

Host Sponsor



April 3-6, San Diego, California, USA

# The WORLD FORUM for Foreign Direct Investment

SUNDAY, APRIL 3RD  
6:00 PM - 7:00 PM

**EARLY ARRIVALS RECEPTION**  
*Manchester Grand Hyatt: The Marina Courtyard*

MONDAY, APRIL 4TH

**PRECONFERENCE DAY**

**ALL DAY**

**Tours and Excursions:**

*(Delegates will return to hotel in time to refresh for evening reception)*

**Mexico Tour** – Bus departs San Diego and travels along the picturesque coast via Tijuana to Ensenada; along the way there will be tours of several advanced manufacturing facilities; infrastructure projects such as Spanish Investor's Desal and LNG plant; stopping in the luscious Valle de Guadalupe (world famous wine district) for lunch; returning to Tijuana for a light reception with the Mayor in his offices.

**Mexicali-Imperial Valley Tour** – Imperial Valley, California and Mexicali, Mexico, leaders in renewable energy in North America with over 2.5 Gigawatts of Solar, Geothermal and Biomass energy supplied to the grid. Imperial Valley and Mexicali, a top area for year-round agriculture and advanced manufacturing. Visit a very unique bi-national region in just one day.

**San Diego Tour** – A showcase of the city's vibrant innovation startup culture, world renown scientific research institutes, incubators to satellite and wireless technology companies and international biotechnology cluster.

8:30 AM - 5:15 PM

**FDI International Training Seminar**  
*Marina Room*

For those delegates from EDOs not participating in the site tours, Conway Events will be running a one-day training seminar focussed on arming all those working in investment promotion, attraction and economic development with the most up-to-date information and tools available to help keep ahead of the competition and secure investment for their region.

6:30 PM - 9:30 PM

**Conference Launch Reception and Gala Dinner**  
*The Headquarters at Seaport Courtyard*

TUESDAY, APRIL 5TH

**CONFERENCE DAY ONE**

7:00 AM

**Fun Run**  
*Marina Courtyard*  
Bring your running shoes and join us for an invigorating, morning 5K fun run that takes in the stunning views of the water in San Diego. No better way to set you up for a day of debate and discussion at the main conference sessions!

8:30 AM

**Registration**

9:00 AM

**Welcome Address**

INTRODUCTION

**Adam Jones Kelley**, President, Conway  
**Thomas Topuzes**, Chairman, Calibaja Bi National Mega Region

9:15 AM

**Carlo Humberto Bonfante**, Secretary of Economic Development, Baja California

**Panel I – The Coming Global Disorder**

How an ageing population, bilateral trade, changing demographics and a cooling of economies around the world will usher in a radical shift in the global economic landscape.

KEYNOTE SPEAKER



**Peter Zeihan**

Author, *The Accidental Superpower*

Peter Zeihan is a geopolitical strategist who has lived in the world of international affairs throughout his career. He launched his own firm, Zeihan on Geopolitics, in 2012 in order to specialize in customized executive briefings for his clients. In his new life Zeihan applies his 12 years of intelligence experience and a geopolitical perspective to the specific needs of his clients. With a mix of insight and irreverence he helps them see their businesses and industries from a new point of view, so that they can prepare for a now-more-understandable future. Zeihan's first independent book – *The Accidental Superpower* – published in November 2014.

MODERATOR

**Clark Grue**, President & CEO,  
**Rainmaker Global Business Development**

PANELISTS

**Joshua Rayburn**, Resident Director & First Vice President -  
Wealth Management, **The Rayburn Wetsel Group, Merrill Lynch  
Wealth Management**

**Chuck Sullivan**, President & Chief Operating Officer, GLP U.S.

**Mark Weir**, US Group Financial Controller, Almac

**Peter Zeihan**, Author, *The Accidental Superpower*

10:30 AM

**Refreshments and Networking**

11:00 AM

**Panel II – The Robots are Coming (New Industries)**

Dealing with disruption: how new technologies threaten traditional manufacturing and existing businesses. Which locations facilitate rather than complicate life for new arrivals from these sectors?

