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## IPA **WORLD FORUM 2003**



For Investment Promotion and  
Economic Development Professionals

A Red Hot Locations Event

# IPA WORLD FORUM 2003



For Investment Promotion and  
Economic Development Professionals

A Red Hot Locations Event



## IPA WORLD FORUM 2003

The key global event for agency decision-makers.  
Share views with your counterparts from every continent.  
Hear and discuss the latest news and trends on  
international corporate strategy concerning location,  
people and future expansion  
Talk to the corporates. Talk to the multipliers  
Talk to each other.

**RED HOT** LOCATIONS

Amsterdam | 12+13 June

The most exciting event in the calendar – packed with corporates' views on site selection.

A meeting place for senior management promoting their location, corporates choosing a location and cutting-edge experts who advise both.

Powerful corporates, international celebrities, leading media players form this multi-purpose Forum housing a VIP plenary session, sharp location-makers panel sessions, four "Red Hot" Industry sessions, bilateral private meetings, fascinating plant and location site visits, networking events in superb surroundings and the announcement of the prestigious fDi Personality of Year.



Plenary Session + Location Makers Sessions  
+ Investors' Day



**Deloitte & Touche**

Deloitte & Touche Business Location Services, on a global basis, help companies to expand, restructure and to improve the profitability of operations. BLS also advise governments on the competitive position of their locations globally, specifically including all key location factors, along with advice on how the attributes of a country, region or city match the business requirements of potential investors across all sectors.



**Oxford Intelligence**

Oxford Intelligence provides specialist business research and market intelligence services to professionals operating in inward investment and economic development. The company's keynote CorpTracker product is a confidential reporting service that identifies tomorrow's market-leading global companies, assessing their international location activity and requirements. OI is also the driving force behind IPAWorld, the leading news and community site worldwide for location selection professionals.

# ASSOCIATED PARTNERS



**Ernst & Young ILAS BV**

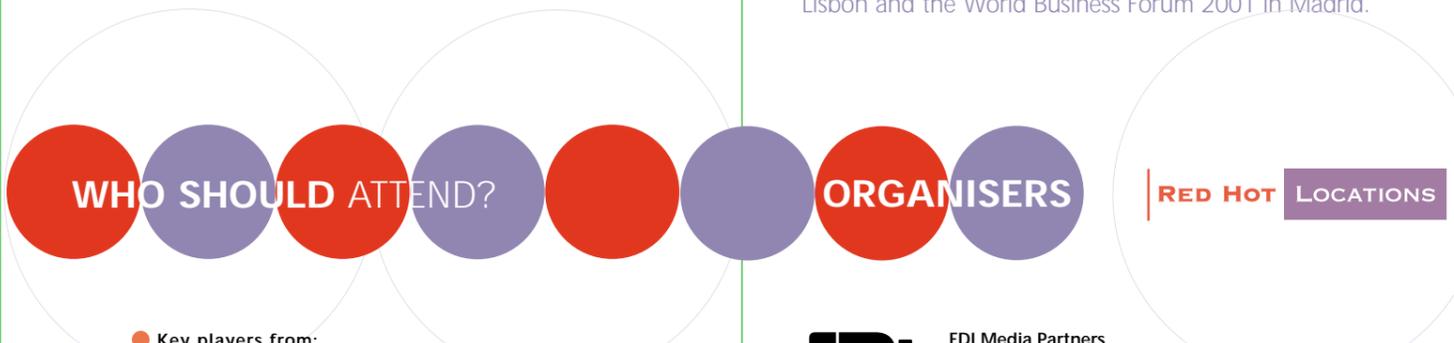
Ernst & Young's international location Advisory Service has over 40 professionals dedicated to providing location solutions. The majority of engagements are with companies who are reconfiguring their existing business, changing processes or entering new markets. ILAS BV provides location solutions to match strategic intentions, business drivers and project/investment drivers; tracking new projects, expansions and relocations globally with Ernst & Young's thought leadership databases.



**Buck Consultants International**

Buck Consultants International is one of Europe's leading site selection, corporate real estate and international marketing consultancies. Nearly 70 professionals provide independent advice to companies, looking for new location solutions as well as to economic development agencies, wanting to adopt successful strategies. Based on extensive know-how and 18 years of experience, already hundreds of companies and economic development agencies benefited from BCI's comprehensive and tailor-made advice.

CEOs, MDs, senior management and decision-makers connected with investment promotion and economic development should attend the IPA World Forum 2003.



