



تحت رعاية كريمة من
صاحب السمو الشيخ محمد بن راشد آل مكتوم
نائب رئيس الدولة رئيس مجلس الوزراء حاكم دبي

Under the Patronage of
H.H. Sheikh Mohammed Bin Rashid Al Maktoum
UAE Vice President, Prime Minister and Ruler of Dubai



الإمارات العربية المتحدة
وزارة الاقتصاد
UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

ملقى الاستثمار السنوي ANNUAL INVESTMENT MEETING

Sustainable Development Through FDI
Induced Innovation and Technology Transfer

30 March - 1 April 2015

Dubai, United Arab Emirates

5th
Edition



Message from Eng. Sultan bin Saeed Al Mansouri

Minister of Economy, United Arab Emirates

“ The Annual Investment Meeting is becoming, more than ever, a not-to-miss world gathering of the international investment community as more than eleven thousand delegates attended its fourth edition held at the Dubai International Convention & Exhibition Center from 8 to 10 April 2014. For the second consecutive year the event was held under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice-President, Prime Minister and Ruler of Dubai.

The fourth edition of the Annual Investment Meeting provided an exciting opportunity for the international investment community to hear firsthand of foreign direct investment trends, investment promotion strategies and business environments in a large number of countries as well as growth prospects. Engaging discussions on the latest investment policies, institutional and regulatory frameworks and investment partnerships took place during two full and a half days.

AIM was a prime venue to network with peers and industry professionals as well as policy makers and high-net-worth individuals. Some 58 dignitaries including 56 ministers and vice-ministers participated in the event heading large delegations of public and private sector representatives. The United Arab Emirates was honoured to welcome representatives of one hundred and twelve countries from Africa, Asia, the Americas, Eastern and Western Europe. The corporate sector was highly represented as numerous leading enterprises took part in AIM deliberations and its various features as well as senior officials of international Organizations such as FAO, ITC, ITU, UNIDO, UNCTAD or WFP.

As I have said in my welcoming speech to the conference, the UAE economy has been on a firm growth line for a number of years thanks to huge non-oil sector investments, continued buoyancy in trade and services, and a booming tourism industry, thus consolidating its place as a regional centre for tourism, transport and trade. We expect our economy to remain strong in the short and medium term. Actually, the International Monetary Fund (IMF) has raised its UAE growth forecast from 3.9% to 4.4% following Dubai's successful Expo 2020 bid and its booming property sector.

We would like to share our experience in economic development and the benefits derived from our strategies in successful growth. It is through major events such as the Annual Investment Meeting or Expo 2020 that we would like to interact with other nations of the world to stimulate exchanges and explore mutually beneficial business ventures. Therefore, we would like to invite you to join us at the fifth edition of AIM scheduled from the 30th of March to 1st of April 2015.

I would like to take this opportunity to thank the Ministers and Vice-Ministers, Ambassadors and senior officials of the United Nations system as well as distinguished representatives of the corporate world, the global FDI experts, academics and the thousands of participants for their valuable presence at AIM 2014. We are very much looking forward to welcoming you at AIM 2015, which promises to be another rich and interesting event focusing on FDI and what technologies, regions and industries will drive tomorrow's global economy.”

»» INTRODUCING THE FIFTH EDITION OF THE ANNUAL INVESTMENT MEETING

As we are preparing for the fifth edition of the Annual Investment Meeting 2015, we are witnessing signs of improvements emerging in the global economy after more than five years of daunting economic challenges. According to most analysts, world gross product is forecast to grow at a pace of 3.0 and 3.3 per cent in 2014 and 2015, respectively.

For FDI, as highlighted in AIM Investment Report 2014, flows are recovering after several years of decline following recession and the financial and economic crises. The FDI market is expected to continue its recovery, with FDI flows increasing by 10% per annum and greenfield FDI by 8-10% per annum over the next 5 years, provided a number of parameters hold such as a continued recovery of developed economies; that growing markets adapt to tapering in the US and there are no new major political conflicts.

As to outward global FDI flows, while there is strongest growth in FDI in growing markets from Asia and intra-regional investment, developed economies are still the main source of Investment. However, growing markets are becoming significant investors in their own right, as observed in the last few years, and are likely to reinforce the long-term trend of greater participation by their global enterprises in world FDI flows.

