



Foreign Direct Investment

Ensuring your region is best placed to attract and retain investment in a highly competitive market.

Why you should attend

Suitable for professional practitioners and elected members keen to promote their region's investment opportunities.

Perfect for those seeking a more sophisticated understanding of the investment attraction market as well as the practical skills needed for success.

FOUR – WEEKLY WEBINARS LIMITED NUMBERS AVAILABLE

- + WEDNESDAY 22ND OF JULY
- + WEDNESDAY 29TH OF JULY
- + WEDNESDAY 5TH OF AUGUST
- + WEDNESDAY 12TH OF AUGUST

ENQUIRIES

Trade & Investment

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The Benefits

- + Maximise local government's attraction to potential investors and how to successfully stand out in a crowded marketplace.
- + Understand FDI trends, the decision-making processes behind them and their impact – as opportunities or threats – on investment at all levels in Queensland and Australia.
- + Obtain real-life insights about current world's best practices and how other leading investment promotion agencies are remaining competitive and successfully engaging with investors.

[REGISTER YOUR INTEREST HERE](#)



Training format and timing

- + Four weekly training sessions via video conferencing platform.
- + Each 90-minute – 2-hour session will include Q&A and discussion.
- + Maximum of 15 participants per session.
- + Certification for participants who complete all four sessions.

Training content and topics

Session 1 –

Foreign Investment Definitions and Trends

This session will provide participants with a contemporary understanding of ‘foreign investment’ and insights into today’s investment landscape. Topics covered include:

- + Why do companies choose to invest overseas?
- + How do companies make investment decisions?
- + What do investors look for in a location?

Session 3 –

Engaging with Investors

In this session, participants will learn how to deliver value to investors and support the investment process. Questions to be addressed include:

- + How do we qualify a potential opportunity?
- + How can we understand an investor’s priorities and requirements?
- + What initial and ongoing support do investors require?

Session 2 –

Competing for Investment

This session will provide insight into how locations of all sizes compete for investment, the methods they use and key factors for investment attraction success. It will also explore the role of local government in winning investment. Topics include:

- + What are governments and investment promotion agencies around the world doing to attract investment?
- + What are the key factors for successful investment attraction?
- + Where and how can local governments have the greatest impact?

Session 4 –

Aftercare

Aftercare has become even more important as locations seek to retain existing investors. This session will provide practical advice on how participants can engage with their existing investor base and help it to expand. Topics covered include:

- + Why is aftercare important?
- + What are the objectives of aftercare?
- + What types of support are most valuable to existing investors?

Materials and preparation

Participants will receive advance materials for each session, along with recommended pre- reading and preparation for the session. The preparation will contribute to the discussion during the training and help participants apply the course content to their own activities.



ANDREAS DRESSLER

Founder and managing director,
Location Decision

Andreas Dressler has been active in foreign direct investment (FDI) for 23 years. He assists companies from many industries to select the best locations for their operations, and secure favorable conditions for their investments. He also works with countries, regions, and cities to implement investment promotion strategies and attract new investment. Andreas' areas of expertise include location analysis, site selection, investment incentives, location benchmarking and investment attraction and promotion.

Andreas career began in 1996, KPMG's International Trade & Investment Services group in Washington, DC. In 1998, Andreas moved to New York to joined KPMG's Business Incentives Group in New York, specialising in assisting companies to secure government incentives for new investments and expansions within North America.

In 2009, Andreas founded Terrain, a specialised consulting firm providing services to companies and investment promotion agencies (IPAs) worldwide. Terrain quickly became one of the most respected consulting firms in the field of foreign direct investment and provided services to IPAs of numerous countries, states, cities and industrial parks including Australia, Austria, Finland, Chile, Virginia, North Carolina, Victoria, New South Wales, Copenhagen, Paris, Frankfurt and London.

Terrain also assisted companies from the automotive, food, chemicals and other industries to select locations for new facilities. Following the sale of Terrain in 2013, Andreas continued to run the company as a stand-alone division until the end of 2016.

Andreas is now the founder and managing director of Location Decisions, a corporate location consulting firm, and FDI Center, an advisory firm that assists governments and IPAs investment promotion agencies with strategy, performance and capability building.

Andreas has a Master of Arts in International Relations from the Johns Hopkins University, School of Advanced International Studies in Washington DC and a Bachelor of Science in Business Administration from the University of Bath in England

"The intensive format on a single topic is a terrific way to learn. I've worked in economic development for over 14 years and haven't come across a better session...Andreas is extremely knowledgeable – he lives and breathes FDI – great to learn from the best!"

- Australian FDI attraction professional