



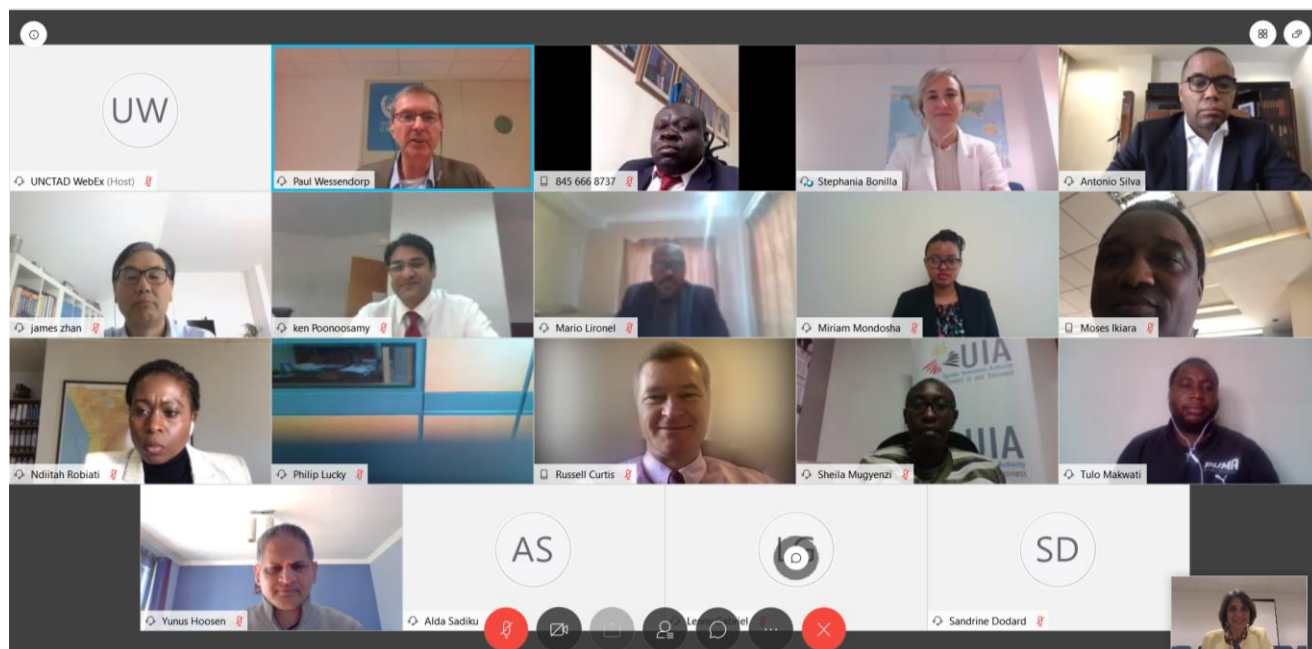
TOWARDS POST-COVID-19: IPAs ADAPTING TO THE NEW NORMAL

REGIONAL WEBINAR FOR EAC AND SADC IPAs
Geneva, 27 May 2020



R E P O R T





I. Overview	3
II. Programme.....	5
III. Overview of Evaluation Results	7
IV. Social Media Engagement.....	8
V. Participants	9

I. Overview

The webinar brought together over 90 participants from 18 African countries (see section V). Panelists represented UNCTAD, the secretariats of the East African Community (EAC) and Southern Africa Development Community (SADC) as well as business councils and 9 investment promotion agencies (IPAs) from both regions. It was the second in a series of online events organized by UNCTAD to: (a) promote the exchange of IPA experiences in response to the pandemic; (b) enhance the sharing of best practices; and, (c) provide an opportunity to discuss pandemic-induced changes to future IPA strategies and operations. For a detailed programme, see section II.