As we can see, changes in the world FDI landscape is continuing its rapid pace and is characterized by fierce competition and its determinants are evolving towards more efficiency seeking location advantages. A lot of countries have realized the benefits FDI can bring to accelerate growth and development to their economies as it allows the transfer of technology and higher-end industries. Transnational corporations, the main drivers of FDI, are a powerful and effective means to disseminate technology from developed to growing markets, and represent a major source of new and innovative technologies that are usually not available through the market. Hence the race to attract such investments by a large number of countries around the globe and regions within countries.

Physical, financial and technological location advantages are becoming increasingly important. High local technological capabilities are an important factor for attracting FDI flows in high-value added activities. Likewise and interestingly, research and development activities, which are usually retained in headquarters, also display a rising pattern of internationalization reflecting the rising human capital skills in foreign markets and enhanced research ability in growing economies in industries such as pharmaceuticals and retail for example.

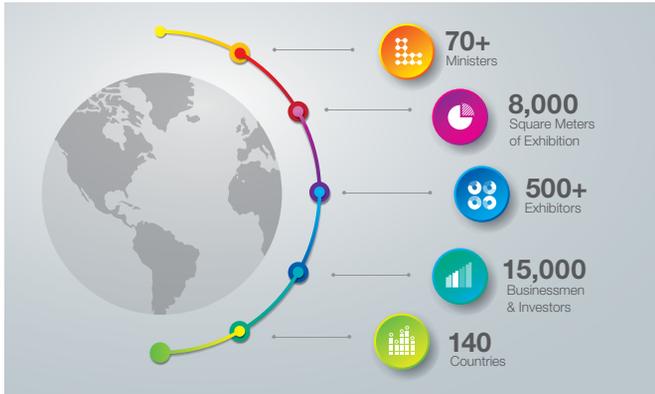
In view of the above, the theme of the fifth edition of the Annual Investment Meeting will focus on

Sustainable Development Through FDI Induced Innovation and Technology Transfer

AIM 2015 will be the occasion to gather the world's leading academics, experts and practitioners to discuss and debate how essential is innovative activity for growth and development and how FDI can contribute to sustainable economic growth through transfer of technology and the supportive investment policies that are needed to attract and retain investment of the right kind as well as the internationalization of research and development activities by transnational corporations.

*Join us
at the World's
Greatest Trade
and Investment
Hub!*

»» AIM 2015 EXPECTATIONS



»» AIM 2015 FEATURES

- ▶ **Capacity Building Workshop**
- ▶ **Thought-Leadership Conference**
- ▶ **Annual FDI Report**
- ▶ **Ministerial Roundtable**
- ▶ **Country Presentations**
- ▶ **Investment Awards**
- ▶ **Exhibition**
- ▶ **Bilateral Meetings:**
G2G, G2B & B2B
- ▶ **Networking Functions:**
Opening Ceremony
Gala Dinner
- ▶ **Investors' Zone**
- ▶ **High-Level Strategic Networking Cocktail**
- ▶ **Connecting SMEs Globally**
- ▶ **Meet the FDI Experts**
- ▶ **Signing Ceremony**
- ▶ **Exhibition Tour**

EXHIBITORS' PROFILES

At the 2015 event, AIM is expecting more than **500 Exhibitors from 140 countries** which will showcase products, services and projects from the following sectors:

- Agriculture & Agribusiness
- Aviation
- Commodities & Trading
- Construction
- Education & Research Centres
- Energy
- Finance, Banking and Insurance
- Free Zone Management
- Government
- Healthcare
- Information Technology
- Telecommunications
- Infrastructure
- Investment
- Law & Legal Affairs
- Logistics
- Manufacturing
- Marine & Submarine
- Mining
- Pharmaceuticals
- Real Estate & Property Development
- Tourism & Hospitality
- Transportation
- Waste Management

» TAKE A CLOSER LOOK AT AIM 2015



Capacity Building Workshop

AIM 2015 Workshop will be a series of presentations of 1.5 to 3 hours held prior to the event. These interactive presentations will be facilitated by a faculty of global FDI experts. It will be an enriching experience designed to provide attendees (a small group of 20-30 registered delegates) with a comprehensive overview of investment related topics. The informative approach of business facilitation will be combined with a tactical review of operational requirements through practical case studies.

