



# Annual Investment Meeting

Dubai International Convention and Exhibition Centre  
Dubai, United Arab Emirates

May 10-12, 2011

## Post Show Report

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**"Planning, Assessing and Investing in Emerging Countries & High Growth Regions"**

# Brief on AIM 2011

The Annual Investment Meeting kick started on a strong note on the morning of May 10th 2011 at the Dubai International Convention & Exhibition Center. Inaugurated by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, the event delivered more than expected.

Amidst powerful statements made during the Opening Ceremony on the status of FDI delivered by none less than the Deputy Secretary General of UNCTAD (United Nations Conference on Trade and Development), Alessandro Teixeira, the Deputy Minister of Economic Development of the Republic of Brazil and President of WAIPA (World Association for Investment Promotion Agencies), many words of congratulations poured to thank Her Excellency Sheikha Lubna bint Khalid Al Qasimi, UAE Ministry of Foreign Trade for hosting the event.



In her introductory address, Sheikha Lubna reasserted the prominence of the UAE in reenergizing trade and investments worldwide. *“The UAE economic empowerment started with the exceptional leadership and strategic visions of His Highness Sheikh Khalifa bin Zayed Al Nahyan, Head of State, and his brother H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. Well-planned government guidelines and strategies, a competitive economy and an advanced trade status have also contributed to the UAE’s emergence as a bridge between East and West.*

*It is worth noting that the UAE has highly committed to enhancing its resources through economic diversification and foreign investment promotion throughout the region. We have created and maintained in the Emirates a highly favorable business and investment climate. The efforts of these organizations have been instrumental in many of the UAE’s achievements, such as ranking 25th out of 139 countries in the Global Competitiveness Report issued by the World Economic Forum in 2010, 40th out of 183 countries in the Doing Business Report issued by the World Bank, and 1st among Arab countries and 16th worldwide in the Global Trade Enabling Report 2010 issued by the World Economic Forum.”*



“The Annual Investment Meeting does not only matter for the region, this is an important global platform for FDI” said **His Excellency Armen Gevorgyan**, Deputy Prime Minister, Armenia. He centered his speech on the drastic policy and strategy changes Armenia is implementing now to keep ahead of the global race for competitiveness. “Education, science and technology–focused investments have become consequential and paramount to our long term economic strategy. The continuous shift in world economy changed and transformed the relationship between investors’ countries and the host economies.



**His Excellency Alessandro Teixeira**, Deputy Minister of Economic Development Brazil, Chairman of ApexBrazil, President of WAIPA (World Association for Investment Promotion Agencies) stance on FDI trends & AIM echoed one of the Armenian deputy Prime Minister although he emphasized some core macro-economic and social principles: “All countries need investment, incomes and jobs!

## Facts & Figures

<b>Attendance</b>	2300	<b>Ministers attending (or equivalent)</b>	9
<b>Exhibitors</b>	80	<b>IPA</b>	20
<b>Exhibiting Countries</b>	30	<b>Embassies &amp; Consulates represented</b>	60
<b>Nationalities represented</b>	100	<b>Media partners</b>	72
<b>Institutional Partners</b>	6	<b>Worldwide Articles (Media Coverage)</b>	200
<b>Corporate Partners</b>	2	<b>B2B Meetings</b>	120
<b>Country Presentations</b>	20	<b>Google Hits</b>	3,100,000
<b>Conference Sessions</b>	20	<b>MOU Signed or drafted</b>	10
<b>Speakers</b>	100		

## Quotes & Comments



**Petko Dragonov**, Deputy Secretary General, UNCTAD

UNCTAD is pleased to participate in the Annual Investment Meeting (AIM) 2011 in Dubai, United Arab Emirates, where it will stage a High-level Meeting on Green Foreign Direct Investment (FDI) and an Investment Showcase of selected developing countries. FDI can play an important role in stimulating growth and employment and in bringing much needed capital and know-how to developing countries. The High-level Meeting will focus on how FDI is also instrumental in developing a low-carbon economy, which is critical to combating climate change and a driver for the

diversification of energy sources. The Investment Showcases will focus on emerging investment opportunities in Kenya, Malaysia, Morocco, Uzbekistan and Vietnam. There are many challenges ahead to meet the Millennium Development Goals by 2015. In UNCTAD's biennial World Investment Forum, which has its next meeting in Qatar in 2012, the debate on the role of public and private sector players in reaching these goals is central. I am glad that AIM 2011 will also contribute to this debate. I wish AIM a successful inaugural session." Short statement by Supachai Panitchpakdi the Secretary-General of UNCTAD.



**HE Fahad Al Gergawi**, CEO, Foreign Investment Office of the Department of Economic Development of the Emirate of Dubai

The Foreign Investment Office of the Department of Economic Development of the Emirate of Dubai is proud to be a part of Annual Investment Meeting. The AIM is a strategic step towards help build a perennial hub for investment intelligence in the UAE and with the global investment community. This is an exceptional opportunity for fast transforming economies and emerging markets to present to the world a compelling value proposition. Our role is to empower initiatives aiming at strengthening trade & business relationships between UAE and our

international partners and AIM is the dedicated meeting platform to further this objective.



**Gita Wirjawan**, Chairman, Indonesia Investment Coordinating Board

The Investment Coordinating Board of the Republic of Indonesia (BKPM) recognizes that times of transformation heightens the urgency of establishing integrated platforms to strengthen new and existing ties between the Middle East and growth markets around the world. I am honoured to be part of this prestigious event that will convene many of the world's prominent government officials, international promotion agencies and corporations from fast growing economies. The holistic way in which this conference is approached will undoubtedly encourage greater levels of investment between participants, as each share information on opportunities in their countries. I believe this will be great event to share a new ideas for establishing new partnerships between us. Finally, I Wish You All an impactful and productive Meeting.



