



## **How to use the WTO Investment Facilitation for Development Agreement to improve the FDI environment**

**20 February 2024, 15:00-16:00 CET**

Dear Colleagues,

On behalf of the International Trade Centre (ITC) and the World Economic Forum, we cordially invite you to a webinar on:

### **How to use the WTO Investment Facilitation for Development Agreement to improve the FDI environment**

**20 February 2024, 15:00-16:00 Central European Time (CET)  
virtually via zoom**

This webinar is meant for government and IPA officials. It is being held in the framework of the ITC [project](#) on Investment Facilitation for Development, in cooperation with the World Economic Forum.

**Participation in the webinar is free of charge. However, it is necessary to register for the webinar (please [click here](#)), to receive the meeting link details.**

The webinar will have the following agenda and speakers:

***Opening remarks***

***Moderator***

**Karl P. Sauvant**, Senior Fellow, Columbia University, CCSI

*Keynote Speaker*

**Johanna Hill**, Deputy Director-General, WTO – *“Benefits of the Investment Facilitation for Development Agreement”*

*Roundtable discussions*

*Panellists*

- **Sofia Boza**, Ambassador, Permanent Representative of Chile to the WTO, co-Coordinator of the Structured Discussions on Investment Facilitation for Development – *“The WTO Investment Facilitation for Development Agreement: why WTO members should join”*
- **Mondher Mimouni**, Director, Division of Market Development, ITC – *“Investment facilitation needs assessments and the future implementation of the IFD Agreement”*
- **Carlos Sebastian Guevara Aguirre**, Counsellor, Permanent Delegation of Ecuador in Geneva – *“The experience of Ecuador in conducting needs assessments”*
- **Markus Thill**, President Region Africa, Robert Bosch – *“An investor’s perspective”*
- **Jung Sung Park**, Deputy Permanent Representative to the WTO of the Permanent Mission of Republic of Korea in Geneva, co-Coordinator of the Structured Discussions on Investment Facilitation for Development – *“The way forward”*

*Concluding remarks*

**Matthew Stephenson**, Head, Investment and Services, World Economic Forum

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**To join the meeting online, kindly click on the link that will be sent to you shortly before 3:00 p.m. CET on 20 February 2024 and follow the instructions.**

The webinar will be conducted in English and in an interactive manner; it will allow for questions by participants.

At the 13th World Trade Organization (WTO) Ministerial Conference scheduled for 26-29 February 2024, participants of the Investment Facilitation for Development (IFD) Agreement aim to announce the conclusion of the IFD Agreement. Supported so far by over two-thirds of WTO Members, the IFD Agreement seeks to help countries improve their investment climate and—through various concrete measures—facilitate FDI flows, particularly to developing and least developed countries, with the overarching goal of fostering sustainable development.

This webinar will shed light on how countries can make use of the IFD Agreement to develop action plans to improve their investment climates for attracting more FDI. It will also address more technical aspects, such as the investment facilitation needs assessments and technical assistance support to help developing countries implement the IFD Agreement once it is adopted.

The webinar will particularly focus on two issues:

- The role of the IFD Agreement as an instrument to advance domestic efforts to enhance investment facilitation measures to attract more FDI.
- The technical assistance support required by developing countries to implement the IFD Agreement, including support for conducting needs assessments for individual countries.

Thus, the discussion will centre on the following questions:

- Why is the IFD Agreement important for developing and least developed countries to improve their FDI climate and how to request support for needs assessments?
- How can needs assessments contribute to the future implementation of the IFD Agreement?

- How can countries request technical assistance to conduct needs assessments and to implement the Agreement?

We look forward to welcoming you to the webinar!

With kind regards,

Quan Zhao, Senior Programme Manager (Trade Policy), International Trade Centre

Karl P. Sauvant, Senior Fellow, Columbia University, Columbia Center on Sustainable Investment

Matthew Stephenson, Head, Investment and Services, World Economic Forum

### **Background information:**

ITC-IDOS project on [Investment Facilitation for Development](#).

Karl P. Sauvant, “[The new WTO Investment Facilitation for Development Agreement](#)”, *Columbia FDI Perspective*, no. 363, 7 August 2023.

Karl P. Sauvant, “[Three Reasons Why a WTO Agreement on Investment Facilitation for Development is Important](#)”, *International Economic Law and Policy Blog*, 21 November 2022.