KEYNOTE SPEAKER



**Martin Ford**

Software developer/Silicon Valley entrepreneur/author,  
*Rise of the Robots*

Martin Ford is the founder of a Silicon Valley-based software development firm and the author of two books: New York Times bestselling and Financial Times and McKinsey Business Book of the Year, *Rise of the Robots: Technology and the Threat of a Jobless Future* and *The Lights in the Tunnel: Automation, Accelerating Technology and the Economy of the Future*. He has more than 25 years of experience in computer design and software development, and holds a computer engineering degree from the University of Michigan, Ann Arbor, and a graduate business degree from UCLA. He has written for publications including Fortune, Forbes, The Atlantic, The Washington Post, Project Syndicate, The Huffington Post and The Fiscal Times. He has also appeared on numerous radio and television shows, including programs on NPR and CNBC.



www.globalfdia.org | www.worldforumforfdi.com | www.conway.com

Host Sponsor



April 3-6, San Diego, California, USA

# The WORLD FORUM for Foreign Direct Investment

**MODERATOR** **Andreas Dressler**, Managing Director, **Conway Advisory**

**PANELISTS** **Martin Ford**, Software developer/Silicon Valley entrepreneur/author, *Rise of the Robots*

**KP Reddy**, Chief Executive Officer, **SoftWear Automation**

**Jim Zortman**, Executive Vice President, **Northrop Grumman**

**12:00 PM** **Panel III – Risk**

- Cybersecurity
- Protection of Intellectual Property
- Natural Disaster
- Regulatory Uncertainty
- Health Hazards
- Personal Safety

The rise of nationalism in Latin America and Europe, Made in America, Made in India

**MODERATOR** **Andreas Dressler**, Managing Director, **Conway Advisory**

**PANELISTS** **Nasser Barghouti**, CEO, **Objectiva Software**

**Julie Dow**, Director of Economic Development, **Lockheed Martin Corporation**

**Jeff Kramer**, Managing Partner, **Syzygy Solutions**

**Adam Rice**, Global Chief Information Security, **Cubic Corporation**

**1:00 PM** **Special Networking Luncheon**

Sponsored by Invest Liverpool & Sheffield City Region



**2:30 PM** **Panel IV – The Perception Problem:**

How social and political issues sway investment decisions.

KEYNOTE SPEAKER

**Andrew Serwer**

Editor-in-Chief, **Yahoo Finance**

Andy Serwer is the editor-in-chief for Yahoo Finance and one of the world's leading business journalists. Andy oversees all editorial content for Yahoo Finance from breaking news to in-depth stories to original video programming. Prior to Yahoo, Andy was the Editor of Fortune for eight years—the longest service of any editor since the 1980s—and worked at Time, Inc. for 29 years. As Editor of Fortune Andy was responsible for overseeing Fortune magazine and Fortune.com as well as Fortune digital media and Fortune's conferences. From 1997 through 2006, Serwer wrote the groundbreaking business news blog, "Streetlife," one of the first daily digital newsletters covering the world of finance and business. Andy holds degrees from Bowdoin College, BA 1981, Emory University, MBA 1984, and Columbia University's Graduate School of Journalism, BS 1985. He is a member of the Board of Trustees of



Bowdoin College. He is an Emory University Goizueta School of Business Presidential Fellow.

**PANELISTS** **Andrew Serwer**, Editor-in-Chief, **Yahoo Finance**

**Roman Bukary**, Vice President Account Management, **NetSuite**

**Leonard J. Ponzi**, Managing Partner, **ReputationInc**

**Felix G. Tejada**, Director General, **The Alles Group Monterrey**

**Umeshkumar Vekaria**, International Business Development, **Lacgene Technologies Pvt.**

**3:45 PM** **Refreshments and Networking**

**4:15 PM** **Panel V – Developing Recession-proof Industries**

How to develop sectors so critical and sustainable that they thrive during economic downturns.

