

**World Forum for Direct Investment 2007, Bologna, Italy**Palazzo Re Enzo, Evening of 6<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> June**Wednesday 6<sup>th</sup> June**

**20:00-22:00** You are invited to the World Forum for Direct Investment 2007 Welcome Cocktail Reception, held in association with the Biografilm Festival 2007 which brings together international film-makers and performers, showcasing a selection of recent feature and short films in the "biopic" genre, with this year's programme dedicated to the life of the famous American inventor, Thomas Alva Edison.  
Enjoy the spectacular light and illusionist show from the Italian Theatre Company *Teatrino Clandestino* – an appropriate start to the creative industries theme.

**Thursday 7<sup>th</sup> June: FDI: World Cities: Cities of the Future**

08:30 *Arrival and registration of delegates.*

08:45 Welcome and Introduction to the World Forum for Direct Investment 2007:  
*Cathy Dawson, Managing Director, Red Hot Locations*

09:00 Welcome Address:  
*Sergio Cofferati, Mayor of Bologna, confirmed*

09:15 Opening Address:  
*Emma Bonino, Minister of Foreign Trade, Italy, confirmed*

09:40 Introduction to the conference chairman and moderator  
*Peter Kellner, Political Commentator and Economics Journalist, confirmed*

**Creative Cities, Superstar Cities, Slicker Cities: Best Practice**

09:45 **"The Art of City Making"/ "Creative Cities for the World"**  
"The *"Creative City"* notion developed by Charles Landry and the COMEDIA team from the early 1990's onwards provides the overarching framework for these concepts. More recently this work has been taken further in *'The Art of City Making'* which says that a city should not seek to be the most creative city in the world (or region or state) – it should strive to be the best and most imaginative city for the world. This one change of word – from 'in' to 'for' – has dramatic implications for a city's operating dynamics. It gives city-making an ethical foundation."

*Guest speaker: Charles Landry, confirmed*

10:30 **Capitals of the Mind: the Rise of the City State**  
Cities are emerging as the new "Destinations Kings" in location marketing and inward investment decisions. Defining the identity for regions and nations, they are becoming the attack brands for commanding attention. For a select few a new prize is in sight. For these world cities are on the threshold of becoming capitals of the mind. It's not size or legal definition that makes them, but the ability of these destinations to capture imagination by defining themselves within the minds of their market. Using ground-breaking inward investor research from the acclaimed *"Power of Destinations"*, Michael asserts that in this emerging era the most powerful asset for cities is no longer just bricks and mortar but a new driver,

positioning, that is, building new emotional cityscapes and ensuring that these destinations rest in our minds.

*Guest speaker: Michael Hayman, Chief Executive, The Communication Group plc, confirmed*

11:00 *Break for refreshments and networking*

11:30 **Manchester**

“Manchester Woos Wall Street” .From a manufacturing centre, to a thriving creative industries centre and now possibly a European back office for British and American banks by targeting Wall Street Firms that are looking to save money by outsourcing jobs overseas “Not that long ago people thought it was all over for cities, “said Sir Howard Bernstein, “But in the past 10 years we have powerfully articulated the case for cities”.

*Guest speaker: Sir Howard Bernstein, Chief Executive, Manchester City Council, Manchester City Council confirmed*

12:00 **Vilnius**

Winner of the International Baltic Challenge award 2006 – established by Stockholm in 2002 in order to strengthen co-operation of the Baltic Region States and cities in the field of Information Technologies, Lithuania’s capital is gearing itself up to be the creative capital of the Baltic region. In 2009, Vilnius will be the European Capital of Culture.

*Guest speaker: Arturas Zuokas, Mayor of Vilnius City, confirmed*

12:30 **Montréal**

With almost 200 research centres and not fewer than 1,500 institutions active in R&D, metro Montréal is home to the largest research complex in Canada. Recognized as a centre of technological excellence, Montreal ranks third in North America in terms of the availability of high-tech jobs in the region and is therefore a magnet for knowledge workers. We hear about the long term vision of the city: Imagining and Building Montreal 2025: A World of creativity and Opportunities. What further plans does Montreal have in the attraction and development of companies locating there?

*Guest speaker: Gérald Tremblay, Mayor of Montréal, invited*

13:00 UNESCO Creative Cities Programme promotes cultural diversity, supports economic development and encourages job creation in a range of fields including music, publishing, cinema, crafts and the performing arts.

*Guest speaker: Georges Poussin, Chief, Section of Creative Industries for Development, UNESCO, confirmed*

13:15 Question and answer session

13:30 *Lunch and networking*

## Regional and World Headquarters

Successful cities attract talented young highly-skilled workers, are centres of innovation and entrepreneurship and are competitive locations for global and regional headquarters. This session shows examples of locations in capital and non-capital cities attracting regional and world headquarters: from the corporate investor's point of view.