The discussion was set against the economic crisis caused by the COVID-19 pandemic, which resulted in declining FDI flows, reduced export earnings, coupled with a reduction of remittances and high debt-to-GDP ratios in several countries in East and Southern Africa. As elsewhere, the regions have been strongly affected by disruptions to cross border trade which has led to difficulty in importing raw materials and inputs, negatively impacting availability and price of essential health and food products.

How have IPAs responded to COVID-19 related challenges in the region?

IPAs in the region continued to serve their clients and worked towards strengthening their online presence. Beyond having information and services online, IPAs noted the challenge of ensuring that digital services run smoothly, and that IPA staff can react quickly to the evolving needs of investors.

IPA investment facilitation is key in helping companies to overcome difficulties caused by the COVID-19 crisis. Some agencies are also assisting enterprises in transforming their production to equipment needed to fight the pandemic. These services include support in building their supply chains, facilitating work-access permits and certificates for companies producing essential goods and services.

IPAs are strengthening their policy advocacy roles. Mirroring what is taking place in other regions, African IPAs are becoming key intermediaries between the private and public sectors. They have strengthened their feedback channels, relaying information and making proposals to inform evidence-based policy responses to the pandemic.

What will be the “new normal” for IPAs post-pandemic and which current practices will remain?

IPA executives from the region agreed that the pandemic has accelerated digitalization trends that are there to stay. Investment promotion, facilitation and aftercare activities will continue to be increasingly done virtually and IPAs will remain engaged with their stakeholders beyond the traditional means involving face-to-face meetings and travel overseas. Their online “trouble-shooting” and ever-wider range of investment facilitation services will continue to be key.

Which sectors will be the new focus for IPAs in the EAC and SADC?

The food, agriculture and health sectors will be the new focus of IPAs in the region. According to a survey among EAC and SADC IPAs and statements by heads of agencies, emphasis will be on promoting agro-processing and agri-business to contribute to food security and the production of medicines, medical equipment and services to become more self-sufficient. IPA executives also noted that infrastructure will continue to be a target sector for investment in the region. They called for increased efforts to seize intra-regional African trade and investment opportunities as a means for recovery and resilience.

How can IPAs and the private sector better cooperate?

IPAs in the region have re-directed their communication messages inwards to existing companies to keep them informed and help them resolve emerging issues. They are also proactively reaching out to their private sector networks to find innovative solutions to rising challenges.

What are the challenges and how can UNCTAD and other international organizations help?

Heads of IPAs in the region highlighted the need for capacity building and regular exchange of experiences, particularly training for IPA staff on e-skills. Assistance is also sought in consolidating regional investment opportunities and challenges. IPAs expressed concern about budget cuts and downsizing due to financial difficulties that governments are experiencing and asked for guidance on how to face this challenge.

Parallel to the webinar, a survey was held on IPA responses to the COVID-19 pandemic and their return to a new normal. In total, 16 IPAs replied to the survey. Outcomes from the discussions during the webinar and results from the survey will be reflected in an upcoming issue of UNCTAD's IPA Observer.

In addition, an evaluation survey was carried out in which 87% of participants rated the seminar as highly/very highly beneficial for their work with the remaining 13 percent rating it satisfactory. Other results of the evaluation are reflected in part III. Participants expressed their gratitude in several ways. Some words of appreciation from the evaluation survey are reflected in the box below. Social media engagement is presented in section IV.

Reactions from webinar participants:

"It was very insightful hearing from other IPA experiences and the information on global FDI trends from UNCTAD provides direction in planning"

Ms. Sheila Mugenzi, Director, Investment Promotion and Development, Uganda Investment Authority, Uganda

"Good way of knowing what others are doing and how they are coping with this current crisis"

Mr. Lenny Gabriel, Deputy CEO, Seychelles Investment Board, Seychelles

"This was very useful especially for Zimbabwe as we have just established a new IPA. The presentations will assist us as we strategize for the new organization. The IPAs presented varied practical solutions to COVID-19 that are easy to replicate and implement"

Ms. Meluleki Sibanda, Legal Office, Zimbabwe Investment and Development Agency, Zimbabwe

