

Wednesday, 18th April 2018
10.30 - 16.00

Agenda
Joint Investment Promotion Initiative (JIPI) Workshop

Venue: The workshop is being hosted by Germany Trade and Invest, Friedrichstrasse 60, Berlin with an overview of GTAI, the investment-promotion in general and work with the investment-promotion agencies of each federal state in Germany within the promotion of Germany as a whole with the aim to investigate the similarities of decentralized system of investment promotion which is similar to the Western Balkan region. **(10.30 – 12.30)**

Participants: (Dragana Đurica, Ivana Gardašević, RCC; Harald Jedlicka, World Bank; Clive Vokes, Consultant to the WB)

Albania: Genc Celi, Albanian Investment development Agency

Bosnia and Herzegovina: Slavica Korica, Foreign Investment Promotion Agency

Kosovo *: Besian Mustafa, KIESA

The Former Yugoslav Republic of Macedonia: Ivan Iliev, Agency for Foreign Investment and Export Promotion

Montenegro: Nenad Radović, Montenegrin Investment Promotion Agency

Serbia: Jelena Aković, Development Agency of Serbia,

Workshop objectives

Review the original JIPI proposal; consider if amendments or updates are required. Confirm the expectations and priorities of the participating investment promotion agencies (IPAs) of JIPI and how participation in JIPI can complement their existing investment promotion models (and vice-versa). Agree the next steps and timetable of activities.

Context

JIPI has been designed as an operational program which will facilitate increasing and sustainable levels of foreign direct investment (FDI) across the Region. These will be in line with the expectations of the SEE 2020 Integrated Growth Pillar. There has been broad consensus to date for the JIPI concept. The main challenge now is to transition quickly and smoothly from the concept stage to co-creating the JIPI operational platform. This will include 'road testing' selected outreach activities in the form of pilot or demonstration projects. These will act as a proof of concept and will inform the further roll-out of JIPI. In order to achieve these goals it is important to focus on selecting activities which are necessary, practical and capable of delivering meaningful outputs in the short-medium term. This is the context and the significance of the JIPI workshop.

12.30 – 12.45 Welcome and opening remarks

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence

The RCC will welcome the participants as host of the workshop. The RCC will present the context and confirm the objectives of the workshop.

12.45-13.30 Review of JIPI

The World Bank Group will deliver a presentation revisiting the JIPI concept and confirming the guiding principles, rationale and main proposals. The presentation will include examples of Joint Investment Promotion elsewhere. It will consider the lessons learned - the factors for success and, in some cases, failure. The presentation will be followed by a discussion on JIPI considering the need for changes or amendments to ensure that it is still relevant to the needs of the participating IPAs; it must also be capable of adapting to a changing / disruptive market place. This is characterized by more discerning (demanding!) investors and increasing competition from other regions.

13.30 -14.15 Fixing the Base Line – where are we starting from ?

Each of the participating IPAs will give a short (15 minute) summary of their strategic goals, their investment opportunities, their current investment promotion structures (at national and sub-national levels), their strategies and activities. They will also confirm their expectations and priorities of JIPI. 3 IPAs will present before the break and three after the break.

14.15 – 14.30 Mid –session Coffee break

15.15 -16.00 Next steps

A group discussion will consider which activities to prioritize for implementation over the next 6-12 months. To be practical, these should not be a long ‘wish list’, but rather represent a mixture of platform-building and market outreach activities. These should include a project-tracking component as well to ensure effective monitoring and evaluation from inception.

Summing up by RCC