- 14:30 European headquarters base for Latin America?  
BT Global Services is one of the success stories of BT – the division that supplies global networked IT services for multinationals and multi-site organisations around the globe. BT is leading the global networked economy helping business to operate in an increasingly connected, convergent world providing local availability of business, technology, service and support professionals in 70 countries. Why has BT chosen Madrid as a regional headquarters to expand company operations throughout Latin America? And is BT searching for more regional headquarters to cover other geographical regions?

*Guest speaker: Luis Alvarez Satorre, Vice-President for Spain, Portugal and Latin America, British Telecom (BT Global Services) confirmed*

- 15:00 Skylogic is a fully-owned subsidiary of Eutelsat, one of the world's leading satellite operators, based in Paris. We hear their reasons for choosing regional headquarters and what plans they have for future location expansion.

*Guest speaker: Arduino Patacchini, Chairman, Skylogic Italia, confirmed*

- 15:30 *Question and answer session, and break for refreshments and networking*

## Creative Industries: The Future Economic Powerhouse

Creative industries will be the next economic boom in 10-20 years. The creative industries are a relatively new concept that includes various areas such as design, painting/visual arts, the web and the new communication technologies, advertising, theatre, film, music, radio/TV, urban architecture/regeneration. It is those areas of creation and technological development which generate profit and visibility in a community and rethink culture as a driving force for regional and national development.

- 16:00 Datalogic, the largest European manufacturer of laser bar code readers and mobile computers, talks us through their expansion plans, choices for manufacturing sites and R&D activities.

*Guest speaker: Romano Volta, Chairman, Datalogic, invited*

- 16:30 South Africa-headquartered Harwood Kirsten Leigh McCoy (HKLM), a strategic branding company, and an emerging markets specialist, has accelerated its international expansion programme by opening offices in Dubai, Germany and Nigeria. We hear why they have chosen these specific countries and cities, and where they are thinking of opening future offices. What does a firm in the creative business services sector look for when setting up overseas offices? What can cities do to make conditions for their set-ups easier?

*Guest speaker: Gary Harwood, Partner, HKLM, confirmed*

### **The University and the Creative Economy**

Most who have commented on the role of publicly funded research and development in the economy believe the key lies in increasing the ability to transfer research to industry, generate new inventions and patents, and spin-off its technology in the form of commercially-orientated start-up companies.

- 17:00 Headquartered in Singapore, Singular ID is a nanotechnology spin-off company from the Institute of Materials Research and Engineering (IMRE) which itself is a member of the Singapore Government's Agency for Science, Technology and Research and located on the campus of the National University of Singapore. Following a research project, the company Singular ID was founded to commercialize magnetic tagging technology for anti-counterfeiting and brand security. Singular ID is now expanding its operations having established a subsidiary in Padua, Northern Italy and looking to grow its business and operations in other key locations around the globe. We will hear more about the support that is crucial to incubate high technology companies, as well as their strategic development plans to grow the business further and how decisions about new locations are evaluated during the crucial growth stage of the company.

*Guest speaker: Dr Adrian Burden, Group Chief Executive Officer, Singular ID, confirmed.*

- 18:00-18:30 Transfer to evening reception venue and official gala dinner

## **Friday 8<sup>th</sup> June: FDI: Investors of the Future**

### **Emerging Giants: Changing the Global Game**

- 09:00 Introduction and Welcome to Day Two:  
*Cathy Dawson, Managing Director, Red Hot Locations*
- 09:15 Pioneers in cross-cultural business collaboration  
Lenovo is the international technology company formed as a result of the acquisition by the Chinese Lenovo Group of the IBM Personal Computing Division. Lenovo's principal operations are in Beijing and North Carolina, USA. All headquarters activities will take place in North Carolina, as well as the functions of notebook development teams, worldwide services, sales and marketing. Lenovo has also established a technical support centre in Bratislava. Will they Lenovo be expanding their sites and their innovation centres globally? What is their criteria for selecting locations?
- Guest speaker: Milko van Duijl, President Europe, Middle East & Africa, Lenovo, invited*
- 09:45 Videocon Group is an Indian multinational and a global force in consumer electronics and display technologies, and expanding their operations overseas swiftly. With plants in Central Europe and Indonesia, Videocon is now expanding into Western Europe.

*Guest speaker: PradeepKumar N Dhoot, President, Videocon, confirmed*

- 10:15 The new tigers charge onwards: The Mexican multinational Cemex is one of world's largest cement producers. This venerable Mexican company, founded in 1906, has transformed itself by overseas acquisitions from a low-tech 'Third World' enterprise into an efficient and much-admired multinational. Cemex now operates in 50 countries. With plans to build new facilities and plants in Latvia, Spain the UK, and to expand the existing facility in Texas, how does Cemex choose locations for operations? Where are their regional headquarters? And what are Cemex's further expansion plans?