- Key players from:
- National Development and Investment Promotion Agencies
- Regional Development and Investment Agencies
- State Development Agencies
- City Development and Marketing Initiatives
- Regional Marketing Initiatives
- Airport and Port Development Authorities
- Science Parks and Industrial Developers
- Power and Utility Companies in Economic Development
- Advisors in Investment Promotion and Economic Development



**FDI Media Partners**

FDI magazine is the newly-launched publication from the Financial Times Group that provides senior executives in multinational corporations and other companies with information about direct investment opportunities worldwide. FDI examines different areas and regions and different industries. The circulation is 15,000 with 45,000 readers consisting of CEO's CFOs, human resources chiefs, other senior executives and heads of IPAs. In 2003 there are plans for location rankings, conferences and awards.

The IPA World Forum 2003 is held in association with fDi magazine, FT Business Group

NB: all logos will be converted to black and white

## YOUR VENUE

**The Barbizon Palace Conference Centre**

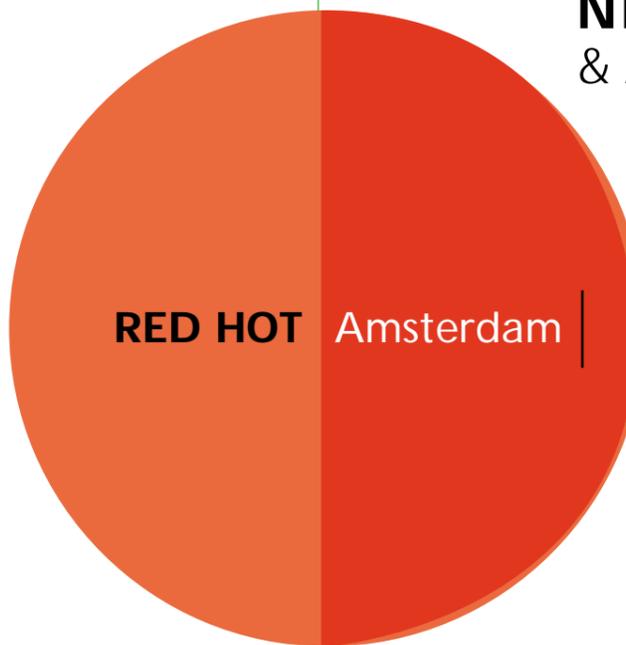
Since its restoration the fifteenth century St. Olof Chapel has been transformed, as if by magic, into a unique conference centre with an underground passage connecting it to the hotel. In spite of its age, the St. Olof Chapel has state of the art technology at its disposal.

The Chapel consists of one large room, the Mezzanine, and the Foyer in the basement, which is where you will register for the IPA World Forum 2003. The capacity of the Chapel when used as a conference centre is about 300 people and when used for receptions about 400 people.

**Conference Facilities**

Offering a variety of rooms with a capacity from 15 to 400 people. Venues within the centre include The Prins Henrik Room, The Chapel, The Foyer and the exclusive Henry Hudson Rooms. There are also another four conference rooms, including the Business Centre, each suitable for a maximum of eight to ten people.

The Hotel has 275 rooms with all the 5 star facilities.



## NETWORKING & ADDED VALUE

**There will be sensational opportunities**

to renew old and make new contacts at The Welcome Cocktail Reception and The Canal Boat Cruise Cocktail Reception. Both are organised for your entertainment and to further your existing global links with other decision-makers. Don't miss the buzz of the announcement of the first ever FDI Personality of the Year!

**Compare your location** with what Greater Amsterdam has to offer investors on the plant and location site visits we have planned for your interest.

**Don't miss the 1-2-1 meetings** opportunity we offer via the "Private Meetings Desk" where you can make a definite appointment to meet with other delegates.

**Do you want to make a week-end of it?**

The IPA World Forum 2003 has been planned specifically for Thursday and Friday to give you that option.

All partners are welcome to enjoy the parallel "spouse programme" !

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WEDNESDAY 11th June 19:30 - 21:30  
**EVENING WELCOME COCKTAIL RECEPTION**  
Hosted by the City of Amsterdam

Step aboard **The Dutch East Indiaman Amsterdam**, a magnificent replica of an 18th century VOC ship. It is located on the jetty of the Maritime Museum, a five-minute walk from the Amsterdam Barbizon Palace Hotel.