**HE Samer Asfour**, Chief Executive Officer, Jordan Investment Board

JIB is honored to be part of AIM 2011 which is the first of its kind in the region and brings together high ranking officials from the five continents. We aim to benefit from the best practices of promotional agencies participating in this event and share our own experiences in investment promotion. Furthermore, our main goal is to showcase Jordan's investment environment and the opportunities that are available for interested partners from the international and regional arenas. Jordan's safe and stable environment, educated and qualified human capital, and liberalized economy that positions the Kingdom at the forefront of regional destinations for FDI. (Speech at the AIM delivered by Nidal Dabbas, Director Investment at JIB)

# AIM in the News

## 1. Print Coverage

No. of Release	Publication	Circulation	Language	Country
5	Akhbar Al Arab	110,000	Arabic	UAE
28	Al Bayan	88,800	Arabic	UAE
1	Al Computer Communications & Electronics	31,912	Arabic	Pan Arab
3	Al Emarat Al Youm	100,000	Arabic	UAE
4	Al Fajr	21,980	Arabic	UAE
1	Al Idari	33,531	Arabic	Pan Arab
9	Al Ittihad	94,275	Arabic	UAE
10	Al Khaleej	150,000	Arabic	UAE
1	Al Rai	90,000	Arabic	Jordan
1	Al Sharq	65,000	Arabic	Qatar
6	Al Wahda	30,000	Arabic	UAE
1	Al Wasat	30,000	Arabic	Bahrain
1	Al Watan Al Arabi	123,680	Arabic	Pan Arab
12	Alroya Aleqtissadiya	20,000	Arabic	UAE
4	Gulf News	123,444	English	UAE
5	Gulf Today - Business	46,200	English	UAE
6	Khaleej Times	75,135	English	UAE
1	The National - Business	90,000	English	UAE

Over 300 articles were published on the event and translated in 14 languages: Arabic, Chinese (Mandarin/Cantonese), English, Filipino, French, Hungarian, Malay, Polish, Portuguese, Russian, Spanish, Turkish, Vietnamese.

## 2. TV Broadcasting & YouTube

**Dubai One Evening News Edition featured a 2mn segment on the AIM event on May 10th, 2011**

- <http://www.aim2012.com/presentations/Emirates News Dubai One.mp4>

**Al Roya News on January 23rd 2011** - <http://english.alroya.com/videos/?mainnodeid=70852>

**Al Roya** - <http://www.youtube.com/watch?v=49yZqWd1a3Y>

**AIM Conference** - <http://www.youtube.com/watch?v=Ap9kLkreLZU>

## 3. Social Media

Pages opened on mid-January 2011

Network	Title	Numbers	Categories
Facebook	Annual Investment Meeting Page	142	People Like The Page
		710	Friends
Linkedin	Annual Investment Meeting Event Page	1114	Connections link you to 10,928,799+ professionals
		100	Members
		2 daily	Posts
		5,216	Post Views
Twitter	Uaeaimtwitter page	78	Post feedback
		2 daily	Post
		425	Following
		199	Followers

## 4. Website Traffic

From January 2011 to May 2011

Hits per Hour	Hits per Day	Files per Day	Pages per Day	Visits per Day	KBytes per Day
Avg 52- Max 1200	Avg 1268 - Max 6000	Avg 1023 - Max 3000	Avg 74 - Max 152	Avg 51 - Max 91	Avg 38016 - Max 592404

Observation: daily increase of traffic up to 40%

Average visit per month (sample month of January 2011)

Total Hits	Total Files	Total Pages	Total Visits	Total KBytes	Total Unique Sites	Total Unique URLs	Total Unique Referrers	Total Unique User Agents
83235	63609	3605	1907	1084349	1098	562	354	283

Observation: 47% increase per month

Average daily visit for March 2011

Total Hits	Total Files	Total Pages	Total Visits	Total KBytes	Total Unique Sites	Total Unique URLs	Total Unique Referrers	Total Unique User Agents
719729	529907	19299	5376	14766281	1098	991	1917	1443

# Investors confidence rises in the UAE

Financial regulations and flexible investment plans are the key factors that enhanced the confidence



Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum inaugurates the meeting on Tuesday

Publication: UAE Today - Business  
Country: UAE  
Creation: 4th 2009  
Date: 11 May 2011  
Page: 2

**DUBAI:** An increasingly positive message coming from foreign business entrepreneurs shows that investors are becoming much more confident about the UAE, due to its stability, and this is evident from the inaugural Annual Investment Meeting 2011 (AIM), an important global platform for FDI that started in Dubai on Tuesday.

This is the first of its kind meeting in the Middle East region that is bringing investors together to discuss various opportunities. The prospective investors and decision makers from existing and emerging markets, who have recently emerged in Dubai, reveal that the increased protection for investors, stable financial markets and stricter financial regulations have been the main factors that has enhanced confidence to invest in the UAE.

"This shows that the economy is back on track and that the steps taken by authorities to prevent economic downturns have helped to boost investor confidence," said the Malaysian ambassador to the UAE, Datuk Yahya Abdul Jabbar.

The event said that good guidelines and objectives by the federal government of the UAE has brought in a conducive business environment for foreign investors.

The Crown Prince of Dubai, Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, officially inaugurated the meeting that is taking place at the Dubai International Convention & Exhibition Center.

Well-planned government guidelines and strategies, a competitive economy and an advanced trade status has also contributed to the UAE's emergence as a bridge between East and West. Since then, it is worth noting that the UAE has highly committed to enhancing its resources through economic diversification and foreign investment promotion throughout the region, said Sheikh Laith bin Khalid Al Qasbi, UAE Ministry of Foreign Trade, while speaking at the opening day of the event.

"We have created and maintained in the Emirates a highly favourable business and investment climate. The efforts of these organizations have been instrumental in many of the UAE's achievements, such as ranking 25th out of 135 countries in the Global Competitiveness Report issued by the World Economic Forum in 2010, 40th out of 143 countries in the Doing Business Report issued by the World Bank, and 1st among Arab countries and 16th worldwide in the Global Trade Enablement Report 2010 issued by the World Economic Forum," said the Minister.

AIM 2011 is the first event of its kind to be held in the Middle East, it is a visionary approach that aims at facilitating a wider scope of interaction between the two key driving forces in a global economy.

The Minister noted that the long term objective of the meeting is to catalyse the process of global economic recovery by building stakeholders confidence, and to ensure a more dynamic flow of funds between potential investors, prospective investment opportunities and destinations.

The Malaysian envoy who was speaking to The Gulf Today at the sidelines of the meeting said that the excellent figures of the UAE's trade volume last year, is a testimony of the positive economic growth of the country.

He said that investors were looking to the UAE as an island of prosperity due to its sound and stable investment policies, adding that it was a plus point to the government's positive vision.