*Guest speaker: Hector Medina, Chief Executive Officer, Cemex, invited*

- 10:45 *Break for refreshments and networking*

### **BRICs Brazil, Russia, India, China, South Africa and Beyond**

- 11:00 Amoi Electronics produces 3G mobile phones, computers and LCD screens, and is based in Xiamen, China. They are "going global" with branch offices in London, Walloon in Belgium, Singapore and Los Angeles, and actively looking for new destinations. We hear about the criteria and reasons AMOI Electronics have set up in these respective places and their future expansion criteria and plans.

*Guest speaker: Sunex Xu Zhaohui, Head of Overseas Division, AMOI Electronics Company, confirmed*

- 11:30 Based in Hyderabad, India, Ocimum Biosolutions is a life sciences R&D enabling company with three focus areas: BioIT, Microarrays and Research services. Ocimum recently launched a German subsidiary with the intention of expanding its presence in Europe. We hear of Ocimum's global expansion plans and which locations they will be setting up in, with which functions.

*Guest speaker: Anuradha Acharya, Chief Executive Officer, Ocimum Biosolutions, invited*

- 12:00 Can Latin America challenge India?  
Softtek, Mexico's largest software company, has a presence in 10 countries in North America, Latin America and Europe, specialising in Business Process Outsourcing. We hear of Softtek's global expansion plans and in which regions and countries they are searching to open operations.

*Guest speaker: Blanca Treviño, Chief Executive Officer, Softtek, confirmed*

### **Luxury Brands Manufacturing: West to East or West to West?**

- 12:30 Automotive industry: The Supercar Marque  
The biggest challenge for a maker of exotic cars is to balance price and exclusivity with profitability. In the luxury market, where nobody needs your products but millions admire and desire them, it is essential to have a just adequate supply and reassuringly high price, while making enough money to develop new models. Lamborghini will make 2,000 cars this year at the plant at Sant'Agata Bolognese. Since 1998 Lamborghini has been a subsidiary of Audi, making it part of the Volkswagen group. The Lamborghini plant has 150 R&D staff and its own design studio, but much of the body work is manufactured in Germany and Hungary.



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*Guest speaker: Stephan Winkelmann, President, Automobili Lamborghini, invited*

13:00 Lunch and networking

14:30 – 17:30 Afternoon site visit to Ducati Factory or cultural sites of the city of Bologna

\*PLEASE NOTE THAT THE PROGRAMME MAY BE SUBJECT TO SLIGHT CHANGE

## REGISTRATION FORM BELOW

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To register for the **World Forum for Direct Investment** on **7<sup>th</sup> & 8<sup>th</sup> June 2007** in **Bologna, Italy**, please fill in the details below. Submit one form per delegate.

**You can register using any of the following methods:**

**fax:** +44 (0)20 7237 6882

**e-mail:** [bethbishop@redhotlocations.com](mailto:bethbishop@redhotlocations.com)

**phone:** +44 (0) 20 7237 8885

**on-line:** [www.redhotlocations.com/calendar.cfm](http://www.redhotlocations.com/calendar.cfm)

**Mr/Ms/Mrs/Dr** \_\_\_\_\_ **Full Name** \_\_\_\_\_

**Job Title** \_\_\_\_\_

**Organisation** \_\_\_\_\_

**Address** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**City** \_\_\_\_\_ **Zip/Postal Code** \_\_\_\_\_

**Tel** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Price: GBP £1499 per person, this is a special offer; ending on the 30<sup>th</sup> April 2007 at 5pm. Full price is £1599**

Price includes conference documentation, lunches and refreshments and attendance at the networking events.

As soon as you register, we will send you precise payment details. You can pay by company cheque or bank transfer. Should you wish to pay by credit card please contact [Beth Bishop](mailto:bethbishop@redhotlocations.com) in the UK office for further details.

- Company Cheque
- Bank Transfer
- Credit Card

**Once registration is received you will be sent an invoice. Joining and hotel details will follow.**

### **Cancellation Policy**

The participation registration is final and irrevocable. In the case of withdrawal at any time whatsoever and for any reason whatsoever, the signatory to this contract will remain liable for the full amount of his/her participation and for any invoice relating to such; however we can accept a substitute at no extra cost. In the case of cancellation by Red Hot Locations, you will be offered attendance on an alternative event. The amount of the participation must be paid in accordance with the terms specified in the paragraph "PAYMENT TERMS" of the invoice.