"Fantastic contribution to the development of IPAs in Africa"

Mr. Charles Manuel, Director, Manufacturing, InvestSA, South Africa

"Great way to embrace the new normal in light of COVID-19 and keep activities of IPAs afloat through peer learning"

Mr. Benard Odhiambo, BDS and SPX Advisor, KenInvest, Kenya

"Informative, we need more of this type of interactions, so we learn from each other"

Mr. Andreas Andjene, Chief Trade Promotion Officer, Ministry of Industrialization and Trade, Namibia

II. Programme



Wednesday 27 May 2020

Webinar 10.00 to 11.30 a.m. (Geneva time)

Towards Post-COVID-19: IPAs Adapting to the New Normal

Regional webinar for EAC and SADC IPAs

PROGRAMME

Since the beginning of the COVID-19 pandemic, UNCTAD has been monitoring foreign direct investment (FDI) trends and prospects, multinational enterprise (MNE) operations, investment policies and investment promotion practices and strategies to inform governments and facilitate the exchange of best practices. As part of this effort, UNCTAD organized on 7 April 2020 a [High-level Brainstorming on Investment Facilitation and Promotion: Challenges and Actions in Times of Pandemic Crisis](#). Outputs of this meeting, together with UNCTAD research on the online response to the crisis by national investment promotion agencies (IPAs), resulted in an advisory report published as a special issue of UNCTAD's IPA Observer ["Investment Promotion Agencies: Striving to Overcome the COVID-19 Challenge."](#)

As a follow up activity, this webinar for East African Community (EAC) and Southern African Development Community (SADC) members intends to: (a) promote the exchange of IPA experiences in the response to the COVID-19 crisis; (b) enhance the sharing of best practices; and (c) provide an opportunity to discuss COVID-19 induced changes to future IPA operations and strategies.

Questions to be addressed include:

- How did IPAs respond to COVID-19 related challenges in the region?
- Which best practices are there to stay?
- What will be the new normal for IPAs post-COVID-19?
- Which sectors/targets will be the new focus?
- How can IPAs and the private sector cooperate in the recovery phase?
- How can UNCTAD help?

Panelists include representatives from UNCTAD, the EAC and SADC secretariats, IPAs and private sector groups from the region.

Background UNCTAD documents on COVID-19:

- IPA Observer special issue: [Investment Promotion Agencies: Striving to Overcome the COVID-19 Challenge](#).
- Investment Policy Monitor special issue: [Investment Policy Responses to the COVID-19 Pandemic](#)
- Global Investment Trends Monitor: [Impact of the COVID-19 Pandemic on Global FDI and GVCs](#)

10.00 a.m. Welcome

FDI Prospects and Investment Policy Responses to the COVID-19 Pandemic

Mr. James Zhan, Director, Division on Investment and Enterprise (DIAE), UNCTAD

10.10 – 10.15 IPAs Adapting to the New Normal

Mr. Paul Wessendorp, Chief, Investment Promotion Section (IPS), DIAE, UNCTAD

10.15 – 10.20 Intervention by the East African Community secretariat

Mr. Christophe Bazavimo, Deputy Secretary General

10.20 – 10.25 Intervention by the Southern African Development Community secretariat

Mr. Mário Lironel, Senior Finance and Investment Officer

10.25 – 11.15 IPA and private sector presentations

Mr. Antonio Henriques da Silva, President, Board of Directors, AIPEx

Mr. Moses Ikiara, CEO, KenInvest

Mr. Ken Poonoosamy, Ag. CEO, Economic Development Board Mauritius

Ms. Ndiita Robiati, Deputy Executive Director, Namibia Investment Centre

Mr. Philip Lucky, Head, Investment Promotion and Marketing Department, Rwanda Development Board

Mr. Lenny Gabriel, Deputy CEO, Seychelles Investment Board

Mr. Yunus Hoosen, Head, InvestSA, Department of Trade and Industry, South Africa

Ms. Sheila Mugenzi, Director, Investment Promotion and Business Development, Uganda Investment Authority

