

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. Global FDI flows are expected to decline between 30% and 40% during 2020-2021. Emerging markets suffered a record-breaking portfolio outflow in March 2020. According to the ILO estimates, working hours will decline by 10 % in the second quarter of 2020, which is equivalent over 300 million full-time jobs. Businesses across a range of economic sectors are facing catastrophic losses.

Recovery from the global recession caused by the pandemic and containment-measures will not happen overnight, and will require bold and decisive government measures, based on the best possible information and working in partnership with social partners, investors and entrepreneurs. Investment Promotion Agencies should play a critical role in advising government on how to restore business confidence and in facilitating partnerships for the recovery and inclusive economic growth.

While the crisis is global, the impact will be even harder for developing and emerging economies that do not have the fiscal space to respond optimally to the pandemic itself and the economic aftermath, making the advice and support from IPAs all the more critical.

WAIPA highlighted a number of priorities for IPAs in the coming weeks and months:

- **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 help Investment Promotion Agencies 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 dialogue for peer-to-peer exchange between IPAs, 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 on the topic of **“Investment promotion, sustainable development and recovery”** specifically addressing IPAs or institutions with a similar mandate and their response to and their role in economic recovery, job creation and strategies towards achieving the SDGs.

Each masterclass consist of a keynote a guided Q&A session, 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 perform a series of short assignments, 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	IPAs and the COVID 19 response FDI trends: what future will we face?
Webinar 2	COVID 19 and the world of work: How for IPAs to engage with business and maximizing jobs? Responsible business conduct and enterprises
Webinar 3	IPA aftercare in the light of the COVID-19 crisis
Webinar 4	How to harness the private sector in the response to COVID-19 by incentivizing investment? What are DFIs doing?
Webinar 5	Looking forward: experience sharing platform by and for IPAs

## WHEN?

The masterclasses will be broadcasted during a 5 week period (August -September 2020).

Access is limited to 50 participants. Prior online registration is required and will provide participants with access to 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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