

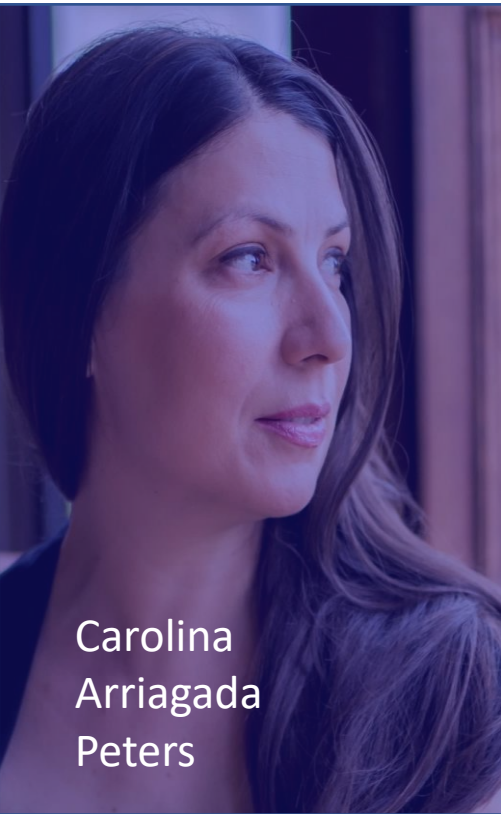
TAILOR-MADE TRAINING



Aftercare Training

WORKBOOK

Organisation: Ghana Investment Promotion Centre
Dates: November – December 2021



Carolina
Arriagada
Peters

Consultancy:

www.citiesandcollaboration.com

Training:

www.fdiCampus.com

Aftercare book:

www.aftercareexplained.com

Welcome

Congratulations for committing to becoming the Aftercare leader your host economy needs you to be.

My name is Carolina. I'm a former FDI practitioner turned consultant at Cities & Collaboration and founder of fdiCampus. My mission is to help FDI practitioners like yourself master FDI faster. I've spent many hours developing easy models to help my clients help investors grow faster and it was these clients that encouraged me to share this knowledge.

This course is prepared specifically for you; it will give you direct access to proprietary methods and insight, in addition to saving you hundreds of hours of research and reading reports. It will equip you with shortcuts so you can focus all of your attention on creating more jobs and increasing the impact foreign investors bring to your host economy.

We encourage you to visit www.fdiCampus.com regularly and explore the other courses of the post-investment journey. It will help you put the puzzle together so that you can mobilise each piece to drive impactful economic growth. We do this by providing you with:

- Actionable training - Easy modules to help you help local investors grow faster.
- Simple frameworks - Learn how to develop a mindset that will support both investors and increase the benefit of FDI to your host economy.
- Premium material - Our courses cover the complete spectrum of FDI post investment in addition to world-class consultancy.

My best wishes for an exciting training journey.

Carolina

GIPC Courses:

1. INTRODUCTION TO AFTERCARE
2. FRAMEWORK LONG-TERM FDI
3. INVESTOR SERVICES
4. INVESTOR ENGAGEMENT
5. PORTFOLIO INVESTOR SERVICES
6. CONFLICT & GRIEVANCES
7. DIVESTMENT
8. ECOSYSTEM ENGAGEMENT
9. VALUE CHAINS
10. MANAGING AN AFTERCARE UNIT
11. FRAMEWORK POLICY ADVOCACY
12. IMPACT EVALUATION