Mr. Peter Mathuki, Executive Director, East African Business Council

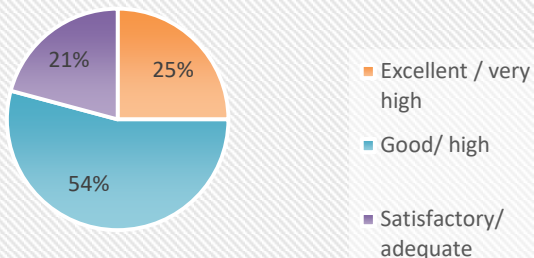
Mr. Tulo Makwati, Coordinator for the SADC Business Council at NEPAD Business Foundation

11.15 – 11.25 Q&As Moderator: Ms. Natalia Guerra, Economic Affairs Officer, IPS, UNCTAD

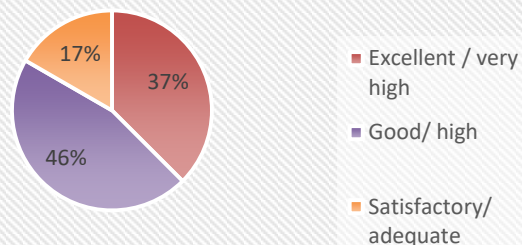
11.25 – 11.30 Wrap up and closing

III. Overview of Evaluation Results¹

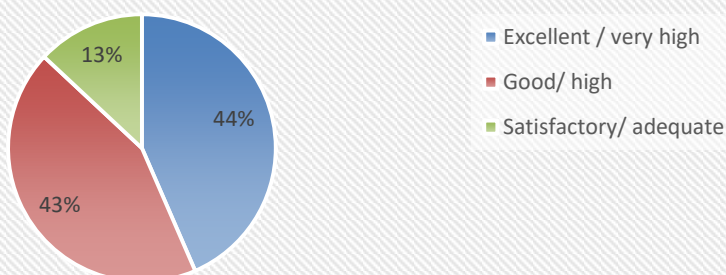
What is your overall view of the Webinar?



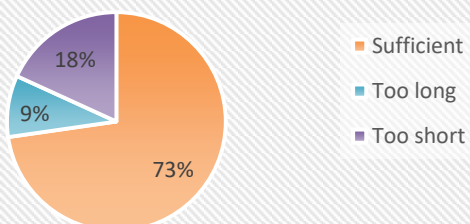
Please rate the usefulness of UNCTAD substantive contributions:



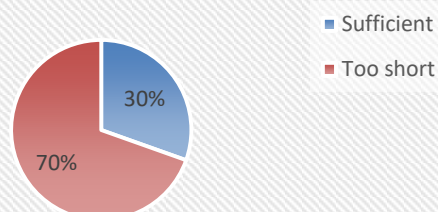
How do you rate the benefit of this Webinar for your work?



Was the time allocated to the Webinar?



Was the time allocated to speakers (3 min)?



¹ Webex launched an automatic survey after participants left the event. In total, 24 participants responded.

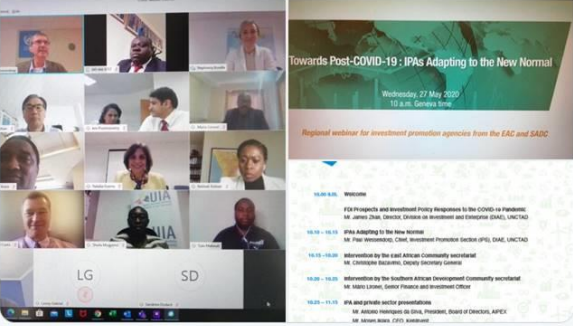
IV. Social Media Engagement

SADC Business Council @CouncilSadc · May 27

Today, the SADC BC participated in UNCTAD Webinar "Towards Post-COVID-19: IPAs Adapting to the New Normal". The discussions focussed on priority investment sectors post COVID-19 and how IPAs and the private sector can cooperate in the recovery phase among other topics

UNCTAD Investment Promotion @UnctadIP4sdgs · May 27

Thank you to the +90 participants from 18 African countries who joined @UNCTAD online discussion. Panelists from EAC & SADC Secretariats, investment promotion agencies & business communities spoke about investment promotion in the New Normal. We will share insights soon.



