



Investment Promotion Agency Management Course: FDI Targeting, Lead Generation and Aftercare

23 – 27 August 2027

Amsterdam - Zuidas business district hotel



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Introduction:

The Investment Promotion Agency Management Course on FDI targeting, lead generation and aftercare is a 5-day course for investment promotion, economic development and city or regional agency staff that ends with an Agency FDI Promotion Plan for a case agency. Agencies lose projects when promotion chases every sector, enquiries go unanswered, investors wait for permits and established investors leave unnoticed. Nominees already handle investor enquiries, sector research or account management, and they learn through case studies built on realistic pipelines, investor files and incentive requests. CoreConcept Training Center delivers this investment promotion agency management course.

Course Objectives:

- Classify FDI projects by entry mode and investor motive and relate current flows to the agency's target sectors
- Score candidate sectors and companies for location fit and build a target company list backed by evidence
- Write a location value proposition and image building plan that speaks to the decision criteria of shortlisted investors
- Run an investor CRM pipeline from first contact to landed project, with qualification rules, probabilities and next actions
- Organise facilitation and one-stop-shop services, site visits and aftercare so that projects land and existing investors reinvest
- Appraise incentive requests and report jobs, capital and spillover results to the agency board

Target Audience:

- Managers responsible for an agency's sector strategy, target lists and annual promotion budget
 - Team leaders responsible for investor lead generation, enquiry handling and CRM pipeline reporting
 - Managers responsible for investor facilitation, permits coordination and one-stop-shop service levels
 - Account managers responsible for aftercare, expansion support and retention of established foreign investors
 - Economic development managers in city or regional bodies responsible for attracting and anchoring new employers
 - Research and monitoring managers responsible for incentive appraisal and agency results reporting
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Course Outline:

Day 1: FDI Landscape, Agency Mandate and Current-State Review

- Greenfield, Merger and Reinvested Earnings FDI Entry Modes
- Horizontal, Vertical and Export-Platform Investment Motive Analysis
- Four Core Agency Functions Mapped to Budget Lines
- Agency Board Charter and Private Sector Representation
- Agency Diagnostic Scorecard for Pipeline, Staff and Services

Day 2: Sector Targeting, Value Proposition and Image Building

- Sector Attractiveness and Location Fit Scoring Matrix
- Target Company Long List Built from Project Announcement Data
- Location Value Proposition Sheet with Cost and Talent Evidence
- Image Building Campaign Plan with Sector Messaging Grid
- Peer Location Benchmark on Operating Costs and Skills

Day 3: Lead Generation, Investor CRM Pipeline and Facilitation

- Outbound Lead Generation Sequence for Shortlisted Company Executives
- Investor CRM Pipeline Stages from Suspect to Landed Project
- Lead Qualification Checklist and Project Probability Weighting
- Investor Site Visit Itinerary and Proposal Pack Preparation
- One-Stop-Shop Service Map with Permit Turnaround Standards

Day 4: Aftercare, Incentive Appraisal and Impact Measurement

- Key Account Aftercare Plan for Established Foreign Investors
- Reinvestment and Expansion Early-Warning Signals Log
- Incentive Cost-Benefit Appraisal with Cost per Job Created
- Supplier Linkage Scheme for Local Productivity Spillovers
- Agency Results Framework for Jobs, Capital and Technology Transfer

Day 5: Case Study Agency FDI Promotion Plan

- Case Agency File with Pipeline Data and Budget Constraints
 - Case Target Sector Shortlist Using the Scoring Matrix
 - Case Investor Pipeline Review and Next-Action Assignments
 - Case Incentive Request Appraisal and Aftercare Account Plan
 - Agency FDI Promotion Plan Presentation to Review Board
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Skills You Will Gain:

- FDI Project Classification
- Sector and Company Targeting
- Location Value Proposition Writing
- Investor Pipeline Management
- Investor Facilitation Coordination
- Aftercare Account Management
- Incentive Cost-Benefit Appraisal
- FDI Impact Reporting

Why Attend This Course:

- Produce an Agency FDI Promotion Plan for a case agency that the chief executive and the agency board can review and fund
- Decide which sectors and companies deserve outreach effort and which incentive requests merit support, on scored evidence
- Avoid lost projects caused by stalled enquiries, slow permits and unnoticed relocation risks among established investors
- Brief colleagues on the scoring matrix, pipeline stages and aftercare account methods practised in the case work

Conclusion:

Back at work, the participant hands the Agency FDI Promotion Plan to the chief executive and the agency board. They use it to confirm target sectors, allocate the promotion budget across outreach, facilitation and aftercare, and set pipeline and results targets for the coming planning cycle. After its first use, the unit should compare forecast pipeline conversion, landed projects and cost per job with actual results, and record which sector scores, incentive assumptions and aftercare signals needed correction.

Frequently Asked Questions FAQ:

What should participants know before joining an investment promotion agency management course?

Participants should already work with investor enquiries, sector research, account management or economic development planning. No economics degree is needed, because the first day reviews FDI entry modes, investor motives and the core functions of an agency before targeting and pipeline methods are applied.

How does an investment promotion agency management course differ from a course on economic zone development?

This course runs the agency as a whole: sector targeting, investor pipelines, facilitation, aftercare and results reporting for a national, city or regional body. A zone development course concentrates on one site, its land phasing, utilities, operator partnerships and tenant leasing.

Why does investment promotion agency management include aftercare for existing investors?

Aftercare matters because established foreign investors are a major source of reinvestment and expansion projects. Agencies that track account health, early warning signals and supplier linkages keep projects that might relocate and raise local spillovers from investors already present.

What do participants take back from the investment promotion agency management course?

Participants take back an Agency FDI Promotion Plan for a case agency, with a target sector shortlist, a pipeline review with next actions, an incentive appraisal and an aftercare account plan, plus the scoring matrix and pipeline templates used in the case work.
