:45AM Panel VII: Reshoring: Unconventional Wisdom**

Not only are service centres and back offices coming back home, there is now increasing evidence that manufacturing is reshoring too. Does this mean the end of foreign direct investment? This will be a hotly-debated topic with expert panellists from companies who have recently reshored their activities.

PANELLISTS

**Ed Murphy**

President & Chief Executive Officer, DeVilbiss Healthcare **CONFIRMED**

**Matt Turpin**

President, Zentech Manufacturing **CONFIRMED**

**Martin Vazquez**

Vice President, Manufacturing Management, CareFusion **CONFIRMED**

**Jim Keppler**

Vice President of Supply Chain and Quality, Whirlpool **CONFIRMED**

MODERATED BY

**Terry Hansen**

Principal, Hickey & Associates **CONFIRMED**

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**11:45AM Panel VIII: Making Brownfield Greenfield: Suburbs versus Inner City**

Reducing the carbon footprint is integral to long-term global business. Many corporate leaders, employees and stakeholders are committed to finding more sustainable ways to build facilities, manufacture, and deliver products. Which companies are at the vanguard? How do they align LEED certification, infrastructure and energy requirements to generate high corporate sustainability ratings? Meanwhile, highly educated workers are clustering in a small number of cities. Are companies therefore abandoning vast suburban campuses for urban offices? Are "green" industries going into "brown" locations?

PANELLISTS

**Dan Fishbein**

Vice President, Corporate Services, CIT Group **CONFIRMED**

**Erik Stocklausner**

Director of Enterprise Sales, Digital Realty **CONFIRMED**

**Ray Milora**

Head of Design and Change Management, Glaxo SmithKline **CONFIRMED**

**Don Ingerson**

Vice President & Manager, Titan Ready-Mix – Virginia, Titan America **CONFIRMED**

MODERATED BY

**Mike Zamora**

Principal, Hickey & Associates **CONFIRMED**

**12:45PM Special Networking Luncheon**

**2:00PM Panel IX: Cyber Security**

Will concerns about cyber security in some destinations put the investor off? Are there solutions on the market that can guarantee the safe transfer of corporate information across frontiers?

PANELLISTS

**Christopher Furlow**

President, Ridge Global **CONFIRMED**

**Friedhelm Peplowski**

Senior Vice President Global Sales and Marketing, Artec IT **CONFIRMED**

**George Do**

Director of Global Information Security, Equinix **CONFIRMED**

MODERATED BY

**Andreas Dressler**

Managing Director, Terrain **CONFIRMED**

**3:00PM Break for Refreshments and Networking**

**3:15PM Consultants Roundtable**

This session travels around the world in 60 minutes. Which sectors, companies, countries, regions and cities are the ones to watch?

PANELLISTS

**Ulrich Schmidt**

Managing Director, Global Location and Expansion Services, KPMG **CONFIRMED**

**Terry Hansen**

Principal, Hickey & Associates **CONFIRMED**

**Tracey Hyatt Bosman**

Managing Director, Biggins Lacy Shapiro & Co. **CONFIRMED**

**Patrick Dine**

Chief Executive Officer, PSD Global **CONFIRMED**

**Dennis Meseroll**

Executive Director, Tractus Asia **CONFIRMED**

**Douglas van den Berghe**

Chief Executive Officer, Investment Consulting Associates **CONFIRMED**

**Steve Weitzner**

Silverlode Consulting **CONFIRMED**

**Ashu Kaushal**

Client Strategy Consulting Director, CBRE, Global Corporate Services **CONFIRMED**

MODERATED BY

**Andreas Dressler**

Managing Director, Terrain **CONFIRMED**

**4:45PM Announcement of the 2015 Host and FDI Awards**

Awards will be presented to recognise excellence in the following categories - Website of the Year and Destination of the Future for, a) energy intensive industries and b) water intensive industries. Nominations from around the world are accepted and evaluated by a panel of distinguished global site consultants and the editors of Site Selection magazine.

INTRODUCTION BY

**Barry Johnson**

Principal, Head of Inbound Investment & Global Market Access, 32 Advisors **CONFIRMED**

**6:00PM Conference Close**

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