"He noted that the investor number to the UAE has actually increased following the recent unrest in some parts of the Middle East, as investors were now looking towards the UAE as a safe haven for investments," said the ambassador, Abdul Jabbar said that the UAE-Malaysian trade relationship continues to grow strongly, as investors were now also looking towards emerging markets, through the UAE, which is considered as the gateway to most of the countries globally.

AIM is hosting representatives from a variety of industry segments and key growth sectors, along with key decision makers from emerging markets.

"To ensure optimum levels of interaction, the event also provides ample opportunities and forums for formal and informal interactions.

Delegates attending the event have also planned their day to ensure maximum benefit to their respective business interests. In addition to informative plenary sessions, the meeting plays host to various government bodies from across the world. There are a number of "how-to-meet" workshops, and other seminars.

Participants in AIM will be keen to know what sets Dubai apart as an investment destination and how we manage to do it."

## الإمارات وأرمينيا تبحثان تطوير التعاون التجاري

الإمارات وأرمينيا تبحثان تطوير التعاون التجاري

بحثت معالي الشقيقة ليني بنت خالد القاسبي وزيرة التجارة الخارجية مع أرمنين كيلبوركيان نائب رئيس الوزراء الأرميني العلاقات الثنائية وتطوير التعاون التجاري والاستثماري بين البلدين. كما ناقش الجانبان خلال اللقاء الذي تم على هامش منتدى الاستثمار السنوي العالمي العربي المندرج على جدول أعمال المنتدى والحرص التي يتوخاها إقامة شركات استثمارية بين البلدين وعلى مستوى العالم وأدى الجانبان خلال اللقاء لإيجادها لمسيرة العلاقات الثنائية وتطويرها في المجالات التجارية والاستثمارية والتعاون القائم بين المؤسسات الإماراتية والأرمينية. خاصة أن قيمة

موضحة أن الإمارات تمتلك الخبرات والمعدات الاقتصادية والخبرات العلمية التي تعزز مجالات التعاون مع أرمينيا في مختلف المجالات. وسعياً قطاع الطاقة المتجددة والتكنولوجيا وأشارت إلى أهمية إيجاد آليات عملية لتسهيل التجارة بين البلدين والاستفادة من المعدات الاقتصادية المتقدمة. بالإضافة إلى الخبرات الإماراتية في مجالات التصنيع والتسويق. وأكدت معاليها على ضرورة تعزيز التواجد الأرميني في الإمارات والمعارض العلمية المتخصصة التي تستضيفها الإمارات لتسويق منتجاتها واستثمارها والحرص الاستثمارية على



## AIM Opening Ceremony



The AIM Opening Ceremony started at 10.30 AM with the arrival of His Highness Sheikh Hamdan Bin Mohamed Bin Rashid Al Maktoum who presided over the proceedings.

**Attendees:** up to 2000

**Category:** UAE Officials, Foreign Dignitaries, Ambassadors, Private Sector Top Executives, Exhibitors, Delegations, Local Business Establishments

## AIM Conference

The **AIM Conference** was designed to provide a framework for global exchange on the key principles underpinning foreign investment policies, multilateral trade and economic governance. Ministers, Heads of IPAs, Private Sector stakeholders debated, and shared their respective views and experiences. The AIM Conference also gave them an opportunity to seek sustainable solutions to further their respective countries' developmental goals and objectives. Through practical experience, participants maximized FDI-induced development and policy coherence. Discussions set forth basic principles and guidelines for the review and development of investment policies. As anticipated, participants considered the AIM Conference an important contribution to international trade, foreign investment and international cooperation. The exceptional importance of the AIM Conference stemmed from the presence of an impressive range of high ranking officials (heads of state, ministers, ambassadors, city executives . . .) from all six continents.

The number of Memorandum of Understandings and cooperation agreements that resulted from the discussions, meetings and networking prove that the AIM was indeed a winning formula.



## Speaker's List

Category	Name	Country
Ministers, Undersecretaries	HE Sheikha Lubna Bint Khalid Al Qasimi, Minister of Foreign Trade	UAE
	HE Armen Gevorgyan, Deputy Prime Minister, Minister of Territorial Administration	Armenia
	HE Rustam Nurgaliyevich Minnikhanov, President, Republic of Tatarstan	Russia
	HE Vo Hong Phuc, Minister of Planning & Investment	Vietnam
	HE Dr. Hage G. Geingob, Minister of Trade & Industry	Namibia
	HE Alessandro Teixeira, Deputy Minister of Economic Development, Republic of Brazil, Chairman, ApexBrazil, President, WAIPA	Brazil
	HE Gita Wirjawan, Chairman, Indonesia Investment Coordinating Board	Indonesia
	HE Erwin R. Contreras, Minister of Economic Development, Commerce and Industry, and Consumer Protection	Belize
Ambassadors	HE Yacoub Abba Omar, South African Ambassador in UAE	South Africa
	HE Wahid Supriyadi, Indonesia Ambassador in UAE	Indonesia
Mayors & Elected Officials	Li Rui, Vice-Governor of Ningxia Hui Autonomous Region	China
Government Entities	Anne MacColl, Chief Executive, Scottish Development International	Scotland, UK
	HE Khalfan Saeed Jumaa Al Kaabi, First Vice Chairman, Abu Dhabi Chamber of Commerce & Industry	UAE
	HE Y. Bhg Datuk Jalilah Baba, Director General, Malaysian Industrial Development Authority (MIDA)	Malaysia
	Nidal Abbas, Director, Jordan Investment Board	Jordan
	HE Hussein bin Abdul Rahman Alazl, Secretary-General, Riyadh Chamber of Commerce and Industry	Saudi Arabia
	Abdul Mohsin Ibrahim Younes, Chief Executive Officer, Road & Transportation Authority, Dubai	UAE
	HE Marwan Bin Ghalaita, Chief Executive Officer, RERA	UAE
	Ahmed Abu Ghaidi, Acting Director, Abu Dhabi Department of Economic Development	UAE
	Fathallah Sijilmassi, Director General, Moroccan Investment Development Agency	Morocco
	Susan Kikwai, Managing Director, Kenya Investment Authority	Kenya
	Dato' Jebasingam Issace John, Chief Executive Officer, East Coast Economic Region Development Council	Malaysia
	R. Sridharan, Managing Director & Group Executive, State Bank of India	India
	Ramprakash Maunthrooa, Managing Director of the Board of Investment (BOI)	Mauritius
	Marios Tannousis, Senior Officer, Cyprus Investment Promotion Agency	Cyprus
	Bobur Jurakhujaev, Senior Officer, Uzinfoinvest	Uzbekistan
	HE Fahad Al Gergawi, Chief Executive Officer, Foreign Investment Office	UAE
	Do Nhat Hoang, General Director, Vietnam Foreign Investment Agency	Vietnam
	Oscar Álvarez Calzada, Vice-Chairman of ASEPIC and General Manager of SIEG, Former Intelligence Chief at Invest in Spain	Spain
	Raul Kharbanda, Head of Research & Client Insight, UK Trade & Invest - UKTI	UK
	Didiek Hadjar, Member of the Committee, Indonesia Investment Coordinating Board	Indonesia
Jamal Alqaws, Economic Attaché Yemen, UAE	Yemen	
Agus Tjahajana, Director General of International Industrial Cooperation, Ministry of Industry	Indonesia	
Ramon Bangun, Director of Directorate Industrial Facilitation Development for Territorial I	Indonesia	
Abdulkerim Çay, Chief Project Director, Invest in Turkey	Turkey	

## Speaker's List

Category	Name	Country
Government Entities	Linar Yakupov, Chief Executive Officer, IFC Linova, Tatarstan	Russia
	Amri Siregar, President Director, PTPN III	Indonesia
	Shirkhan Abdullayev, Project Manager, Azerbaijan Development Company	Azerbaijan
	Uwe Nienstedt, Senior Planning Manager, Abu Dhabi Urban Planning Council	UAE
	Yousef Al Ali, Planning Manager, Abu Dhabi Urban Planning Council	UAE
Supranational Organizations	Petko Dragonov, Deputy Secretary General, UNCTAD	Switzerland
	Rajesh Aggarwal, Chief Business and Trade Policy, ITC	Switzerland
	Carlos A. Bronzatto, Executive Director, WAIPA Permanent Secretariat	Switzerland
	Nazha Benabbes Taarji, OIC, Investment Capacity Building Branch, Division on Investment and Enterprise, UNCTAD	Switzerland
	Tania Ghossein, Investment Policy and Promotion Specialist, World Bank	USA
Banking & Financial Services	Ahmed Badreldin, Senior Partner, Abraaj Capital	UAE
	Imad Ghandour, Chief Executive Officer, Cedar Bridge Partners	UAE
	Tariq Ramadan, Chief Executive Officer, Tharaa Holdings	UAE
	Robert Bush, Chief Executive Officer, Majlis Partners	UAE
Renewable	Joachim Kundt, Chief Executive Officer, Siemens Lower Gulf Regions	Germany
	Thierry Lepercq, President, SolaireDirect	France
	Ajay Prakash Shrivastava, President of the Solar Energy Society of India and President of Maharishi Solar Technologies	India
Media	Thompson Barnhardt, Chief Executive Officer, BizPoland	Poland
	Eithne Treanor, Special Correspondent, CNBC	UAE
	Nima Abu-Wardeh, Presenter, BBC Middle East Business Report	UK
	Lara Setrakian, Reporter, Bloomberg	USA
	Leila Hatoum, Macroeconomic Reporter, Dow Jones	UAE
Trade Associations	Edward Burton, President, US-Saudi Arabia Business Council	USA /KSA
Consultancies	Rachel Ziemba, Senior Economist, CEEMEA, Roubini Global Economics	UK
	Marek Matraszczek, CEC Government Relations	Poland
	Peter Storm, Chief Executive Officer, Global Arena	Switzerland
	Douglas van den Berghe, Managing Director of ICA, Netherlands	Netherlands

### Comments:

The conference was a series of panel discussions with few presentations. The format was designed to achieve greater interactivity between audience, speakers and moderators in addition to provide journalist and attending member of the media to harvest valuable sound-bites for their headlines.

# AIM Country Presentations

The **Annual Investment Meeting Country Presentations** were a showcase of ongoing and planned projects presented by national and international government institutions. The Country Presentations featured government recognized proposals delivered Investment Promotion Agencies or Ministry of Trade & commerce. The expected outcome of the **AIM Country Presentations** was to present audiences with limitless opportunities, the chance to create solid bonds in a dedicated environment. The AIM Country Presentations helped stimulate investment & project financing in sustainable business ventures and building conclusive partnerships.

## Day One, May 10th, 2011

**Country Presentation:** TURKEY  
**Presenter:** Abdulkerim Çay  
**Organization:** ISPAT

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**Country Presentation:** INDONESIA  
**Presenter:** H.E Gita Wiryawan  
Wahid Supriyadi  
**Organization:** Indonesia Investment Coordinating Board

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**Country Presentation:** UAE (RAS AL KHAIMAH)  
**Presenters:** Khater Massaad  
**Organizations:** Ras Al Khaimah Investment Authority

**Country Presentation:** TARTARSTAN, Russia  
**Presenter:** Iskander Muflikhanov  
**Organization:** Department of Foreign Affairs to the President of the Republic of Tatarstan, Russia

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**Country Presentation:** POLAND  
**Presenters:** Thom Barnhardt  
**Organizations:** Military Property Agency, Eastern Poland & Biz Poland

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## Day Two, May 11th, 2011

### UNCTAD Investment Showcase

#### Summary:

The Investment showcases of Kenya, Malaysia, Morocco and Uzbekistan took place between 2 and 4 p.m.

UNCTAD has worked closely with all four countries and three of them (Kenya, Morocco and Uzbekistan) have been the beneficiaries of the Investment Guides programme, run jointly by UNCTAD and the International Chamber of Commerce. The programme was started in 1999 in order to bring the opportunities and conditions in developing and least developed countries to the attention of the global investment community in a balanced and objective manner. To-date, 19 guides have been published and in some cases updated, and the investment guides and showcases are an important part of UNCTAD's work to assist countries to build their capacities to attract and manage foreign investment in pursuit of their Millennium Development Goals.

