



UNITED NATIONS INSTITUTE
FOR TRAINING AND RESEARCH

Stillman School of Business
SETON HALL UNIVERSITY

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UNITAR/SETON HALL UNIVERSITY
SERIES ON INTERNATIONAL ECONOMICS AND FINANCE:
Foreign Direct Investment for Development Financing
Organized jointly with the Stillman School of Business at Seton Hall University (SHU)

22 and 23 August 2006, Conference Room D
United Nations Headquarters, New York

PROGRAMME

TUESDAY, 22 AUGUST

9:25 – 9:40 a.m.	<i>Registration</i>
9:40 – 10:00 a.m.	Welcome and Introduction of Participants <i>Vasu Vaitla, Special Fellow, UNITAR New York Office</i> <i>Karen Boroff, Dean, Stillman School of Business, Seton Hall University</i>
10:00 – 11:00 a.m.	The Roads to Globalization: Over Lands, Seas, and Time and its Implications for Economic Development <i>Yeomin Yoon, Professor of Finance & International Business / SHU and Senior Special Fellow of UNITAR</i>
	In order to set the stage for subsequent discussions over the two days, this session provides a description of economic evolution and its implications for economic development. Beginning with an (economic) explanation of why <i>Homo sapiens</i> displaced <i>Homo neanderthalensis</i> 30,000 years ago, this historical overview will address how history has shaped today's global economic scene. The session will also discuss the five stages of firms' globalization, global standards of operations, and the increasing importance of foreign direct investment for development financing.
11:00 – 11:15 a.m.	<i>Coffee Break</i>
11:15 – 12:30p.m.	Legal Aspects of Foreign Direct Investment <i>Richard J. Hunter, Professor of Legal Studies / SHU</i>
	This session addresses manifestations of foreign direct investment, how to create capitalism in a land where there is neither capital nor capitalists, characteristics shared by nations that have successfully attracted significant FDI, and public/ private cooperation in attracting FDI. The session also provides an overview of the most prevalent "perceived roadblocks" to attracting FDI, including anti-competitive practices, property seizure risk, problematic functioning of the judiciary, and misunderstanding the legal system as well as the issues of intellectual property rights

	in the decision-making processes in attracting FDI.
12:30 – 2:30 p.m.	<i>Lunch Break</i>
2:30 – 3:30 p.m.	The Power of Belief Systems: Marketing Your Country to Attract Foreign Direct Investment <i>Wahn Yoon, Principal and Chief Strategy Officer, Scientific Intelligence, Inc.</i>
	In this session, participants will learn that they can successfully assess and harness “archetypal belief systems” (unconscious but pervasive collective perceptions and attitudes) in a systematic way to position one’s country as a popular and trustworthy investment for foreign investors. Conventional wisdom on marketing research will be challenged, and a highly successful new methodology will be presented that offers greater certainty and precision when it comes to reading and managing collective behaviour patterns. Insights and examples from qualitative research will be utilized to demonstrate how this methodology can be used to develop a brand and marketing strategy for any given country.
3:30 – 4:15 p.m.	How Much Do Financial Incentives Matter in Attracting Foreign Direct Investment? <i>Yeomin Yoon</i>
	After reviewing worldwide foreign direct investment inflows as well as the impact of FDI on developing economies, the session addresses factors affecting choice of offshore location and discusses whether financial incentives are worth the cost and the most important issues for attracting FDI.
4:15 – 4:30 p.m.	<i>Coffee Break</i>
4:30 – 5:30 p.m.	Foreign Direct Investment in China: Implications for Other Developing Countries <i>Jason Yin, Chair, Dept. of Management and Professor / SHU</i>
	In addition to the challenge of export competition from China, many developing countries are concerned about FDI diversion to China. This session examines the emergence of the Chinese economy and its impact on regional economies in terms of both challenges and opportunities. It offers policy options for other developing countries to induce FDI and utilize a growing China as an opportunity for their economic growth.
5:30 – 6:00 p.m.	Introduction to Interactive Case Studies and Assignment of Working Teams <i>Yvonne Huang, Financial Analyst, Avaya, Inc., Wahn Yoon, and Yeomin Yoon</i>
	Participants will be divided into a number of working teams and one of the following cases will be assigned to a team. <ul style="list-style-type: none"> • Investing in the Democratic Republic of Congo • Expansion of ITC’s (India’s) eChoupal Initiative in ASEAN countries via FDI • Investing in Vietnam

WEDNESDAY, 23 AUGUST

9:30 – 10:00 a.m.	<i>Registration</i>
10:00 – 12:00 p.m.	<p>Interactive Exercise</p> <p>Each team will prepare a presentation on an assigned case. Resource persons will be available throughout the morning to assist all teams.</p>
12:00 – 2:00 p.m.	<i>Lunch Break</i>
2:00 – 2:40 p.m.	<p>Opportunities and Risks of Globalization</p> <p><i>Yeomin Yoon</i></p>
	Beginning with the recent Pew Global Attitude Survey, the session will address a number of questions such as “Globalization for whom?” “Has income inequality been reduced by globalization?” “Is the 21 st Century a century of new nomads?” and “Are smugglers, traffickers, and money launderers hijacking the global economy?”
2:40 – 3:20 p.m.	<p>Financing Mega Infrastructure Projects: Risks and Opportunities</p> <p><i>Christopher Kisco and Russell Dover , MBA/MA-Diplomacy/SHU</i></p>
	The session will address the importance of improving a country’s infrastructure in order to attract FDI, the nature of mega project financing, the increasing involvement of the private sector in mega project financing, and various issues of project financing such as full recourse loans, limited recourse loans, non-recourse loans, direct lending, bonds, build-operate-transfer (BOT) agreements, and special purpose vehicles (SPV), as well as risks and opportunities associated with project financing.
3:20 – 3:35 p.m.	<i>Coffee Break</i>
3:35– 5:00 p.m.	Team Presentations
5:00 – 5:30 p.m.	<p>Commentary by Resource Persons on Team Presentations</p> <p><i>Wahn Yoon, Russell Dover, Christopher Kisco, and Yeomin Yoon</i></p>
5:30 – 5:40 p.m.	<p>Final Review and Synthesis of the Workshop</p> <p><i>Yeomin Yoon</i></p>
5:40 – 6:00 p.m.	<p><i>Concluding Remarks / Evaluation</i></p> <p><i>Vasu Vaitla</i></p>