Karl P. Sauvant, Matthew Stephenson and Yardenne Kagan, “[An Inventory of Concrete Measures to Facilitate the Flow of Sustainable FDI: What? Why? How?](#)” (Third edition) (2022).

### **Bios:**

#### **Carlos Sebastian Guevara Aguirre**

Carlos Guevara entered the Ecuadorian Foreign Service in 2006. Currently, he is Counsellor at the Permanent Mission of Ecuador to the WTO. Previously, he served at his country’s Embassy in Japan. He has a bachelor’s degree in Economics from the Ecuadorian National Polytechnic School, and a master’s degree in the same field

from the University of Tsukuba (Japan). During his career, he has specialized in trade and trade related matters, working in both, Ecuador's Ministry of Foreign Affairs and the Ministry of Foreign Trade. He has been involved in the investment facilitation negotiations since 2019.

### **Sofia Boza**

Sofia Boza is the Ambassador of Chile to the World Trade Organization since July 2022. She has also taken over the co-Coordination of the Structured Discussions on Investment Facilitation for Development. Prior to that, she was an Associate Professor and Chief at the Department of Rural Management and Innovation at the University of Chile and Professor at the Institute of International Studies at the same University. She holds a bachelor's degree in economics from the University of Seville and a PhD in Economics from the Autonomous University of Madrid.

### **Johanna Hill**

Johanna Hill has been Deputy Director-General at the World Trade Organization since 13 November 2023. She is a trade expert with more than 25 years' experience in international trade. She previously served as Managing Partner at the CA Trade Consulting Group in San Salvador, advising firms on international trade and FDI. Her previous roles included Executive Director of El Salvador's Chamber of Telecommunications and member of the Board of Directors of Banco Azul. She has also served as Vice Minister of Economy, responsible for conducting and implementing trade policy and negotiations.

### **Mondher Mimouni**

Mondher Mimouni is Director of ITC's Market Development Division. Prior, he was Chief of the Trade and Market Intelligence section, Chief of Market Analysis and Research and Senior Market Analyst at the ITC. He has extensive experience in international trade, trade policy, economic research, and in coordinating and implementing large trade intelligence projects, including the development of market analyses and competitiveness tools and studies. He is a member of various working groups, including the SDGs development group, the United Nations Committee of Coordination of Statistical Activities and the board of GTAP at Purdue University.

### **Jung Sung Park**

Jung Sung Park has been the Deputy Permanent Representative to the WTO of the Permanent Mission of the Republic of Korea in Geneva since January 2022. He has been the co-Coordinator of the Structured Discussions on Investment Facilitation for Development since June 2022. His previous positions include Director-General for

policy coordination in industry, energy, trade, science ITC, and SMEs under the Prime Minister; Director for trade policy, Ministry of Trade, Industry and Energy; and Director for trade industry, Office of the President. He had participated in various bilateral FTA negotiations and led the single window team at Invest Korea.

### **Karl P. Sauvant**

Karl P. Sauvant introduced the idea of an International Support Program for Sustainable Investment Facilitation in the E15 Task Force on Investment Policy in 2015. From there, the proposal was taken forward in the WTO. He has [written extensively](#) on this subject and currently assists ITC on its project on Investment Facilitation for Development. He retired in 2005 as Director of UNCTAD's Investment Division and established, in 2006, what is now the Columbia Center on Sustainable Investment (CCSI). He stepped down as the Center's Executive Director in 2012, to focus his work on teaching, research and writing.

### **Matthew Stephenson**

Matthew Stephenson is Head, Investment and Services, at the World Economic Forum, which includes the Global Investment Policy and Practice Initiative. Previously, he worked at the IFC, where he led the workstream on outward FDI. He has also worked at the OECD on Africa and investment and served as a diplomat for the U.S. Department of State, leading the economic team on Afghanistan and managing economic programmes in the Middle East. He has a PhD from the Graduate Institute in Geneva, a master's from the Harvard Kennedy School and a bachelor's from Oxford University.

### **Markus Thill**

Markus Thill is President Region Africa for Robert Bosch since 2014, reporting directly to Bosch Group management. Prior to co-founding Bosch's global venture arm as managing director in 2007, he worked as Vice President of Bosch's global corporate strategy department. Before joining Bosch, he was a senior manager in leading strategy consulting firms, heading and implementing projects on strategic and operational issues as well as M&As around the globe. He holds university degrees in mathematics and physics, including a doctorate ("summa cum laude") from Sorbonne Université (Paris/France). He is fluent in English, German, and French.