## PLENARY SESSION

### 08:00 REFRESHMENTS & REGISTRATION:

Foyer, St Olofs Chapel, Barbizon Palace Hotel

### 09:00 OPENING ADDRESS:

MINISTER FOR FOREIGN TRADE, MINISTRY OF ECONOMIC AFFAIRS THE NETHERLANDS

### 09:15 VIP ROUNDTABLE: BOARDROOM TALES

Corporate investors let you inside the strategy and in some cases, disasters behind FDI decisions taken in the last 12 months, and future global expansions plans:

- Which locations were considered
- Why ruled out
- Clinching factors
- Role of the agency
- Decision-making process

We hear also, how you can retain their existing operations in the face of global reductions and closures of facilities.

#### KEYNOTE SPEAKERS:

**Peter Boost**, Senior Vice President, Philips Corporate Real Estate, Philips International

**Benny Ginman**, Director Government Affairs EMEA, Intel Corporation

**David Godber**, General Manager, Nissan Design Europe

**Maggie Morrison**, General Manager, Cisco Systems,

**Wolfgang Schneider**, Vice President, Governmental Affairs, Ford Europe

**10 Golden Rules in Future Site Selection**, Round-up discussion chaired by **Brian Caplen**, Editor FDI, **Financial Times Business Group**

### 11:00 11:30 Break for tea, coffee and networking

## LOCATION MAKERS PANEL SESSIONS

### 11:30 12:30 EMERGING MARKETS-HOT COMPETITION?

The fight between high and low cost locations. Hosted by Ernst & Young ILAS

### 12:30 13:30 KEY SECRETS FOR SUCCESS

Discussion on what makes a development agency successful in both attracting and retaining investors. Top tips from corporate investors and from the experts.

Hosted by Deloitte & Touche BLS

Panelists:

**Chris Sanders**, Executive Board Member, Kostal

**Matt Exl**, Managing Director, Gemation

**Jeanette Marie De Diemar**, Business Marketing Manager, @Wales Digital Media Initiative

### 13:30 14:30 LUNCH

Lunch hosted by The Welsh Development Agency

## LOCATION MAKERS WORKSHOP SESSION

### 14:30 15:30 MAJOR HEADACHES of an Economic Development Agency

This workshop focuses on five major headaches you are facing:

- We are losing market share, what now?
- We need to improve our proposition fast, what should we do first?
- Is it really true: no grants, no glory?
- How can I measure results of aftercare programmes?
- How to deal with location consultants?

Moderator:

**Rene Buck**, Chief Executive, Buck Consultants International

## LOCATION MAKERS PANEL SESSION

### 15:30 16:30 THE CREATION OF A SUPER WORKFORCE

The latest criteria for location decision making seems to focus heavily on the "PEOPLE" factor, not just the cost of their labour, but their availability, quality and flexibility.

This session addresses these striking trends.

Hosted by IBM/Plant Location International

### 16:30 17:00 Break for tea, coffee and networking

## LOCATION MAKERS PANEL SESSION

### 17:00 18:00 BUILDING BRANDS/BUILDING DESTINATIONS Creating and Communicating Advantage for Locations

How, in a global economy, dominated by a handful of world cities, can locations stand out from the competition? And how can coherent branding can help sustain the effort over the long term?

The panel for this session is composed of leading thinkers and practitioners from the fields of culture, branding and inward investment.

The panel will investigate how tomorrow's winning locations are using the disciplines of branding combined with traditional economic development and inward investment resources to differentiate themselves from their competitors.

Moderator:

**Alan James**: Partner, Expert Alliance & Director, Designation!

Panelists:

**Andrew Gilkes**, Chief Executive, Australasian Access

**Jonathan Meades**, Writer and film-maker

**Paul Simons**, Partner, Passion and Partners

## EVENING PROGRAMME

### 18:30 COCKTAIL RECEPTION ON CANAL RIVERBOAT

Enjoy the wonderful views of Amsterdam seen from the famous city canals and take advantage of the convivial networking atmosphere. Who is FDI Personality of the Year?

Announcement by fDi Magazine, The Financial Times Business Group



## INVESTORS' DAY

### 09:30 11:30 RED HOT INDUSTRIES

More fascinating site selection stories from the corporates themselves. Corporate investors treat reveal what makes them tick!

Covering some of the following issues:

- Short industry profile – the global political, economic and business drivers affecting the industry
- What are the prospects for expansion and future developments?
- Recent site and location searches with reasons for choosing final destinations
- What does the company look for when expanding?
- Analysing locations
- How should investment promotion agencies and other local players develop their strategies?
- Ideas on the best way to target companies and their advisors
- What makes a company expand in its existing location?
- How can development agencies keep their existing investors happy? What makes a company stay?
- What would be an aftercare "wish list"?

