

SEMINAR ON INVESTMENT PROMOTION FOR THE COUNTRIES IN SOUTH EAST EUROPE

JICA/UNIDO JOINT PROGRAM

15 – 28 MAY 2005

The Seminar on Investment Promotion for the Countries in South East Europe is the fourth seminar in a series of capacity building and training programmes organised by JICA and UNIDO in cooperation with the OECD Investment Compact for South East Europe. It takes place at UNIDO, Tokyo, in the period 15 – 28 May 2005.

Participants are representatives of investment promotion agencies and other organisations active in the field of investment promotion from South East European countries, members of the SEE INVESTMENT FORUM which is supported by the OECD Investment Compact.

This Seminar is designed to equip participants with skills and knowledge on effective investment promotion so as to build a positive image and increase awareness of the region as a potential investment location. The programme aims at providing specific insights on:

- Japanese business climate and business culture;
- trends of Japanese investments;
- tools of investment promotion provided by Japanese organisations;
- project appraisal using UNIDO's financial analysis software "COMFAR".

The Government of Japan, through its official development assistance (ODA), supports the self-help efforts of the developing countries, which will lead to economic progress and a better life for citizens of those countries. Japan International Cooperation Agency (JICA) implements Japan's technical cooperation under the ODA programme. The training programme for overseas participants is one of JICA's technical cooperation activities for developing countries. The objectives of JICA training programme are:

- to contribute to the development of human resources who will promote the advancement of developing countries;
- to contribute to the promotion of mutual understanding and friendship.

SOUTH EAST EUROPE INVESTMENT FORUM, chaired by Bosnia and Herzegovina in 2004-2005

The INVESTMENT FORUM is a unique partnership of all SEE countries working and cooperating together to create a new image of the region as an investment location and to improve each country's investment policy and promotion strategies. Members of the INVESTMENT FORUM include investment promotion agencies, ministries, OECD countries, international organisations and financial institutions, private sector organisations.

The FORUM takes practical steps to counteract negative perceptions and build a positive image of the region through regional success stories and business opportunities and hold major business forums and media events. For example, joint missions have been undertaken by the FORUM members to present region-wide business opportunities and conduct investment seminars in Austria, Belgium (Flanders), Germany, Greece, Italy, Japan, Netherlands, Norway, Switzerland and Turkey.

The FORUM introduces "best practice" policies and methods (e.g. national treatment, regulatory reform process, etc.) through workshops, seminars and training. There is no single model of success when it comes to investment policy and promotion. The emphasis therefore is on the SEE countries themselves putting in place, through experience sharing and practical implementation activity the "building blocks" of investment policy and promotion strategy rather than simply imitating practices of other countries.