The screenshot shows a Zoom webinar interface. On the left, a grid of participants from various African countries is visible. On the right, a presentation slide titled "Towards Post-COVID-19: IPAs Adapting to the New Normal" is displayed. The slide includes the date "Wednesday, 27 May 2020, 10:00 AM, Geneva time" and the subtitle "Regional webinar for investment promotion agencies from the EAC and SADC". It also lists a welcome message and a list of panelists and their affiliations.

Namibia Investment Centre

262 Tweets

Following

Namibia Investment Centre Retweeted

Bonaventura Hinda @BonaventuraHind · May 27

Replying to @UnctadIP4sdgs @UNCTAD and 10 others

Thanks to @UnctadIP4sdgs and all panelist for an excellent platform during which SADC & EAC IPAs exchanged inter alias, responses to Covid-19 disruptions to FDI & trade, pertinence of retention & aftercare services and the new normal digitalization of FDI Promotion strategies.

Namibia Investment Centre Retweeted

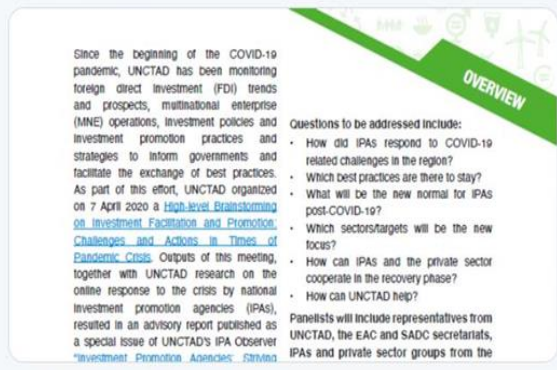
UNCTAD Investment Promotion @UnctadIP4sdgs · May 27

Replying to @BonaventuraHind @UNCTAD and 10 others

Thank you for joining us today and for your feedback. We look forward to continuing to collaborate with @NamInvestCentre

UNCTAD Investment Promotion @UnctadIP4sdgs · May 26

How have African investment promotion agencies responded to COVID-19? What will be the "new normal"? Which best practices are there to stay? We will be discussing these questions tomorrow in @UNCTAD online workshop targeting the EAC & SADC. Stay tuned for updates!



The infographic titled "OVERVIEW" provides a summary of the workshop. It states that since the beginning of the COVID-19 pandemic, UNCTAD has been monitoring foreign direct investment (FDI) trends and prospects, multinational enterprise (MNE) operations, investment policies and investment promotion practices and strategies to inform governments and facilitate the exchange of best practices. As part of this effort, UNCTAD organized on 7 April 2020 a High Level Brainstorming on Investment Facilitation and Promotion: Challenges and Actions in Times of Pandemic Crisis. Outputs of this meeting, together with UNCTAD research on the online response to the crisis by national investment promotion agencies (IPAs), resulted in an advisory report published as a special issue of UNCTAD's IPA Observer "Investment Promotion Agencies: Surviving".

Questions to be addressed include:

- How did IPAs respond to COVID-19 related challenges in the region?
- Which best practices are there to stay?
- What will be the new normal for IPAs post-COVID-19?
- Which sectors/targets will be the new focus?
- How can IPAs and the private sector cooperate in the recovery phase?
- How can UNCTAD help?