Auto Session, chaired and moderated by Oxford Intelligence

Guest Speakers:

**Chris Sanders**, Executive Board Member, Kostal

**Ervin Appelfeld**, General Manager, TRW Lucas Autobrzdzy s.r.o

ICT and Electronics Session, chaired and moderated by Buck Consultants International

Guest Speaker:

**Armin Sorg**, Senior Director, Siemens

### 11:00 11:30 Break for tea, coffee and networking

### 11:30 13:00 RED HOT INDUSTRIES

Business Services and Business Processing Services Session, chaired and moderated by Deloitte & Touche

Guest Speakers:

**David E. Grimes**, Director of Legal & Real Estate EMEA, Sykes Enterprises

**Nikki Carmen**, Site Implementation Manager, EMEA, Sykes Enterprises

**Roger Abrahams**, Managing Director, Gemelli

Life Sciences/Pharmaceutical Session, chaired and moderated by Ernst & Young

Guest Speakers:

**Derek Williams**, Director of European Operations, Celltech Pharmaceuticals, Celltech Group,

**Banner Pharmacaps???????????**

### 13:00 14:30 LUNCH, networking, private meetings

### 14:30 17:00 SITE VISITS

These will be arranged to take you to some innovative plant operations and to show you new projects of interest in the Amsterdam area. Possibilities include the South Axis project, the Port of Amsterdam and Schiphol Airport Area.



## RED HOT LOCATIONS

presents

# IPA WORLD FORUM 2003

for  
Investment Promotion Professionals

Amsterdam

CALL OLIVIA HEYWORTH TO BOOK NOW

+44(0)207 237 8885

oliviaheyworth@redhotlocations.com

# RED HOT IPA WORLD FORUM 2003

RED HOT LOCATIONS



### Dear Colleague

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See you in Red Hot Amsterdam

Best wishes,

Cathy Dowson

10 Mill Street Tower Bridge London SE1 2AY Tel +44 (0)207 237 8885  
Fax +44 (0)207 237 6882 Email enquiries@redhotlocations.com Web www.redhotlocations.com

FDI Logo



### 5 easy ways to register

**Online**  
www.redhotlocations.com

**email**  
oliviaheyworth@redhotlocations.com

**Fax**  
+44 (0)207 237 6882

**Telephone**  
Contact Olivia on:  
+44 (0)207 237 8885

**Post**  
Complete and return the form to:

**Olivia Heyworth**  
Red Hot locations,  
10 Mill Street,  
Tower bridge,  
London SE1 2AY



## REGISTRATION FORM

IPA WORLD FORUM 2003  
AMSTERDAM 12TH & 13 JUNE

I would like to register for the IPA World Forum 2003 event

2 days £899  1,000 euro  Add VAT @ 17.5%

All prices include all meals including dinner, coursework, documentation & CD-Rom

Please use block capitals & include the delgate's name in the transmission details.

First Name/Last Name

Position

Company

Address

City  Postcode

Country

Tel:

e-Mail:

### PLEASE PHOTOCOPY THIS FORM FOR ADDITIONAL DELEGATES

All bookings are considered binding on receipt of the registration form. Upon registering you will automatically be sent a hotel accomodation booking form. We have negotiated special rates for your stay but you will be responsible for the Payment of your accomodation.

### 4 EASY WAYS TO PAY

 Please note that credit cards will be debited within 7 days of your registration

Invoice me now  Please find cheque enclosed (make payable to Red Hot Locations)

Please debit my credit card (note: 5% extra if you pay by credit card)

Mastercard  Visa  Amex  Diners Club Expires

Card No

Signature on card

Security code  (printed number on signature strip)

Bank transfer made payable to Nat West. Sort Code 60 21 34

Account name: Red Hot Locations Account no. 56002645 Swift code NWBKGB2LXXX

Please note that in completing this booking form you undertake to adhere to the cancellation and payment terms shown opposite

Signature  Date

Approving Manager

Position

Note payment must be received before the event date in order to gaurantee your place

#### **Administration Information**

**LOCATION** Travel to the IPA World Forum 2003 is not included in the registration fee.

**HOTEL** Upon registering you will automatically be sent a hotel accommodation booking form. We have negotiated special rates for your stay at the conference hotel. There are limited rooms available so book your accommodation promptly. You will be responsible for the payment of your accommodation.

**CANCELLATION POLICY** All bookings are considered binding on receipt of the registration form. A full refund (less 10% handling fee) is available on all cancellations received in writing (letter/fax) 20 days prior to the conference date. No refunds will be given after this date and should you be unable to attend, we suggest you send a substitute in your place at no extra cost. In the event of cancellation or postponement by RHL, you will be offered attendance on the IPA World Forum 2004.