#### Presenters:

Susan Kikwai, Managing Director	Kenya Investment Authority	Kenya
Fathalla Sijilmassi, Director General	Moroccan Investment Development Agency	Morocco
Bobur Jurakhujaev, Senior Officer	Uznifoinvest	Uzbekistan

## Day Three- May 12th, 2011

**Country Presentation:** MAURITIUS  
**Presenter:** Ken Poonoosamy  
**Organization:** Mauritius Board of Investment

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**Country Presentation:** NAMIBIA  
**Presenter:** Hage Geingob, Minister of Industry and Trade,  
Moses Pakote  
**Organization:** Ministry of Trade and Industry

**Country Presentation:** ANGOLA  
**Presenter:** Mr. Prata  
**Organization:** Investment Authority of Angola

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**Country Presentation:** CYPRUS  
**Presenter:** Marios Tannousis  
**Organization:** Cyprus Investment Promotion Agency

## Day Three- May 12th, 2011

**Country Presentation:** ARMENIA

**Presenter:** Pegor Papzian

**Organization:** Investment Development Authority of Armenia

**Country Presentation:** AUSTRALIA

**Presenter:** Bernd Neubauer

**Organization:** Austrade

**Country Presentation:** MALAYSIA

**Presenter:** Farid Z. Hamid

**Organization:** East Coast Economic Regional Council

**Country Presentation:** YEMEN

**Presenter:** Jamal Al Qwasi

**Organization:** General Investment Authority

## AIM Exhibition

The AIM Exhibition opened on May 10th at 11:50 by **His Highness Sheikh Hamdan Bin Mohamed Bin Rashid Al Maktoum** with over 80 exhibitors from 30 countries.

**Numbers:** 80 Exhibitors

### Sectors or Categories:

<b>IPAs (Investment Promotion Agencies)</b>	= 70 %
<b>Real Estate &amp; Property development</b>	= 10 %
<b>Automobile</b>	= 1%
<b>Food &amp; Food Industry</b>	= 2%
<b>Manufacturing</b>	= 2%
<b>Consultancies</b>	= 10%
<b>Others</b>	= 5%

### Attendance:

<b>Day One:</b>	2,100
<b>Day Two:</b>	1,200
<b>Day Three:</b>	1,000

## List of Participating Exhibitors

Organization Name	Country
ANIP Agencia De Investment privado	Angola
Armenian Development Agency	Armenia
Australian Government	Australia
Ningxia Product UAE (Dubai) Sales center Co. LTD	China
Cyprus Promotion Investment Agency	Cyprus
Exeler Enterprises	India
Ministry of Industry	Indonesia
Ministry of Agriculture	Indonesia
Indonsia Investmentt Coordinating Board	Indonesia
Indonesia Trade Promotion Centre	Indonesia
East Coast Economic Region Development	Malaysia
KL -Metro Group	Malaysia
Board of Investment	Mauritius
Republic of Namibia, Ministry of Trade & Industry	Namibia
Imperial Garden Homes	Pakistan
Military Property Agency	Poland
Polish Information and Foreign Investment Agency	Poland

Organization Name	Country
Riyadh Chamber of Commerce	Saudi Arabia
Gulf Consulting House	Saudi Arabia
Istanbul Chamber of Commerce	Turkey
Dubai Land Department	UAE
Foreign Direct Investment Office	UAE
RAK Investment Authority	UAE
RTA	UAE
MOFT	UAE
Sovereign Corporate Services JLT	UAE
Equity Capital Group	UAE
Drake and Scull Water and Power	UAE
City Properties	UAE
RAK Free trade Zone	UAE
The General Investment Authority	Yemen

More companies had exhibited from Poland from the following industries:

- Food Industry
- Hospitality
- Economic Department
- Tourism
- Aviation

# AIM Ministerial Networking & Ministerial One-to-One Meetings

The Ministerial Networking was set to provide a framework for global exchange on the key principles revolving around investment policies, multilateral trade agreements and public and economic governance. It allowed attending ministers in charge of foreign trade, foreign affairs, economy and development to debate, share their respective views and experiences and find sustainable solutions to further their respective countries developmental goals & objectives.

## The Participants

1. HE Sheika Lubna Bint Khalid Al Qasimi, UAE Ministry of Foreign Trade
2. HE Rustam Nurgaliyevich Minnikhanov, President, Republic of Tatarstan, Russia
3. HE Armen Gevorgyan, Deputy Prime Minister, Armenia
4. HE Vo Hong Phuc, Minister of Planning & Investment Vietnam
5. HE Erwin R. Contreras, Minister of Economic Development, Commerce and Industry, Belize
6. HE Alessandro Teixeira, Deputy Minister of Economic Development, Brazil
7. Petko Dragonov, Deputy Secretary General of UNCTAD
8. HE Dr. Hage G. Geingob, Minister of Trade & Industry, Namibia
9. Li Rui, Vice-Governor of Ningxia Hui Autonomous Region, China
10. HE Gita Wirjawan, Chairman, Indonesia Investment Coordinating Board



## WAIPA Working Sessions

### Observations

The pre-event WAIPA working session took place on the 9th of May 2011 from 9.30 AM to 4.30 PM. The WAIPA Working session was a well received feature of the Annual Investment Meeting 2011. Attendees included representatives of RAKIA, BizPoland's Thompson Barnhardt, Mauritius Investment Promotion Agency, Austrade and Cyprus Investment Promotion Agency. In addition, the Representatives of the Roads and Transport Authority and Abu Dhabi Chamber of Commerce & Industry of UAE that were also in the attendance.

### Comments:

Attendees wanted Certificate of Attendance from WAIPA  
Valuable experience and enriching prospects  
Ratings: 8/10 for the presentation (value & style)  
8/10 for AIM & WAIPA organization  
8/10 for the learning experience  
8/10 for the networking prospects

### The Speakers

- **Carlos A. Bronzatto**, Executive Director, WAIPA Permanent Secretariat, Switzerland
- **Oscar Álvarez Calzada**, Vice-Chairman of ASEPIC and General Manager of SIEG, Former Intelligence Chief at Invest in Spain
- **Douglas van den Berghe**, Managing Director of ICA, Netherlands
- **Raul Kharbanda**, Head of Research & Client Insight, UK Trade & Invest - UKTI

## AIM B2B Meetings

### The Participants

- Pre-registered participants
- Exhibitors
- Walk-ins

### The Outcome

- 120 B2B Meetings arranged for registered participants



# AIM Social Networking Functions

## AIM Gala Dinner

AIM Gala Dinner was held in the Reception Room of the Monarch Hotel on May 10th from 7.30 PM onwards. The Gala Dinner includes an entertainment program presented by We Are All Emirates, a group of artists and talents from the all across the 7 Emirates of UAE. The cuisine served was a mix of refined Arab Cuisine and European flavors.

