
International Conference

Foreign Direct Investment in Europe: extra energy for economic expansion (E4) 28th and 29th of March 2018, MECC Maastricht – The Netherlands

Day 1 Wednesday 28th of March 2018

09.00 Welcome and introduction by our moderator



Ron Keller, former ambassador for The Netherlands in China, Turkey and Russia [LinkedIn](#)

09.15 **World overview of corporate Foreign Direct Investment in Europe (FDI)**

Over the past 12 months, we have seen economic recovery in some countries, while others are still battling with recession and high unemployment. While some sectors of the economy are starting to boom, others are struggling to return to pre-recession levels. In addition, markets are increasingly volatile, uncertain, complex and ambiguous (VUCA). How are these trends impacting Foreign Direct Investment (FDI) and what implications do they have for investment promotion agencies and cities?



Prof. Frans Stel, Professor International Business at the Center of Expertise Sustainable Business of Avans University of Applied Services. Leader ITIC Focus Team ASEAN [LinkedIn](#)

10.30 *Break*

11.00 **Keynote: The impact of China's *One Belt One Road*-project**

The “*One belt, One road*” initiative is an ambitious plan to revitalize the ancient Silk Road overland and maritime trade routes linking East and West. It has attracted considerable attention. And for good reason: the project, which involves more than 60 countries and quite a few international organizations, implies unprecedented opportunities and challenges.

The project could have a negative impact on the Gateways in North-Western Europe. It will have to compete more with ports in Central and Southern Europe. This may encourage logistics service providers to adjust their European strategy.



Mr Li Qi, chairman of the One Belt One Road Culture and Trade Promotion Association

Mr Li Qi will address these questions in his keynote speech:

What does this One Belt One Road-project mean for Europe, for international trade and investment?
 How could European countries and cities utilize this immense project for attracting more trade and investment?

What does the One Belt One Road-project mean for logistics centers in North-Western Europe and their Gateways, such as Rotterdam, Antwerp and Hamburg?

Will it have an impact on their competitiveness compared with ports in Central and Southern Europe?

Two leading logistic companies will share their direct experiences with the One Belt One Road-project. The future growth, opportunities and risks for logistic service providers will be discussed.



Hanno Reeser, Business Unit Manager New Silk Way Logistics [LinkedIn](#)



Roland Verbraat, General Manager GVT Group of Logistics [LinkedIn](#)

12.30 Luncheon with roundtable sessions for multinationals, IPA's, Direct Investment Consultants (each group exclusive)

14.00 Matchmaking sessions

The representative of multinational enterprises that are interested in new business partners and investment opportunities will meet our delegates.

Confirmed delegations:

People's Republic of China	Japan	Germany	Belgium
France	Romania	Morocco	

15.30 Anticipating current changes in corporate site selection in Europe

Based on 150 site selection studies for multinationals, we will show how companies select the most competitive locations for their expansions or the relocation of their operations. In particular, the impact of *Brexit* and the *One Belt One Road* project on investment in Europe will be elaborated upon.



Dr. Jan Siemons, chairman of the International Trade & Investment Center (ITIC), Chairman European Headquarter One Belt One Road Culture and Trade Promotion Association, the China Commerce and Economy Association of China

[LinkedIn](#)

17.00 Informal networking reception

Day 2 Thursday 29th of March 2018

09.30 Welcome and introduction by our moderator



Ron Keller, former ambassador in China, Turkey and Russia [LinkedIn](#)

09.45 Getting the right mix in your marketing strategy

In this session we will look at developing a marketing plan, focusing on strategy, tools and budgeting tips for FDI marketing professionals. The session will cover components found in an economic development annual marketing plan and present perspectives on marketing's role in FDI, including insights in social media and communications on the internet.



Marcel Karres, CEO of agency for International Trade and Business Development, associated partner Jester Strategy [LinkedIn](#)

11.00 Break

11.30 Smart Cities: best-in-class case studies

The founding father of the Global Smart City and Community Coalition (GCS3), an advisor to the Dutch government and many cities around the world, will share experiences about some successes, failures, and best-in-class practices.



Bram Reinders, Global Smart City and Community Coalition (GCS3) [LinkedIn](#)

12.15 Luncheon and networking

14.00 Science Parks: best practices, new developments & investments opportunities

Science parks and other areas of innovation are 'hot'. What makes these parks interesting? Which success factors can be distinguished and what are the opportunities to invest? Also some future trends will be presented.



Prof. Dr. Jacques van Dinteren, CEO Innovation Area Development Partnership (IADP) [Linked in](#)

14.45 The importance of Corporate Tax as a location factor

The tax landscape for multinational companies in the European Union is about to change dramatically. In 2015, the OECD published its Action Plan on Base Erosion and Profit Shifting (BEPS), altering the landscape for multinational companies (MNCs). What is the impact of the planned tax reforms for the attractiveness of countries and cities? What will be the influence of the planned tax reforms on the promotional efforts of investment promotion agencies? Who is going to lose and who is going to win?



Steef Huibregtse, CEO of TPA Global, founding member of Transfer Pricing Associates [Linked in](#)

15.45 *Break*

16.15 Resume of the conference with the most urgent points of action and recommendations for all delegates



Ron Keller, former ambassador in China, Turkey and Russia [Linked in](#)

17.00 *Informal networking reception*

The conference is part of the business event '[Limburg Unlimited](#)'.