Panelists will include representatives from UNCTAD, the EAC and SADC secretariats, IPAs and private sector groups from the

ANPI - Agence Nationale pour la Promotion des Investissements

May 29 at 9:08 AM

L'ANPI A PARTICIPE CE MERCREDI 27 MAI À UN WEBINAIRE SUR L'IMPACT DE LA COVID-19 SUR LA PROMOTION DES INVESTISSEMENTS

Dans le contexte actuel de pandémie mondiale de Covid-19, l'ANPI participe dans des séries de Webinaires qui tournent autour des sujets liés à la crise actuelle du Covid-19. Ce mercredi 27 mai 2020, l'ANPI s'est entretenue, aux côtés de la CNUCED, de la CEA, de la SADEC et des API de la région, sur le thème " TOWARDS POST-COVID-19 : IPAs ADAPTING TO THE NEW NORMAL ".

Les participants ont nourri une réflexion collective sur l'après Covid-19 et les nouveaux moyens pour promouvoir les investissements. L'accent fut mis sur les méthodes de suivi, d'accompagnement et de dialogue avec les investisseurs, notamment via l'usage du numérique et des réseaux sociaux. L'ANPI- Comores, qui a initié des échanges avec les entreprises afin d'adapter son offre de services au contexte de crise sanitaire, a pris note des recommandations formulées pour s'enquérir de la situation actuelle des investissements et surtout anticiper les conséquences qui pourraient impacter le secteur privé et l'emploi en général.

Pendant cette longue visioconférence, les APIs ont partagé leurs expériences et les meilleures pratiques dans la réponse à la crise COVID-19, et ont débattu sur les stratégies de demain.

Le webinaire s'inscrit dans le cadre du programme d'assistance technique de la CNUCED pour faciliter l'investissement dans les projets liés aux objectifs de développement durable.



V. Participants

#	Country	Title	Last Name	Name	Function	Organization
1	Angola	Ms.	Dias dos santos	Sandra	Member of the Board of Directors	AIPEX
2	Angola	Ms.	Ndombasi	Jackie	First Secretary	Angola Mission to the UN
3	Angola	Ms.	Olivares Zapiain	Amaya	Representative of EU in Angola	European Union
4	Angola	Mr.	Silva	Antonio	President of the Board of Directors	AIPEX
5	Botswana	Mr.	Lironel	Mario	Senior Finance and Investment Officer	SADC Secretariat
6	Botswana	Ms.	Razanajaholy	Lisivololona	Programme Officer Investment	SADC Secretariat
7	Botswana	Mr.	Selelo	Reginald	Chief Operations Officer	Botswana Investment and Trade Centre
8	Comoros	Mr.	Ahamada	Hassani	Head of Promotion Department	National Investment Promotion Agency
9	Comoros	Mr.	Housseni MADI	Mohamed	Head of Public Relations	National Investment Promotion Agency
10	Comoros	Mr.	Idjabou	Abdoulanziz	Statistician Economist	National Investment Promotion Agency
11	Comoros	Mr.	Said Mohamed	Omar	Deputy General Manager	National Investment Promotion Agency
12	Dominican Republic	Ms.	Hudson	Suzette	Investment Promotion Adviser	Caribbean Assoc. of Invest. Promotion Agencies
13	Kenya	Mr.	Amisi	Rogers	Manager one stop shop	Kenya Investment Authority
14	Kenya	Ms.	Bidu	Guracha	General Manager, Investor Services	Kenya investment Authority
15	Kenya	Mr.	Bwire	Robert	General Manager - Policy Advocacy	Kenya Investment Authority
16	Kenya	Ms.	Chemoiwo	Mercy	Project Analyst	Kenya Investment Authority
17	Kenya	Mr.	Ikiara	Moses	Chief Executive Officer	Kenya Investment Authority
18	Kenya	Mr.	Kiiru	Laban	Regional Manager	Kenya investment Authority
19	Kenya	Mr.	Matarei	Robert	Manager	Kenya Investment Authority
20	Kenya	Ms.	Njuguna	Wambui	Executive Assistant, Managing Director	Kenya Investment Authority
21	Kenya	Mr.	Odhiambo	Benard	Adviser	Kenya Investment Authority
22	Kenya	Mr.	Onyango	Joseph	Manager	Kenya investment Authority
23	Kenya	Ms.	Rintari	Hellen	National Coordinator	PIGA
24	Lesotho	Ms.	Makhakhe	Puseletso	Investment Services Manager	Lesotho National Development Corporation

