



Webinar invitation

Linking outward FDI to inward FDI: the role of home country measures

4 May 2021

Dear Colleagues,

On behalf of the International Trade Centre (ITC), the German Development Institute/ Deutsches Institut für Entwicklungspolitik (DIE), the World Association of Investment Promotion Agencies (WAIPA), the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), and the World Economic Forum (WEF), we cordially invite you to a webinar on:

Linking outward FDI to inward FDI: the role of home country measures

The webinar will take place on 4 May 2021, from 15:00 to 16:15 Geneva time (Central European Time), 09:00 to 10:15 Eastern Standard Time, and 21:00 to 22:15 China Standard Time.

The webinar is being held in the framework of the Investment Facilitation for Development [project](#), jointly implemented by the ITC and DIE.

This is the 4th webinar in a series meant to assist investment promotion agencies (IPAs) and policymakers strengthen their capacity to facilitate higher FDI flows, especially investment flows that directly contribute as much as possible to development; it will also provide an opportunity to exchange experiences regarding investment facilitation, including with investors.

The 4th webinar will focus on practical issues regarding **linking outward FDI to inward FDI and the role of home country measures** that can assist with addressing such issues. The discussions will be informed by [“An Inventory of Concrete Measures to Facilitate the Flow of Sustainable FDI: What? Why? How?”](#).

Please feel free to share this invitation with government officials dealing with FDI, as well as representatives of the private sector who might be interested in this subject.

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

The webinar will feature the following speakers:

Opening: Rajesh Aggarwal, Chief Trade Facilitation and Policy for Business, ITC

Moderator: Karl P. Sauvant, Resident Senior Fellow, Columbia University, CCSI

Experts and practitioners:

- **Persephone Economou**, Senior Economist, Multilateral Investment Guarantee Agency - *“Home country measures: by whom and to whom?”*
- **Robert Hermann**, CEO, Germany Trade and Invest (GTAI) - *“How can IPAs in host countries take advantage of home country measures?”*
- **Aditya Ganesh**, Senior Vice President, Marketing & Sales at Rane Madras Ltd (RML) – *“What kinds of support is most useful for firms to undertake outward FDI”*
- **Jan Knoerich**, Senior Lecturer, Kings College of London and **Heather Lynne Taylor-Strauss**, Economic Affairs Officer, Investment and Enterprise Development Section, Trade, Investment and Innovation Division, UNESCAP - *“Outward Foreign Direct Investment Policy Toolkit for Sustainable Development”*

Concluding remarks: Matthew Stephenson, Policy and Community Lead, International Trade and Investment, World Economic Forum

To register for the event and receive the meeting-link details, please [register here](#).

The webinar will be delivered through Zoom.

We are looking forward to welcoming you at the webinar!

Best regards,

Rajesh Aggarwal, ITC; Axel Berger, DIE; Yann Duval, ESCAP; Karl P. Sauvant, Columbia University/CCSI; Bostjan Skalar, WAIPA; Matthew Stephenson, WEF

Background material

Axel Berger and Karl P. Sauvant, eds., *Investment Facilitation for Development: A Toolkit for Policymakers* (Geneva: ITC, 2021), [available here](#).

Jan Knoerich, Matthew Stephenson, and Heather Taylor-Strauss, “Outward Foreign Direct Investment Policy Toolkit for Sustainable Development” (London, Bangkok, and Geneva: King’s College London, UNESCAP, World Economic Forum, forthcoming), [available here](#).

Karl P. Sauvant, Persephone Economou, Ksenia Gal, Shawn Lim, and Witold Wilinski, “Trends in FDI, Home Country Measures and Competitive Neutrality”, in *Yearbook on International Investment Law & Policy 2012-2013* (New York: OUP 2014), pp. 3-107, [available here](#).

United Nations Economic and Social Commission for Asia and the Pacific, *Outward Foreign Direct Investment and Home Country Sustainable Development*. Studies in Trade, Investment and Innovation (Bangkok: United Nations publication, 2020), [available here](#).

Bios:

Rajesh Aggarwal

Rajesh Aggarwal is Chief of the Trade Facilitation and Policy for Business Section of the International Trade Centre (ITC), Geneva. He is leading a program of assisting the private sector in developing countries to be the change agent for trade policy reform and engage in business advocacy with their governments in design and implementation of trade policies and negotiating

positions that reflect the business interests. Before joining the ITC, he worked for the Indian Government and participated in WTO Doha Round of trade negotiations. He has published papers in the area of trade negotiations, including a paper titled “Dynamics of Agriculture Negotiations in WTO” in the Journal of World Trade.

Persephone Economou

Persephone Economou is a senior economist at the Multilateral Investment Guarantee Agency. Prior to that she was the Managing Editor of the Journal of International Business Studies and a staff member of UNCTAD and the United Nations Centre on Transnational Corporations. The findings, interpretations, and conclusions expressed in the webinar do not necessarily reflect the views of the World Bank Group, the Executive Directors of the World Bank Group or the governments they represent. The World Bank Group does not guarantee the accuracy of the data presented in the webinar.

Aditya Ganesh

Aditya Ganesh has a Master's degree in Industrial Engineering from the Ohio State University and Business Administration from INSEAD, France. He joined Rane (Madras) Limited in 2017 as General Manager for Corporate Planning and Strategy, looking after the strategic business planning process for four distinct product groups. Subsequently he became Senior Vice President for Marketing, managing domestic, export and independent after-market sales and business development. Apart from his role at Rane, he is on regional and national committees of the Automotive Components Manufacturers Association, particularly focusing on investment and raising capital at the national level and membership expansion at the regional level.

Robert Hermann

Robert Hermann has been CEO of Germany Trade & Invest (GTAI) since February 2018. From November 2014 to January 2018, he directed the Marketing and Communication department of GTAI, having previously overseen the Investor Consulting department since GTAI's founding in 2009. Between 2004 and 2008 he was an investment consultant at Invest in Germany, GTAI's previous incarnation. Prior to that, he was a corporate consultant at JSW Management Consulting. He holds the academic distinction of Doctor of Engineering from the Rhineland-Westfalen Technical University of Aachen.

Jan Knoerich

Jan Knoerich is Senior Lecturer at the Department of International Development and Lau China Institute, School of Global Affairs, King's College London. His research examines outward foreign direct investment from China and other emerging economies, focusing in particular on the development implications for home economies. His work has appeared in leading academic journals, such as the *Journal of World Business*, *Journal of International Management* and *Oxford Development Studies*, and in various books and book chapters. He has been a consultant for the United Nations, European Union and various think-tanks.

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 (see <https://ssrn.com/author=2461782>). He currently assists, as Senior International Advisor, the ITC

and DIE on a 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, as a CCSI Resident Senior Fellow, on teaching, research and writing.

Matthew Stephenson

Matthew Stephenson is Policy and Community Lead for International Trade and Investment at the World Economic Forum, where he manages 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 programs in the Middle East. He is a member of the T20 Task Force on Trade and Investment. 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.

Heather Taylor-Strauss

Heather Taylor-Strauss is Economic Affairs Officer, Investment and Enterprise Development Section, Trade, Investment and Innovation Division of the UNESCAP. She leads UNESCAP's research and policy advisory work on FDI. She has also worked in the Office of the Executive Secretary and the Macroeconomic Policy division in UNESCAP. Prior to her work at UNESCAP, she worked at the Asian Development Bank and held researcher positions at Goethe University, Trinity College, and the Sadar Patel Institute for Economic and Social Research. At these institutions she led 4 projects and authored several publications on outward FDI. She holds a PhD from Goethe University (Germany).