

## **World Forum for Direct Investment 2006, Valencia, Spain**

City of Arts and Sciences

### **Wednesday 7<sup>th</sup> June**

20:00-22:00 Welcome Reception at the Palacio de la Exposicion

### **Thursday 8<sup>th</sup> June: FDI: The “softer” industries: A new wave**

Principe Felipe Museum of Sciences, City of Arts and Sciences

08:30 *Arrival and registration of delegates.*

08:45 Welcome and Introduction to the World Forum for Direct Investment 2006:  
*Cathy Dawson, Managing Director, Red Hot Locations*

09:00 Welcome address:  
*Ignacio Zabala, Managing Partner Valencia, Deloitte Spain*

09:15 Introduction to the conference chairman and moderator  
*Peter Kellner, Political Commentator and Economics Journalist*

### **Foreign Direct Investment and Mega-Sports Events**

09:20 How are host locations chosen for sporting events?  
We are taken through the selection process of host locations for the Americas Cup. What are the influencing factors? Does the sporting event create a location's brand or is the location chosen to host the event because of its brand?

*Guest speaker: David Gallego, Director of Institutional Relations, Americas Cup Management, confirmed*

09:50 Building your bid to maximum effect  
London, the winners of the 2012 Olympic bid, describe how cities involved in bids for sporting events can maximise their participation in the bid process for external profile. How can a city leverage the benefit of association with a major sporting brand for their inward investment promotion activity? How can the bid itself bring in foreign direct investment and what strategies and campaigns can be used?

*Guest speaker: Mike Lee, former Director of Communications and Public Affairs for London 2012 Olympic Bid, now Chief Executive, VERO, confirmed*

10:20 Question and answer session

10:30 *Break for refreshments and networking*

### **Tourism and Leisure Industries**

11:00 Leisure resort destinations:  
An overview of a new form of accommodation in upscale resort real estate. Trends in new projects/resorts and developments in various worldwide locations. How are investors and operators addressing the changing socio-economic dynamics of visitors and new trends on demand? How are these factors impacting the models of development of leisure real estate at the

destinations? What are the products that will cater for the ever more demanding market?

*Guest speaker: Carlos Vogeler, Vice President Industry Relations, North Course Leisure Real Estate Solutions, and Chairman Affiliate Members of World Tourism Organisation (UNWTO), confirmed*

11:20 Casino entertainment  
Casino entertainment complexes invest several hundred millions of dollars in each location they choose to set up in. They not only bring in foreign direct investment, but also huge additional tourism to many countries and regions desperately in need of regeneration, jobs, and infrastructure.

*Guest speaker: Rodney Brody, Head of Development UK & Europe, Las Vegas Sands, confirmed*

11:40 Hotels and new destinations  
Started in the 1980's, The NH Hotel Group is one of the fastest growing hotel chains in Europe and Latin America. What are NH Hotels expansion plans worldwide?

*Guest speaker: Juan Mora, Member of the Management Board, NH Hotels, confirmed*

12:00 Question and answers

12:10 *Break for aperitivo and networking*

12:30 Host address:  
*Francisco Camps, President of the Valencia Regional Government, confirmed*

12:45 Keynote address:  
*Joseph Stiglitz, Nobel Prize in Economics, confirmed*

13:30 *Question and answer session*

14:00 *Lunch and networking*

### **Audiovisual Sector (Film Locations)**

15:30 Film studios: investment "locations"  
What factors influence studios when deciding on a film set "location"?

- Which locations are considered
- Why locations are ruled out
- What are the "clinching" factors?
- Do tourism departments or development/investment government agencies play any role at all?
- What is the decision-making process?

*Guest speakers:*  
*Iona de Macedo, Senior Vice President of European Production, Sony Pictures Entertainment, confirmed*  
*Stephen Margolis, Managing Director, Future Film Group, confirmed*

- 16:30 Question and answers
- 16:40 Building relationships between film studios and facilities companies  
How can different studios work together?  
  
*Guest speakers: Jo Nolan, Chief Executive, and Jenny Cooper, Film Commissioner, Screen South, confirmed*
- 17:00 Questions and answers
- 17:10 *Break for refreshments and networking*
- Renewable Energies and Environmental Technologies Industries**
- 17:30 Green: an upwardly mobile industry  
The evolving nature of the green industries. How quickly is this sector growing? What kind of firms operate in these sectors? What are their location criteria when setting up wind and solar farms?  
  