**MODERATOR** **John Evans**, Managing Director, **Tractus Asia**

**PANELISTS** **Dr. Kara Bortone**, Head of Company Sourcing, **JLABS (Johnson & Johnson)**

**Tugce Ergul**, Executive Director, **Angel Labs**

**Anupam Govil**, Partner, **Avasant**

**5:30 PM** **Close of Day One**

**6:30 PM** **Networking Cruise with Slovenian Wine Tasting**

Sponsored by Spirit Slovenia, Xan-Max, & 24alife



*The Admiral Hornblower*

**WEDNESDAY, APRIL 6TH**

**CONFERENCE DAY TWO**

**8:30 AM** **Registration**

**9:15 AM**

**Panel VI – The Coming Workforce Development Storm**

Panel Hosted by San Bernardino County EDA



How young should students be when we start shaping them for their future vocation? What changes to educational systems need to be made around the world? Which countries are doing it well? Should teachers be paid more? Language tuition. Religion in schools? Inter-cultural exchanges at school? What fees are reasonable for universities?

Exportable and international training initiatives, apprenticeships, work shadowing and mentoring. Special career development programmes for women, CSR policy on HR, language and cultural awareness skills.



Host Sponsor



April 3-6, San Diego, California, USA

# The WORLD FORUM for Foreign Direct Investment



MODERATOR

**Ali Velshi**

Host, "Ali Velshi on Target"

Famed new personality Ali Velshi is the host of "Ali Velshi on Target", a one hour nightly business news program on Al Jazeera America. No single money journalist is able to replicate Velshi's global footprint and access to global financial leaders. Prior to that, Velshi served as CNN's Chief Business Correspondent, anchor of CNN International's World Business Today, and host of CNN's weekly business roundtable Your Money, reaching viewers, listeners and readers in 222 countries every day.

PANELISTS

**Carine Clark**, CEO, MaritzCX

**Michael Cunningham**, Chancellor and President, National University

**Jon E. Gustafson**, Director of Workforce Partnerships & Incentives, Lockheed Martin Corporation

**Mark Mahboubi**, President, R&B Machine Inc.

**Lee Matthews**, Plant Manager, Sage Automotive Interiors

**June Sugiyama**, Director, Vodafone Americas Foundation

10:45 AM

## Refreshments and Networking

11:15 AM

## Panel VII – Water and Energy

- When will the water run out?
- How efficient are renewable energies?
- The move by investing corporations from traditional sources towards geothermal, solar, wind, wave and biomass
- Desalination processes

MODERATOR

**Ali Velshi**, Host, "Ali Velshi on Target"

PANELISTS

**Tom Ferguson**, Vice President of Programming, Imagine H2O

**Ami Gupta**, Executive Director of Applications R&D and Asia, Praxair, Inc

**Mark Lambert**, CEO, IDE Americas

**Bob Holt**, Corporate Account Executive, GE Power & Water

12:15 PM

## Panel VIII – The Human Hub

Remodeling urban spaces so that more people can enjoy quality of life as they move from home to school to work to play. Where are the cities that help employees to produce better work for their employers?

MODERATOR

**Brook J. Taylor**, Deputy Director of Communications, California Governor's Office of Business and Economic Development (GO-Biz)

PANELISTS

**Craig Hagen**, Senior Director Global Government Affairs, EA

**Joy Taylor**, CEO, TayganPoint Consulting Group

**Tom Van Dessel**, CEO, Buzzi.Space

**Joseph White**, Director Workplace Strategy Design + Management, HermanMiller

1:15 PM

## Special Networking Luncheon

Sponsored by 4Fronted



2:30 PM

## Panel IX – Cutting Through the Hype:

### The Reality of Investing in Emerging Markets

Are the BRICS a bust? Is there a case for investing in Africa? Political and health hazards. Measures taken by companies when venturing to emerging markets.

MODERATOR

**Atul Vashistha**

Chairman, Neo Group

Atul is the Founder, Chairman and CEO of Neo Group - a leading global services and sourcing data, analytics, monitoring and advisory firm - the author of three books and multiple ongoing columns. Prior to founding Neo, Atul was Senior Vice President of International at Cardinal Health. Atul and his seasoned team at Cardinal expanded profitable operations to Australia, New Zealand, Spain, UK, Singapore, Brazil, Mexico, Japan and other global locations. Atul is recognized globally as one of the leading experts on globalization, sourcing and governance. He serves on the Boards of US Department of Defense's Defense Business Board, Nearshore Executive Alliance, Shared Assessments and IAOP. Atul is a Former Chair and current member of the Young Presidents' Organization.