25	Lesotho	Mr.	Phohlo	Sekete	General Manager	Lesotho National Development Corporation
26	Lesotho	Mr.	Raleche	Semethe	Investment Promotion Manager	Lesotho National Development Corporation
27	Lesotho	Ms.	Sematlane	Phomotso	Acting Investment Promotion Manager	Lesotho National Development Corporation
28	Madagascar	Ms.	Raza	Maeva	Marketing & Project Manager	Economic Development Board Madagascar
29	Mauritius	Mr.	Poonoosamy	Ken	Acting Chief Executive Officer	Economic Development Board, Mauritius
30	Mozambique	Mr.	Lado	Danubio	Economist	APIEX
31	Namibia	Ms.	Amoomo	Dolly	Director	Namibia Investment Centre
32	Namibia	Mr.	Andjene	Andreas	Investment Promotion Executive	Ministry of Industrialization and Trade
33	Namibia	Mr.	Hatutale	Johannes	Investment Promotion Executive	Namibia Investment Centre
34	Namibia	Ms.	Hinda	Bonaventura	Commercial Counsellor	Embassy of Namibia
35	Namibia	Ms.	Immanuel	Maria	Commercial Counsellor	Namibian Embassy in Berlin
36	Namibia	Ms.	Kaapanda-Girrus	Mekondjo	Commercial Counsellor, UK	Namibia Investment Centre
37	Namibia	Ms.	Namutuwa	Selma	Chief, Investment Promotion Executive	Namibia Investment Centre
38	Namibia	Ms.	Nchindo	Tokkie	Chief trade and investment officer	Namibia Investment Centre
39	Namibia	Ms.	Radovanovic	Lucia	Commercial Counsellor	Namibian Embassy in Berlin
40	Namibia	Ms.	Robiati	Ndiitah	Deputy Executive Director	Namibia Investment Centre
41	Namibia	Ms.	Sikanda	Oscar	Investment Promotion Executive	Namibia High Commission, India
42	Namibia	Mr.	Uakumua Ramakhutla	Henoch	Commercial counsellor	High Commission of Namibia
43	Rwanda	Mr.	Gashayija	Nathan	National Liaison Officer Rwanda	EABC
44	Rwanda	Mr.	Lucky	Philip	Head, Investment Promotion	Rwanda Development Board
45	Rwanda	Mr.	Namara	Frank	Analyst	Rwanda Development Board
46	Seychelles Islands	Mr.	Gabriel	Lenny	Deputy Chief Executive Officer	Seychelles Investment Board
47	Seychelles Islands	Ms.	Lesperance	Jeannette	Investment Promotion Officer	Seychelles Investment Board
48	South Africa	Mr.	Andrews	Recado	Director	InvestSA

