**Seminar: «PRACTICAL ASPECTS OF attracting FOREIGN DIRECT INVESTMENTS AND SUPPORT TO INVESTORS AT LOCAL LEVEL»**

*26-27 September 2018*

 *Ternopil*

**Representatives of RDPA U-LEAD**: Vasyl Fedyuk, Advisor on planning and coordination of regional development, Dusan Kulka, expert on foreign direct investments attraction

**Participants**: representatives of local self-government bodies and local executive bodies, Regional Development Agencies and Local Government Development Centres of Ternopil, Khmelnytsk, Chernivtsi, Rivne, Lviv, Ivano-Frankivsk, Volyn oblasts, Ukraine Investment Promotion Office UkraineInvest

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| **First Day, 26 September, Conference hall “Avalon Palace”** |
| 9:00-09:30 | Morning coffee – conference hall |
| 09:30-10:00 | Welcoming word. Purpose and objective of the seminar. Introduction of participants.***Igor Vons,*** *Deputy Head of Ternopil Oblast State Administration***Ulyana Khromyak**, *Deputy Director of UkraineInvest****Vasyl Fedyuk,***  *Advisor on planning and coordination of regional development of RDPA U-LEAD* |
| 10:00-10:45 | How does an investor choose the location of his company or representative office? "How can marketing / promotion of FDI affect the investor's decisions? How to prepare and conduct a qualitative and effective presentation for investors?***Alexander Markus,*** *Head of the Board, “German-Ukrainian Chamber of Industry and Commerce”* |
| 10.45-11.30 | How to deal with the requests of potential investors? How to get in touch with investors from Germany.***Alexander Markus,*** *Head of the Board, “German-Ukrainian Chamber of Industry and Commerce”* |
| 11:30-12:00 | Coffee-break |
| 12:00-12:45 | Development of hromada investment profile - what is interesting for investors?***Alexander Markus,*** *Head of the Board, “German-Ukrainian Chamber of Industry and Commerce”* |
| 12:45-13:30 | Preparation and implementation of successful presentation (role of communication skills. How to prepare and conduct a qualitative and effective presentation for investors) ***Alexander Markus,*** *Head of the Board, “German-Ukrainian Chamber of Industry and Commerce”* |
| 13:30-14:30 | Hotel accommodation, lunch – Restaurant of the Hotel “Avalon Palace” |
| 14:30-15:15 |  Foreign Direct Investment (FDI): World Trends and the Situation of Ukraine. FDI in the regions of Ukraine.***Vasyl Fedyuk,***  *Advisor on planning and coordination of regional development,* *“U-LEAD with Europe” Programme* |
| 15:15-16:00 | Why do hromadas need FDI? Role of FDI in local economic development.***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* |
| 16:00-16:30 | Local factors that influence investor decisions. Investment climate at the local level. ***Vasyl Fedyuk,*** Advisor *on planning and coordination of regional development, “U-LEAD with Europe” Programme.* |
| 16:30-16:45 | Coffee-break |
| 16:45-17:30 | FDI and competitiveness of the territory. What forms of investment have a greater impact on the development of the territory and create more competitive advantages? ***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* |
| 17:30-18:15 | How to identify local potential and investment needs?***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* |
| 19:00 | Dinner – restaurant |
| **Second day, 27 September, *Conference Hall Avalon Palace*** |
| 8:00-8:50 | Breakfast – Hotel Avalon Palace |
| 09:00-09:45 | The concept of industrial real estate and its role. Brownfield and Greenfield types. Ideal industrial zone. Preparation of proposals for areas for investment***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* ***Andriy Pavliv,*** *representative of «UkraineInvest Office» in Western Ukraine* |
| 09:45-10:45 | Assessment of investment potential at the local level. Preparation of investment territories. The Inward Investment Centre Regional Information System (Experience of the Podkarpackie Voivodship, Poland)***Paweł Wais,*** *Deputy Director, Department of Regional Development of the Marshal Office of Podkarpackie Region, Poland* |
| 10:45-11:30 | Investor service at the regional and local level. (Experience of the Podkarpackie Voivodship, Poland)***Paweł Wais,*** *Deputy Director, Department of Regional Development of the Marshal Office of Podkarpackie Region, Poland* |
| 11:30-11:45 | Coffee-break |
| 11:45-12:30 | Requirements of UkraineInvest for the preparation of information about the objects for investment.***Olga Syvak,*** *representative of «UkraineInvest Office» in Western Ukraine****Andriy Pavliv,*** *representative of «UkraineInvest Office» in Western Ukraine* |
| 12:30-13:15 | The process of selecting the land plot by the investor. Financial evaluation of investment efficiency. Feasibility and economic justification. Benefit and cost analysis.***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* **Volodymyr Vasylevskiy*,*** *Director of Ternopil RDA* |
| 13:15-14:00 | Lunch – Restaurant of the Hotel Avalon Palace |
| 14:00-14:45 | What should be known about investment projects at the local level? Time to market is a key factor for an investor.***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* |
| !4:45-15:30 | Peculiarities of FDI promotion. Target key industries. Marketing and branding of the territory.***Dusan Kulka,***  *expert on investment attraction, «U-LEAD with Europe» Programme* |
| 15:30-15:45 | Coffee-break |
| 15:45-16:30 | About creation and functioning of the investment web-portal of Ternopil oblast and other marketing instruments**Volodymyr Vasylevskiy*,*** *Director of Ternopil RDA* |
| 16:30-17:00 | Experience of UkraineInvest in the sphere of FDI attraction, interaction with investors. Discussion.***Ulyana Khromyak****, Deputy Director of UkraineInvest****Olga Syvak,*** *representative of «UkraineInvest Office» in Western Ukraine****Andriy Pavliv,*** *representative of «UkraineInvest Office» in Western Ukraine* |
| 17:00-17:30 | Summing up. Answers to the questions. Presentation of Certificates.***Igor Vons,*** Deputy Head of Ternopil Oblast State Administration**Ulyana Khromyak**, Deputy Director of UkraineInvest***Vasyl Fedyuk,*** *Advisor on planning and coordination of regional development, “U-LEAD with Europe” Programme.* |