*Guest speaker: Miguel Martin, Director Renewable Energies, Iberdrola, confirmed*
- 17:50 Innovative environmental infrastructure: A crucial facilitator for investment  
The cost of water and wastewater services and how it impairs development potential of real estate or industrial investments. How do you limit the cost and improve their value by more modern concepts of re-use, reduce, recycle...Present innovative technologies such as decentralised, compact technologies, low energy desalination and energy self sufficient concepts  
  
*Guest speaker: Frank Rogalla, Global Technology Leader, Black & Veatch, confirmed*
- 18:20 Questions and answers
- 18:30 Delegates, speakers, organisers and guests depart to L'Hemisferic, a five minute walk away to another of the spectacular buildings within the City of Arts and Sciences
- 19:00 Official drinks reception and gala dinner  
L'Hemisferic, a state of the art structure, is surrounded by clear water and overlooks a spectacular garden parade.
- 23:00 Transport back to hotels.

**Friday 9<sup>th</sup> June: FDI: The “hard” facts: A new age**

**Automotive Industry**

- 08:45 Introduction:  
*Cathy Dawson, Managing Director, Red Hot Locations*  
  
Chair and moderator:  
*Peter Kellner, Political Commentator and Economics Journalist*

09:00 The Drive for Global Profitable Growth  
In today's competitive market place, status quo is not an option. Successful companies must be globally developed with quality products and services, leading technology and innovation, best cost operations and lean business principles to deliver customer, employee and stakeholder satisfaction. What are Federal Mogul's expansion plans and which functions will be carried out in which facilities? Are clusters an important element in the site selection process?

*Keynote address: José Maria Alapont, Chairman, President and Chief Executive Officer, Federal Mogul, confirmed*

09:20 Questions and answers

### **Emerging Investors**

09:30 Chinese investors of the future  
The leading Chinese satellite television company, with 5 channels broadcast over Asia, Europe and North America, Phoenix CNE is perfectly placed to explain China's "going global" policy and its significance to other markets and locations.

*Guest speaker: Dr Wen-guang Shao, President, Phoenix CNE (Phoenix Chinese News and Entertainment) confirmed*

09:50 Questions and answers

10:00 *Break for refreshments and networking*

### **Technology Industry**

10:30 Technology marketing  
Massachusetts-based Unica Corporation is a global provider of Enterprise Marketing Management (EMM) solutions helping businesses increase their revenues and improve the efficiency and measurability of their marketing operations, serving over 400 customers across six continents and more than 30 countries. We hear of their most recent and future expansion plans in terms of opening new offices and facilities.

*Guest speaker: Sylvain Pavlowski, Vice President and Managing Director, Europe, Middle East & Africa, Unica Corporation, confirmed*

10:50 Security alert  
Panda Software is a leading developer and provider of integrated security solutions to combat viruses, hackers, trojans, spyware, phishing, spam and other Internet threats. With a strong focus on innovation and research, Panda became a market leader in Spain in 1995 and started its international expansion in 1996. Today the company maintains its international headquarters in Spain, and counts on a network of 3 subsidiaries (USA, Spain, France), a joint-venture in China and 46 exclusive franchises in as many countries around the world. Panda talks us through their products and its international expansion model for location choices in establishing new operations.

*Guest speaker: Iñigo Atxutegi, Director for Corporate Affairs, Panda Software International confirmed*

11:20 Questions and answers

### **Logistics and Distribution**

11:30 A global distribution network  
Colorado-based ProLogis is a worldwide provider of distribution facilities owned, managed and under development in 70 markets in North America, Europe and Asia. We hear the results of a recent ProLogis and Cap Gemini study regarding the future challenges that European companies face today in building and refining global supply chains. The study is based on an in-depth survey and interviews of many Logistics Service Providers, and Shippers. Important trends will be identified such as increased demand for centralization versus regionalization, and the impact of emerging markets, and demand volatility.

*Guest speaker: Scott Pryce, Director Operations, ProLogis, Iberian Peninsula, confirmed*

11:50 Questions and answers

12:00 *Break for aperitivo and networking*

### **Round-up: Nation Branding**

12:30 Can a country or city really attain brand status?  
The nation branding guru, Simon Anholt compares, challenges and forces us to face the facts. Simon is regarded as one of the world's leading specialists in creating strategies for countries, cities and regions. He advises governments, ministries, civil services and NGOs on the branding aspects of public diplomacy, economic development, public affairs, cultural relations and trade, tourism and export promotion. What works and what doesn't work? Is a negative image all bad?

*Keynote speaker: Simon Anholt, author and nation branding expert, confirmed*

13:30 Questions and answers

13:45 Closing Ceremony  
*Gerardo Camps Devesa, Minister of Economy, Regional Government of Valencia*

14:00 *Lunch and networking*

15:00 Delegates and guests are transported to the Port of Valencia

15:30 Harbour cruise to see the latest developments in the Port of Valencia both for container traffic and for the hosting of The Americas Cup in 2007.

18:00 Finish and transport back to hotels.