



PM&P plays a key role in the Annual Investment Meeting 2014

April 2014

PM&P supported the Annual Investment Meeting 2014 (AIM) Congress in Dubai from 8-10 April 2014 as Knowledge Partner and contributed to the 4th edition of this high-level conference by hosting two panel sessions.

The Annual Investment Meeting is one of the worlds' leading Emerging Markets FDI-focused events, organized by the Ministry of Economy of the United Arab Emirates. AIMS' theme for 2014 was Investment Partnerships for Sustainable and Inclusive Growth in Frontier and Emerging Markets. About 10,000 visitors from more than 120 countries attended the conference and exhibition.

Dr. Joachim Arnold, Senior Consultant with PM&P, moderated the panel session 'How to market Emerging and Frontier Markets for FDI', leading a lively debate on the success factors in marketing emerging investment destinations for FDI and how to run successful promotion campaigns to attract foreign investors. Panelists included the Acting Director of Invest in Morocco, the Director Investment Promotion of ProEcuador and the former Director Germany & CEE of Pro Mexico as well as representatives from the Financial Times and Fraenkische Industrial Pipes, a globally active Automotive supplier from Germany. Dr. Arnold also moderated the session FDI in Infrastructure and Logistics - to unlock markets and facilitate production and trade.

In addition, Mr. Andreas Paulicks, Senior Partner with PM&P, participated as panelist in the session FDI in Manufacturing sharing valuable insights from his broad experience in supporting the implementation of investments in production plants.