Date : *Sunday 29 March from 14:00 - 17:00*

Thought-Leadership Conference

An effective path to inclusive growth to raise incomes and living standards for countries in general, developed or developing, is to accelerate the productivity of their firms and support its enhancement. This can only be achieved through building new connections with the global economy and attracting FDI that brings with it new technologies. The focus of the AIM 2015 conference will be centered exactly on this important issue on how to attract FDI that can help enhance skills, transfer competencies and strengthen manpower as well as build innovation systems.

Not only, we shall be hearing what are the latest trends in foreign direct investment at the global and regional levels through the launch of the second edition of AIM Investment Report 2015 but we shall be examining some critical issues on sustainable development through FDI induced innovation and transfer of technology for countries in general and growing markets in particular.

What are the policies and the regulatory frameworks needed including balanced intellectual property rights, to effectively leverage FDI as a means to achieve transfer of technology and diffusion?; what are the equity and non-equity forms of global firms that favour

the transfer of technology, know-how and skills?; what are the trends in research and development (R&D) related FDI and how to attract them and integrate global knowledge networks?; What is the role of incentives in attracting asset seeking FDI and best practices therein?

Workers' skills are critical to industrial productivity and competitiveness and to maintaining living standards. Training is key as good training pays for workers whose skills are upgraded, for companies seeking a competitive edge, and for the nation in overall productivity. What are the ways and means to attract, retain and benefit from foreign investment that creates jobs and develops skills? How to enhance the technological contribution of foreign firms through education and specialized technological training? What are the spillovers and backward linkages that can be realized and the long lasting benefits for the creation of wealth.

AIM conferences are always topical and informative, which is a great way to stay current with investment trends while fulfilling one's responsibilities, a critical must do in today's environment. AIM 2015 will produce a leading investment annual conference with a faculty of top notch global experts, renown academics and seasoned practitioners that would enlighten the audience with up-to-date information and knowledge.

With two and a half days of interactive educational sessions and high-level interaction between delegates and panelists, this is a unique and unparalleled experience for all who attend AIM 2015. The exclusivity of AIM forum ensures the opportunity for delegates and speakers to network with a community of investment peers in a relaxed, confidential and non-commercial setting.

» THEMES

Day One: Monday 30 March 2015

- ▶ *Global and regional FDI trends and development implications.*
- ▶ *Policy options for the promotion of innovation and technology transfer through FDI.*
- ▶ *Enabling investment regulatory frameworks from home and host countries to induce innovation and technology transfer.*
- ▶ *Leveraging FDI for technology transfer and diffusion, successful country case studies.*
- ▶ *Technology transfer through equity and non-equity forms of global firms involvement: salient features and implications.*

Day Two: Tuesday 31 March 2015

- ▶ *Corporate strategies and FDI determinants for the establishment of high-end industries.*
- ▶ *How to attract R&D-related FDI and integrate global knowledge networks?*
- ▶ *Ways and means to enhance the technological contribution of foreign firms: does education and skills' development matter?*
- ▶ *The impact of Intellectual Property Rights on FDI attraction.*

Day Three: Wednesday 1 April 2015

- ▶ *Investment promotion strategies to foster technology transfer and know-how and best practices therein, selected case studies.*
- ▶ *Incentives and asset-seeking FDI, the new rules of the game.*

Annual FDI Report

The second edition of the AIM Investment Report will be presented at beginning of the event on 30 March 2015. As conveyed by most participants in this year Annual Investment Meeting, it is a valuable new source of insight into FDI globally and in growing markets in particular. It is intended to serve as guidance to the conference and a solid basis to its deliberations, shedding light on the latest trends in foreign direct investment (FDI), greenfield investment projects and mergers and acquisitions (M&As) and their implications on frontier and emerging markets. AIM Investment Report is unique in the sense that it is the first time that different sources of investment data emanating from reputable international institutions and entities such as UNCTAD, fDi Intelligence and MergerMarket, are combined together to provide a comprehensive view and perspectives of different types of investment.

Billions of US Dollars worth
of development projects
and transactions
discussed in 2014

Ministerial Roundtable

AIM 2015 Ministerial Roundtable will allow Ministers in charge of investment, economy, finance, foreign trade, foreign affairs, and development cooperation, to discuss and share their views and lessons learnt as well as present their personal assessment on the central theme of the conference: "Sustainable development through induced innovation and Technology Transfer" and to find sustainable solutions to further the cause of development and promote cooperation investment and trade between nations.

The Ministerial Roundtable is a high level forum involving major stakeholders to share visions and action plans through practical experiences to maximize FDI-induced development outcomes and to ensure policy coherence and effective investment in growth.

58 Foreign Dignitaries
attended the Annual
Investment Meeting 2014

469 Exhibitors
were at the Annual
Investment Meeting 2014



Country Presentations

Theme: Promotion of targeted investment opportunities especially technology driven projects

Focus:

- ▶ Welcoming Message and Country/City Economic Briefing
- ▶ Investment Prospects, Sectors, Industries
- ▶ Sovereign Risk Assessment & Analysis
- ▶ Success Story or Case Study (Private Sector or Established Foreign Investor) and Investor's Pick
- ▶ Discussion Followed by Q & A

Date: 30 March – 1 April

Length: 45 minutes per session

12 Country Presentations were featured at the Annual Investment Meeting 2014

Investment Awards

In a special ceremony to be held at the Gala Dinner, Investment Awards will be granted to select investment promotion agencies from each region of the world in recognition of their outstanding work in successfully attracting the best investment projects in their regions.

Judging Criteria

- ▶ Size of the investment (amount invested)
- ▶ Scale of job creation (no of direct jobs created)
- ▶ Trade balance effects (% of output exported, volume of imports substituted)
- ▶ Local linkages (volume of local sourcing, no. of local suppliers, other local commitments)
- ▶ Knowledge Transfer (investment in R&D, training and education)



Bilateral Meetings: G2G, G2B & B2B

G2G Meetings

Government to Government (G2G) Meetings will be one of the features designed for high-government officials to discuss investment projects and prospective partnerships from different regions. This will be pre-arranged by the AIM Organizing Committee.

G2B Meetings

For the 5th edition of AIM, some 70 ministers are expected to participate representing various regions around the globe. It will be an opportune occasion for public authorities to interact with the private sector and discuss investment projects and cooperation agreements. These meetings can be facilitated by AIM Organizing Committee.

G2B Meetings shot up by 78.5% and stood at 348 encounters during AIM 2014

B2B Meetings

This feature will be made available to all registered participants who can communicate and set-up meetings prior to the event. LinkedIn profiles can be imported providing information to prospective counterparts.

Meetings will be pre-set at 20 minutes intervals throughout the conference in a special meeting place to be communicated at a later stage. By setting appointments with targeted investors on the AIM Express B2B web application, project promoters will be able to request as many meetings as they wish with investors and financiers or any participant of their choice attending the event. AIM Express B2B meetings aim at becoming your client portfolio builder and long-term business relationship enabler.

»» PARTICIPANTS' PROFILES

- ▶ Government Certified Project Promoters
- ▶ Certified Private Promoters
- ▶ Individual Investors
- ▶ Entrepreneurs
- ▶ Chairmen, Presidents and CEOs

Exhibition



The Annual Investment Meeting (AIM) Exhibition will feature in its three-day event all the different industry projects and services catered for the investment growth of various participating developing regions.

Dubai Government Achievements Exhibition (DGAE) Concurrently with the 5th edition of AIM is the Dubai Government Achievements Exhibition (DGAE). This will focus on promoting Foreign Direct Investments (FDIs) and effective ways to attract Investors to various economy sectors in the UAE and the Gulf Region.

Networking Functions



Opening Ceremony



Gala Dinner

»» NEW SPECIAL FEATURES OF AIM 2015

Investors' Zone

A special zone at the venue will be dedicated to investors and sovereign wealth funds (SWF) interested in meeting prospective clients and participants at the Annual Investment Meeting 2015. The purpose of this new feature is to offer opportunities of strategic networking to promote business encounters and possibilities to develop new ventures and agreements.

High-level Strategic Networking Cocktail

A cocktail lunch will be organized solely dedicated to senior high level representatives from government, the private sector, academia and social society to allow them to meet, network, exchange ideas and conduct business in a safe, confidential and comfortable environment. The event is by invitation only.

Connecting SMEs Globally

Conscious of the important role that small and medium sized enterprises (SMEs) play as engines of growth and employment, one of the major goals of the Annual Investment Meeting is to serve as a strategic platform to connect SMEs globally and support them in meeting potential partners and financiers from other parts of the world. A special corner at AIM Exhibition 2015 will be devoted to SMEs to network, meet and explore opportunities of collaboration and partnership.

Meet the FDI Experts

A dedicated area in the Exhibition Hall will be available to allow meetings between interested parties and global FDI experts participating in AIM 2015. A large number of international consultancy firms specialized in marketing countries and locations and having great expertise and capabilities in important topics such as international lead generation, FDI strategy development, business expansion management or marketing and media support.

Registered country representatives, investment promotion officials and delegates in general will have the opportunity to meet, direct questions and seek guidance on specific issues of concern to them in the conduct of their business to highly professional investment experts.

Signing Ceremony

A special ceremony will be held for the signature of cooperation agreements and memoranda of understanding concluded by governments or with private sector representatives. The national and international media will be invited to attend this important event and information will be made available to interested parties.

Exhibition Tour

Two special guided tours will be offered to delegates to visit the stands of Dubai Government or to meet AIM key sponsors. Dubai Government stand will be hosting some 34 Organizations representing a large number of economic sectors. Through this visit, delegates will have the opportunity to meet and gain experience from Dubai Government and their remarkable achievements. The second tour will allow interested delegations to visit and meet the Annual Investment Meeting Key Sponsors and learn about their business activities and investments.

WHY ATTEND AIM 2015?

- Have direct access to investors when they are actively seeking opportunities
- Apprise yourself of the latest location developments and get updates on new business and investment opportunities
- Understand the policies and regulations aimed at making countries attractive to investors
- Strengthen the competitiveness of national firms and facilitate your access to foreign markets, resources, technology and knowhow
- Maximize your company's exposure by attending all the sessions and various features of the event

»» AIM 2014 SPONSORS AND PARTNERS

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Trade Partner



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Silver Sponsors



Technology Park Partner



Multilateral Strategic Partner



Automotive Promotion Partner



Official Postal and Courier Partner



Main Knowledge Partner



Strategic Media Partner



Service Partner



»» In Conjunction with the DGAE

Dubai Government Excellence Program
The Executive Council
Government of Dubai



برنامج دبي للأداء الحكومي المتميز
المجلس التنفيذي
حكومة دبي

Dubai Government Achievements Exhibition

“Local Government - Global Achievements”



30 March - 1 April 2015

This exhibition will be held for the third time to highlight the leadership qualities of the government of Dubai in various fields, which has led to excellence and innovation. The exhibition will highlight the services, projects and achievements of all the Dubai government departments and institutions.





» ABOUT DUBAI

At the heart of one of the world's richest regions, Dubai is a dynamic and rapidly expanding international business hub.

Its location at the cross roads of Asia, Africa and Europe lends to its crucial role in business dealings in the region. The city is located midway between the Far East and Europe, which makes for easy accessibility. London is seven hours away, Frankfurt six, Nairobi four and Hong Kong eight. Over 120 shipping lines and 107 airlines connect the city to over 160 global destinations.

Dubai's luxurious airport, world-renowned duty free, award winning airline - Emirates and creation of a second airport, which will be the largest in the world, has established its position as a forerunner in the field of travel tourism.

In Dubai, traditional Arabic hospitality enhances its world-class service industry. Tourists are free to enjoy a great number of activities as Dubai has beautiful beaches, a wide selection of water sports and exciting desert safaris. A renowned shopping destination, Dubai hosts the world's only yearly shopping festival, and is home to some of the largest and most fantastic malls in the world. International sporting events such as the world's richest horse race - the Dubai World Cup, the Dubai Tennis Championship and the Dubai Desert Classic have also put the city on the world sporting map.

For more information about Dubai, please visit the following website: www.dubaitourism.ae



Annual Investment Meeting

Sustainable Development Through FDI Induced Innovation and Technology Transfer

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Connecting Minds, Creating the Future.

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