Disclaimer

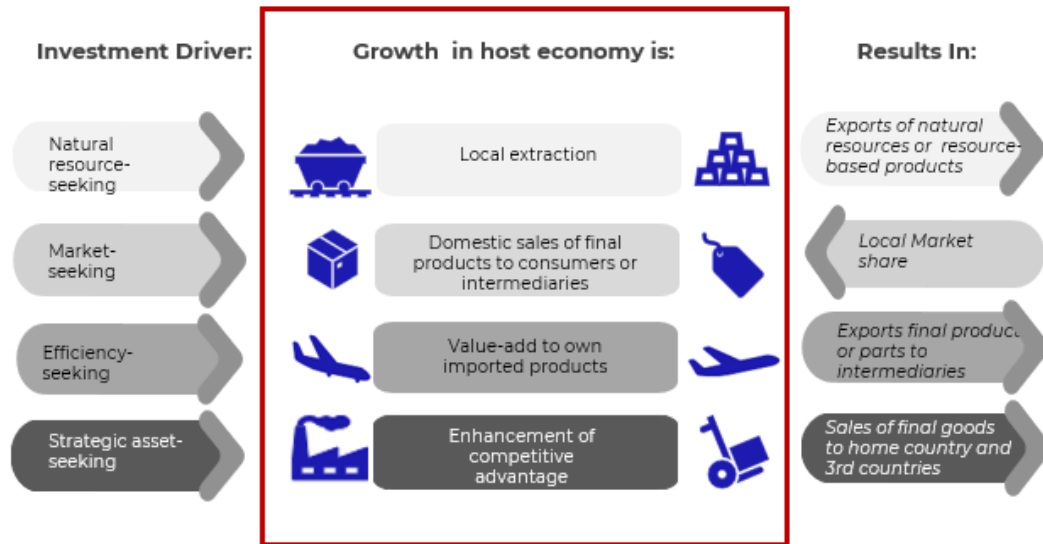
This material has been prepared as a tailored training material. It combines insights and graphs from 2 sources: the upcoming book “© *Investment Aftercare Explained: A Guide for FDI Practitioners and Policymakers on How to Grow and Retain Investors*” and material developed by Cities & Collaboration in consultancy practice and fdiCampus online learning. Due to intellectual property regulations this material can not be reproduced or distributed without the written consent of the authors and is for the sole use of the delegate and the organisation named in the first page.

SESSION 1:

INTRODUCTION TO AFTERCARE



What drives investment to you location?



Source: Global Investment Competitiveness Report 2017/2018, World Bank Group.

A. Client/ Profile/Sector:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

B. They go to your location because:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

C. What they want to achieve in your host economy is:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

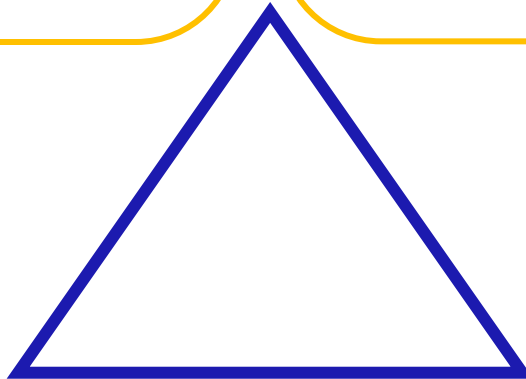
D. What they have achieved so far:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

What Aftercare activities do you undertake?

Attraction:

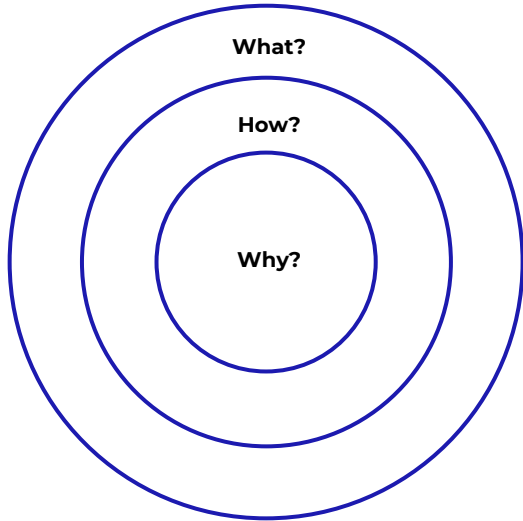
Promotion:



Facilitation:

Co-Creation:

Start with the why – *Author from Simon Sinek*



What?

.....

How

.....

Why

.....

How do they relate to the ideal characteristics of your host economy?

Attractive:

Welcoming:

Fertile:

Sustainable:

What are your Aftercare Objectives?

Help Foreign Investors grow

- Help deliver investment project.
- Minimise over-optimism
- Help embed company in ecosystem.
- Remove blockages to growth.
- Support re-investment & expansions.
- Reduce risk of disinvestment & closures.
- Identify need for new IPA services.

Champion Local Opportunity

- Identify local initiatives that add value to established foreign companies.
- Identify foreign investor's initiatives that add value to the location.
- Generate new leads for IPA
- Identify new opportunities for partners.
- Join forces with local initiatives that promote location.

Further Develop Host Economy

- Increase value of investment to host economy.
- Strengthen local ecosystem.
- Increase connectedness.
- Improve investment climate.
- Maximise stakeholder value.

Local Objectives

Notes:

