



ONLINE

SUSTAINABLE DEVELOPMENT

MASTERCLASS SERIES ON INVESTMENT PROMOTION, SUSTAINABLE DEVELOPMENT AND RECOVERY

24 AUGUST – 26 SEPTEMBER 2020

 5 WEEKS, 2 HRS/WEEK

Information Note



International
Labour
Organization



World Association of
Investment Promotion
Agencies



UNITED NATIONS
UNCTAD



International Training Centre

BACKGROUND

The current COVID-19 crisis is impacting dramatically on people's lives, their jobs, their communities, and on enterprises. According to UNCTAD's World Investment Report 2020, global foreign direct investment (FDI) flows are forecast to decrease by up to 40% in 2020. Flows to developing countries will be hit especially hard, as export-oriented and commodity-linked investments are among the most seriously affected. On the other hand, according to the most recent data available, ILO estimates that working hour losses reached 14.0% worldwide which is the equivalent to 400 million full-time jobs. Businesses across a range of economic sectors are facing catastrophic losses.

Investment Promotion Agencies (IPAs) in close collaboration with investors, SME owners and government play a critical role in forging partnerships for recovery and inclusive economic growth. In this regard, UNCTAD indicated that the current crisis could be a catalyst for a process of structural transformation of international production and an opportunity for increased sustainability.

On this matter, WAIPA formulated several recommended actions for strategic readjustment for post COVID-19 recovery:

- **Supporting SMEs to rapidly shift production** lines towards in-demand products and services during the crisis
- **Bolstering aftercare services to local SMEs**
- Strengthen the **connection between existing investors and the local eco-business system and SMEs**
- Promoting **innovation** and protecting emerging sectors
- Nurturing **productive public-private partnerships** for inclusive economic growth
- Establishing and actively **participating in emergency task forces** with key actors
- Boosting **advocacy services** to solve pressing issues investors face in a systematic fashion
- **Digitizing investment promotion**, e.g., upgrading IPA websites, e-registration of businesses, digital marketing for location promotion, etc.
- **Revising target strategies** to anticipate and adapt to market transformations and external shocks

WHAT?

This series of masterclasses will assist IPAs and other institutions with a mandate in investment promotion and facilitation to address the challenges posed by the pandemic. It will offer a platform for peer-to-peer exchange, supported by international specialists experienced in trade and investment.

Each masterclass will provide guidance and inspire future strategies and actions, to IPAs to play a leading role in building resilience and contributing to recovery and inclusive economic growth.

HOW?

The series of 5 online masterclasses will consist of a tailored online platform for a limited audience.

Each masterclass consist of a keynote session and a response statement by a IPA (where available). Each masterclass comes with a discussion guide for follow up within the IPA or institution.

To obtain the certificate, participants are expected to actively participate in the discussion forum linked to the thematic of each masterclass. Further discussion and exchange of ideas prior and after the masterclass will be supported through an online discussion forum and the provision of reference material and further reading.

SCHEDULE OF CLASSES:

Date	Main Topic
Webinar 1	Global FDI trends and the impact of the pandemic The changing role of IPAs post-COVID-19
Webinar 2	COVID 19 and the world of work: How do IPAs engage with business and maximize (decent) jobs? Responsible business conduct and enterprises
Webinar 3	Strengthening FDI SME business linkages in the light of COVID-19 crisis
Webinar 4	How to harness the private sector in the response to COVID-19 by incentivizing investment? What are development finance institutions (DFIs) doing?
Webinar 5	Looking forward: the new normal for IPAs. Panel discussion with leading IPA representatives.

WHEN?

The masterclasses will be broadcasted during a 5 week period (from 24 August 2020 to 26 September 2020).

Access is limited to 50 participants. Prior online registration is required and will provide participants with access to the webinars, reference material and discussion forum.

Registration via <https://oarf2.itcilo.org/MIN/A9712910/en>

INFO

**FOR FURTHER INFORMATION
PLEASE CONTACT**

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