PANELISTS

**Bruno Guicardi**, President North America, CI&T

**Christopher Sanders**, Executive Vice President & Head of Corporate Planning, Kostal

**Robert Whyte**, Global Specialist, Investment Promotion, World Bank Group

3:30 PM

## Refreshments and Networking

4:00 PM

## Panel X – Consultants' Roundtable

Prominent international site selection consultants convene for a frank and open discussion on the issues affecting FDI.

MODERATOR

**Steve Weitzner**, Principal, Silverlode Consulting

PANELISTS

**Pauline Bourcet**, Senior Consultant, Frenger

**John Evans**, Managing Director, Tractus Asia

**Edmund Green**, Managing Director – Financial Services Risk Consulting Practice, KPMG LLP

**Joe Phillips**, Founder & Managing Director, All Out Location

**Christopher Steele**, COO & President North America, Investment Consulting Associates

5:30 PM

## Conference Close



[www.globalfdia.org](http://www.globalfdia.org) | [www.worldforumforfdi.com](http://www.worldforumforfdi.com) | [www.conway.com](http://www.conway.com)

Host Sponsor



April 3-6, San Diego, California, USA

# The WORLD FORUM

for Foreign Direct Investment



CHAIRMAN OF THE BOARD

**Barry Johnson**

Principal & Head of Inbound Investment & Global Market Access, 32 Advisors



**Dalya Al Muthanna**

Chief Executive Officer, General Electric – Gulf Region



**Robert Whyte**

Global Lead Investment Promotion Specialist, World Bank Group



**Cathy Rodgers**

Vice President of Global Opportunities, IBM



**Christopher Sanders**

Executive Vice President & Head of Corporate Planning, Leopold KOSTAL GmbH. Co KG



**Andrea Machado**

Deputy MD and Board Member, COSAL, LDA



**Craig Hagen**

Corporate Director of Government Affairs, Electronic Arts



**Lisa Boulton**

EVP & General Counsel to the CEO, AGS Automotive Systems



**Maria Sebastian**

Director of Worldwide Sales & Marketing, Virgin Atlantic Airways

“We look forward to seeing you in San Diego!”



**Nolitha Fakude**

Executive Director and Executive Vice President: Sustainability and Human Resources, Sasol Limited



**Anne Berner**

Chairman of the Board & Owner, OY Vallila Interior AB



**Andreas Dressler**

Managing Director, Conway Advisory



**Yin Hong**

National Director & Head of Manufacturing Services China, Jones Lang LaSalle Shanghai



**Claus Løngborg**

Managing Director, Copenhagen Capacity



**Jim Winter**

Director of Industrial Services, Cresa



**Dato' Azman Mahmud**

Chief Executive Officer, Malaysian Investment Development Authority (MIDA)



**Theodore H. Moran**

Chair in International Business and Finance, Georgetown University



**Vikram Kuriyan**

Chief Investment Officer, K3 Advisors  
Executive Director, Investment Centre Indian School of Business



[www.globalfdia.org](http://www.globalfdia.org) | [www.worldforumforfdi.com](http://www.worldforumforfdi.com) | [www.conway.com](http://www.conway.com)

Host Sponsor



April 3-6, San Diego, California, USA

# The WORLD FORUM for Foreign Direct Investment

## HOST SPONSORS



## SPONSORS



Economic Development Agency



**4FRONTED**  
The Power of 4 Regions and 2 Nations



**CENTRAL ALBERTA**  
access prosperity



**Catalonia Trade & Investment**



**Generalitat de Catalunya**  
Government of Catalonia



## MEDIA PARTNERS



**THE BORDERPLEX ALLIANCE**  
A Bi-National Economic Alliance  
Juárez • El Paso • Las Cruces



[www.globalfdia.org](http://www.globalfdia.org) | [www.worldforumforfdi.com](http://www.worldforumforfdi.com) | [www.conway.com](http://www.conway.com)