## Polish Investment Club (Cocktail Reception)

Attended by the Office of the UAE Ministry of Foreign Trade, the Polish Investment Club was a cocktail reception held on May 11th at the Pool area of the Novotel Hotel.

**Attendance:** 40+

**Time:** from 7.30 onward

**Hosted by:** Eastern Poland



## Attendance

Countries				
Angola	Djibouti	Malaysia	Serbia	UK
Argentina	Egypt	Mauritius	Singapore	Russia
Armenia	France	Morocco	Slovakia	Saudi Arabia
Australia	Germany	Mongolia	Slovenia	Scotland
Azerbaijan	Greece	Mozambique	South Africa	Ukraine
Bahrain	Grenada	Netherlands	Sri Lanka	USA
Belarus	Hungary	Namibia	Sudan	Uzbekistan
Belize	India	Nigeria	Swaziland	Vietnam
Belgium	Indonesia	Oman	Switzerland	Yemen
Brazil	Iran	Pakistan	Syria	Zimbabwe
Brunei	Italy	Palestine	Taiwan	
Canada	Japan	Poland	Russia	
Chile	Jordan	Qatar	Tanzania	
China	Korea	Romania	Thailand	
Congo	Kuwait	Russia	Tunisia	
Croatia	Lebanon	Saudi Arabia	Turkey	
Cyprus	Lithuania	Scotland	UAE	
Czech Republic	Macedonia	Senegal	Uganda	

## IPA Roundtables Attendance

- **Turkey** - Ispat
- **Poland** - Pailiz
- **Indonesia** - Indonesia Investment Coordinating Board
- **Russia** - Tatarstan
- **Malaysia** - MIDA
- **Morocco** - Invest in Morocco
- **Kenya** - Kenya Investment Authority
- **Uzbekistan** - Uzinfoinvest
- **RAK** - Ras AL Khaimah Investment Authority
- **Mauritius** - Board of Investment
- **Australia** - Austrade

# AIM Media & Marketing Support



The AIM 2011 garnered tremendous support from the specialty media community worldwide. Over 72 organizations committed to the event as Media partners and represented a various yet focused range of sectors:

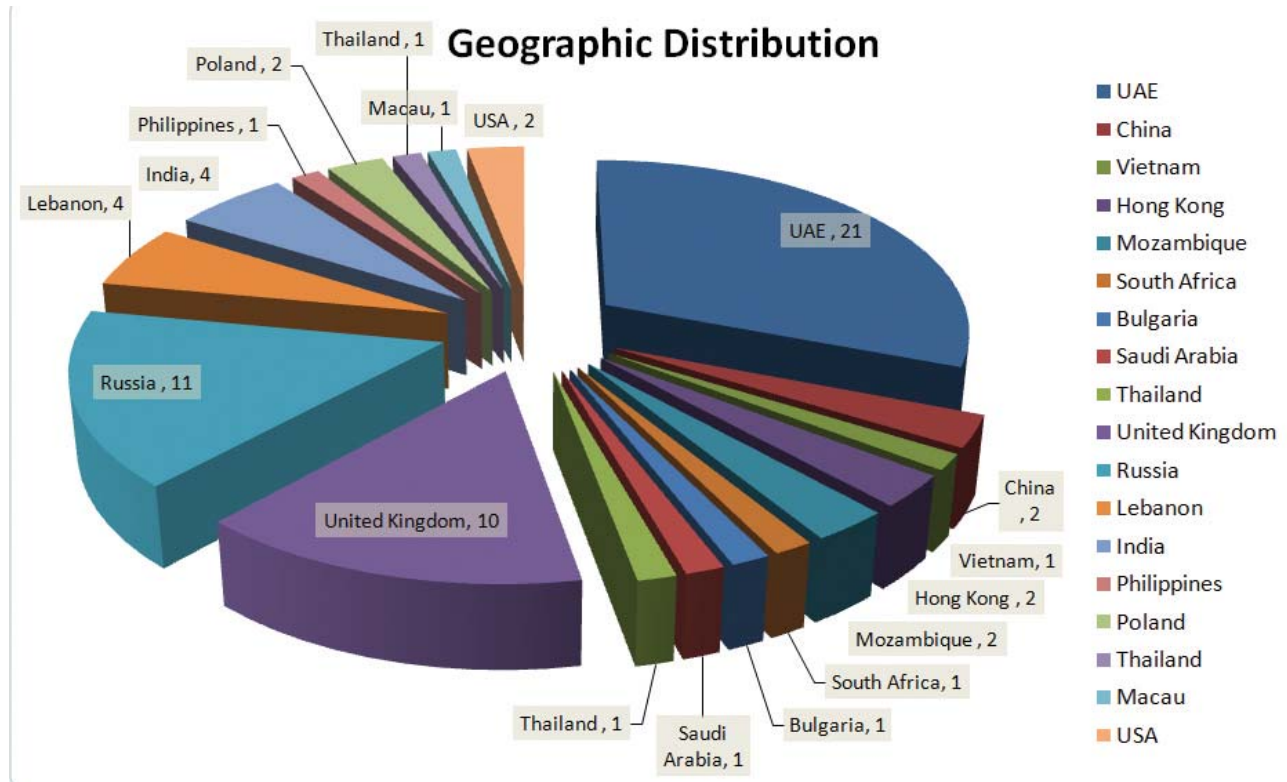
- Investment
- Business
- Economy
- General News
- Travel
- Communication and marketing
- Country focus information
- Specialty Event Management

<b>Print:</b>	33 - monthly and weekly magazines
<b>Online:</b>	61 - portals, e-newsletters, webzines
<b>Broadcasting:</b>	2 - national TV, sector focus TV
<b>News Agencies:</b>	1

Additional support includes but not bound by agreement:

- Reuters (USA)
- WAM (Pan Arab)
- Dubai Media Corporation (UAE)
- Abu Dhabi Media Company (UAE)
- City 7 (UAE), Emarat Al Youm (UAE)
- Dow Jones (USA), CNBC (USA)
- CNN (USA)
- Al Arabia & MBC (KSA)
- The National (UAE)
- Hurryiet (Turkey)
- Boss (Hungary)
- USA Today (USA)
- BBC (UK)
- Sri Lanka Times
- Indian Times
- WAIPA Media Office
- UNCTAD Media Office
- Kazakhstan President Media Office
- Armenia Prime Minister Media Office
- Namibian Ministry of Trade Media Office & Namibian Broadcasting Corporation
- Mauritius Ministry of Commerce Media Office
- Belize Ministry of Commerce Media Office
- Vietnam Minister of Planning Media Office
- Indonesia Investment Coordinating Board Media Office
- Ministry of Economic Development of the Republic of Brazil and ApexBrazil Media Office
- CommuniGate, PR Company

# Geographic Distribution



# Feedback and Assessment

AIM 2011 – Attendees’ Assessment

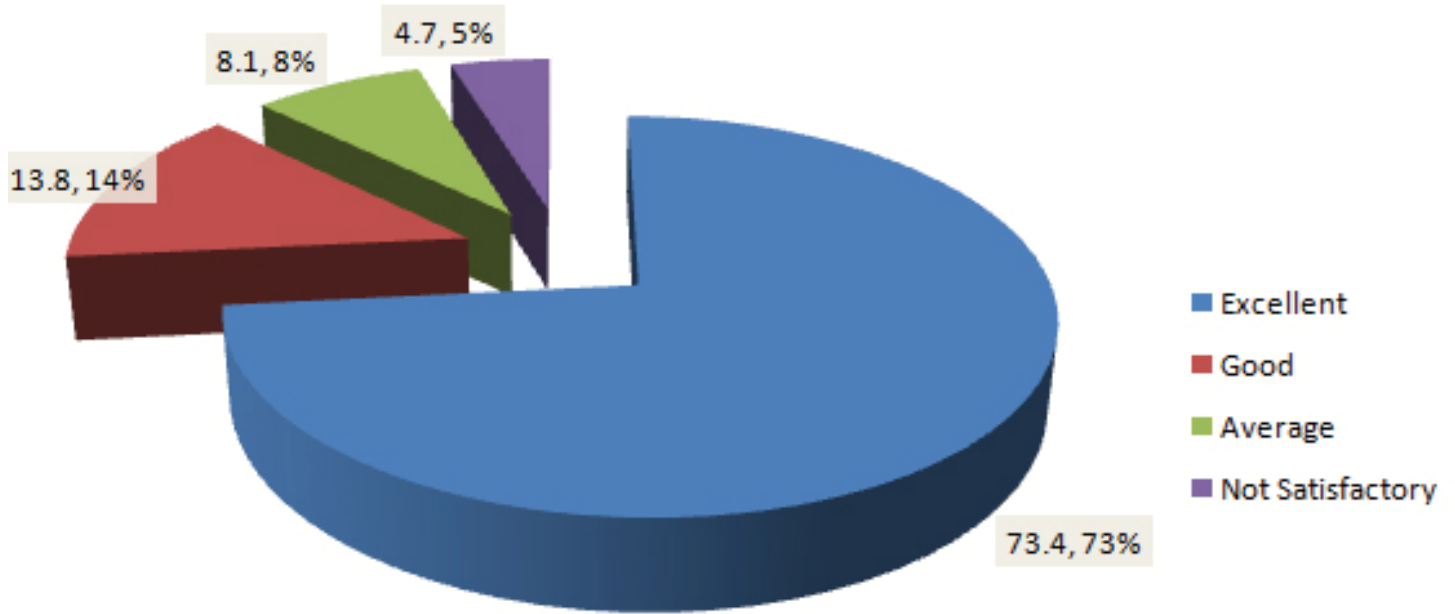
Rating	Excellent	Good	Average	Not Satisfactory	Comments
<b>Organization</b>					
Exhibitors	70%	20%	12%	8%	Longer Marketing campaign to advertise the event
Delegates	50%	20%	26%	4%	
Speakers	60%	30%	8%	2%	
VIP Guests	50%	40%	5%	5%	
<b>Personnel</b>					
Exhibitors	80%	15%	3%	2%	Great support from staff and great professionalism
Delegates	65%	22%	8%	5%	
Speakers	80%	15%	5%		
VIP Guests	87%	8%	4%	1%	
<b>Conference</b>					
Delegates	65%	25%	17%	3%	Longer Marketing campaign to advertise the conference
Speakers	68%	32%	8%	2%	
VIP Guests	65%	30%	4%	1%	
<b>B2B Meetings</b>					
Exhibitors	70%	26%	3%	1%	Great opportunities. However B2B meeting space diverted investors from exhibition stalls or country presentations.
Delegates	80%	14%	5%	1%	
VIP Guests					

# Feedback and Assessment

AIM 2011 – Attendees' Assessment

Rating	Excellent	Good	Average	Not Satisfactory	Comments
<b>Opening Ceremony</b>					
Exhibitors	98%	2%			Great attendance and organizations. Fantastic Master of Ceremony.
Delegates	93%	7%			
Speakers	95%	5%			
VIP Guests	98%	2%			
<b>Polish Cocktail Reception</b>					
Exhibitors	95%	3%	2%		Great networking opportunities and better understanding of the Polish Market
Delegates	80%	15%	5%		
Speakers	75%	25%	5%		
VIP Guests	80%	15%	5%		
<b>Gala Dinner</b>					
Exhibitors	98%	2%			Great program that highlight UAE talents and culture.
Delegates	99%	1%			
Speakers	95%	5%			
VIP Guests	95%	5%			
<b>Media Coverage</b>					
Exhibitors	90%	6%	4%		Great international, regional and local coverage during the event. Need stronger marketing and advertising campaign 6 to 9 months before the event onwards.
Delegates	95%	4%	1%		
Speakers	86%	10%	4%		
VIP Guests	85%	12%	3%		
<b>Registration</b>					
Exhibitors	20%	10%	15%	55%	The only negative note of a great event was the registration. Need to be streamlined.
Delegates	5%	25%	25%	45%	
Speakers	15%	15%	25%	45%	
VIP Guests	5%	15%	30%	50%	
<b>Networking Opportunities</b>					
Exhibitors	95%	4%	1%		Right people to network with
Delegates	95%	5%			
Speakers	80%	10%	10%		
VIP Guests	70%	20%	10%		
<b>Business Leads &amp; Partnership Prospects</b>					
Exhibitors	92%	6%	1%	1%	Great business prospects and overall satisfactory outcome.
Delegates	95%	4%	1%		
Speakers	94%	5%	1%		
VIP Guests	70%	26%	4%		
<b>Protocols</b>					
VIP Guests	39%	30%	11%	20%	Need more streamlined protocols for ministers and high profile guests.

## Assessment



AIM 2012 Prospects		
	Yes	No
Coming Back in 2012		
<b>Exhibitors</b>	95%	5%
<b>Delegates</b>	90%	10%
<b>Speakers</b>	85%	15%
<b>VIP Guest</b>	75%	25%
<b>Media</b>	95%	5%

### Main Comments:

- An overall satisfactory audience and participation.
- Need for more investors
- Need for a longer marketing and stronger advertising campaign
- Need for better registration system

# Introduction to Annual Investment Meeting 2012

The stellar triumph of the event is owed to a multiplicity of factors stemming from the realization that there was a missing link or connector between fast developing economies registering record growth with limited or foreseeable sovereign risks and confident investors seeking new investment destinations.

The Annual Investment Meeting is borne from a simple equation or rather a succession of paradigms: the continuous shift in the world economic order post 2008 recession, the prominence of fast developing countries on the world stage and the drastic changes of global investors' behaviors and choice of investment destination or vehicles. At the dawn of an economic recovery era tinted with multilayered complexities, reports indicate that institutional, corporate and individual investors tend to shy away from volatile markets and prefer more concrete prospects designed to yield far-reaching results. Countless of analysis and figures have established that FDI (Foreign Direct Investment) or long term capital flows as opposed to speculative stocks is the most appropriate tool to finance development in transitioning economies.

BRICS (Brazil, Russia, India, China & South Africa) have become synonymous with economic excellence and have turned the race for global market share or more accurately the race for foreign capital into a survival of the fittest. A fierce competition for capital inflows engaged previously untapped markets to devise, roll-out and sustain strategies to increase their foreign investment attractiveness. AIM host country and initiator, the United Arab Emirates has risen to the world's 25th most sought after host economies in less than a decade thanks to a cleverly implemented plan envisioned and started over 30 years ago by **His Highness Sheikh Zayed Bin Sultan Al Nahyan**, the late Ruler of the United Arab Emirates.

The paramount objective and scope of the Annual Investment Meeting is to create a sustainable platform aimed at fostering cooperation between developing markets and high growth regions and most importantly to build conducive synergies between project promoters and investors. Thousands of investment professionals converged onto Dubai with the hope of finding out more about the most anticipated investment-focus of the region. They were given a plurality of options to quench their thirst for reliable investment opportunities in promising markets at the AIM Exhibition with over 30 country showcases. Capital holders enriched their strategic investment knowledge as they were given a comprehensive lecture on disciplined sovereign risk management, thorough country potential assessment at the AIM Country Presentations.

The AIM Conference proposed a wealth of perspectives on FDI, financing incremental development, low carbon economy investments and served as the Launchpad for the 2010 edition of UNCTAD World Investment Report. WAIPA, the AIM Official Investment Promotion Partner hosted a much awaited day-long workshop on investment promotion for the private and public sector while also inviting investment promotion agencies and attending mayors to share their experience during a thought leadership roundtable.



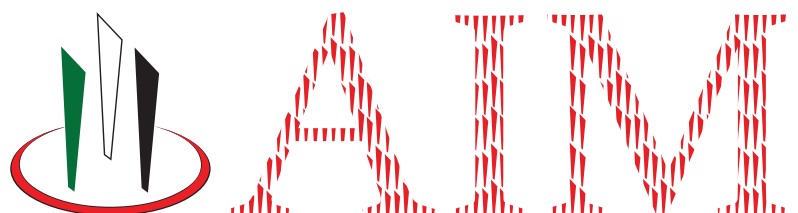
Eleven high profile foreign dignitaries representing the most promising economies of today's world and UNCTAD attended the AIM Ministerial Networking Roundtables presided by the UAE Ministry of Foreign trade. **HE Rustam Nurgaliyevich Minnikhanov, President, Republic of Tatarstan, Russia, HE Armen Gevorgyan, Deputy Prime Minister, Minister of Territorial Administration, Armenia, HE Vo Hong Phuc, Minister of Planning & Investment Vietnam, HE Erwin R. Contreras, Minister of Economic Development, Commerce and Industry, and Consumer Protection, Belize, HE Alessandro Teixeira, Deputy Minister of Economic Development, Brazil, HE Dr. Hage G. Geingob, Minister of Trade & Industry, Namibia, HE Gita Wirjawan, Chairman of the Indonesian Investment Coordinating Board, Petko Dragonov, Deputy Secretary General of UNCTAD and Li Rui, Vice-Governor of Ningxia Hui Autonomous Region, China** gladly joined the discussions to exchange points of view on the importance of multilateral trade agreements, economic governance and strategic cooperation.

## Mark your Calendar



### Save the Dates

Mark your calendars from the **1<sup>st</sup> to the 3<sup>rd</sup> of May 2012** for the 2<sup>nd</sup> edition of the Annual Investment Meeting.



**Reserve your stand now to avoid disappointment!**

**[www.aimcongress.com](http://www.aimcongress.com)**

# AIM in Pictures



# AIM Institutional and Corporate Partners

A Special thanks for the devoted support to our partners



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Official Investment Promotion Partner



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Corporate Sponsor



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UAE Business  
Community Partner



Host City Partner



Saudi Arabia  
Business & Trade  
Partner



Dubai Trade &  
Business Partner

## About the Organizers

**STRATEGIC MARKETING & EXHIBITIONS** was founded in 2000, and was one of the first dedicated companies to offer professionally organized events focusing on the commodities & property sectors. We have now welcomed over thousands of delegates from 100 countries and built a global database of 250,000+ contacts. Our expertise lies in producing high quality, interactive events that provide limitless networking opportunities for delegates and partners. Each event is developed by a team of professionals who ensure that the events provide in-depth discussions and the latest industry updates in these fast-moving sectors. With a growing portfolio of events, Strategic Marketing & Exhibitions is helping to maintain the UAE as the preferred destination for world-class events and business meetings.

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