49	South Africa	Mr.	Bouah	Lester	Director	InvestSA
50	South Africa	Mr.	Curtis	Russell	Head	Invest Durban
51	South Africa	Mr.	Hoosen	Yunus	Head, Invest South Africa	InvestSA
52	South Africa	Mr.	Jaffer	Sadick	Ambassador	InvestSA
53	South Africa	Mr.	Manuel	Charles	Director	InvestSA
54	South Africa	Ms.	Ragaven	Rashmee	Director	InvestSA
55	South Africa	Ms.	Van der Merwe	Annelize	Director	InvestSA
56	Tanzania	Mr.	Bazivamo	Christophe	Deputy Secretary General	East African Community
57	Tanzania	Ms.	Gache	Jennifer	Investment Promotion Officer	East African Community
58	Tanzania	Mr.	Kiarie	Simon	Principal Tourism Officer	East African Community
59	Tanzania	Mr.	Mbarara	Deogratius	Programme Assistant	East African Community
60	Tanzania	Ms.	Mburu-Ndoria	Emily	Investment Promotion Officer	East African Community
61	Tanzania	Mr.	Omusana	Charles	Principal Economist, Invest. Promotion	East African Community
62	Uganda	Ms.	Kawule	Harriet	Investment Executive	Uganda Investment Authority
63	Uganda	Mr.	Kaye	Emmanuel	Business Development Unit	Uganda Investment Authority
64	Uganda	Ms.	Komuhangi	Kara	Investment Executive	Uganda Investment Authority
65	Uganda	Ms.	Mugyenzi	Sheila	Director, Investment Promotion & Development	Uganda investment Authority
66	Uganda	Ms.	Munabi	Yvonne	Investment Promotion Unit	Uganda investment Authority
67	Uganda	Ms.	Nabateregga	Rita	Senior Investment Executive	Uganda Investment Authority
68	Uganda	Ms.	Nassimbwa	Sarah	Investment Executive	Uganda Investment Authority
69	Uganda	Ms.	Ndagire	Alice	Investment Executive	Uganda Investment Authority
70	Zimbabwe	Ms.	Chikaponya	Tesa	Dean Tourism Investment	Zimbabwe Investment and Development Agency
71	Zimbabwe	Mr.	Dhliwayo	Taurai	Investment Promotion Officer	Zimbabwe Investment and Development Agency
72	Zimbabwe	Ms.	Madhibha	Kudzanai	Investment Promotion Officer	Zimbabwe Investment and Development Agency

73	Zimbabwe	Mr.	Makuyana	Garrie	Investment Promotion Officer	Zimbabwe Investment and Development Agency
74	Zimbabwe	Ms.	Mudonhi	Nyasha	Investment Promotion Officer	Zimbabwe Investment and Development Agency
75	Zimbabwe	Ms.	Mudzimuirema	Imagine	Investment Promotion Officer	Zimbabwe Investment and Development Agency
76	Zimbabwe	Mr.	Mutema	Moriseni	Economist	Zim Treasury
77	Zimbabwe	Mr.	Nyandoro	Pardon	Investment Promotion Officer	Zimbabwe Investment and Development Agency
78	Zimbabwe	Mr.	Ranga	Washington	Investment Promotion Officer	Zimbabwe Investment and Development Agency
79	Zimbabwe	Ms.	Sibanda	Meluleki	Legal Officer	Zimbabwe Investment and Development Agency
80	Zimbabwe	Ms.	Takoleza	Sichoni	Investment Promotion Officer	Zimbabwe Investment and Development Agency
81	EAC Business Council	Ms.	Mondosha	Miriam	Manager- Policy, SMEs, & Gender	EAC Business Council
82	SADC Business Council	Mr.	Makwati	Tulo	Coordinator	SADC Business Council
83	UNCTAD	Ms.	Bonilla	Stephania	Economic Affairs Officer	Investment Promotion Section/DIAE
84	UNCTAD	Ms.	Dodard	Sandrine	Team Assistant	Investment Promotion Section/DIAE
85	UNCTAD	Ms.	Dupasquier	Chantal	Chief	Investment Policy Review Section/DIAE
86	UNCTAD	Ms.	El Masri	Maha	Economic Affairs Officer	Investment Policy Review Section/DIAE
87	UNCTAD	Ms.	Guerra	Natalia	Senior Capacity Building Coordinator	Investment Promotion Section/DIAE
88	UNCTAD	Ms.	Sadiku	Alda	Consultant	Investment Promotion Section/DIAE
89	UNCTAD	Ms.	Silvander	Johanna	Programme Manager, Angola	Train for Trade
90	UNCTAD	Mr.	Wessendorp	Paul	Chief	Investment Promotion Section/DIAE
91	UNCTAD	Mr.	Zhan	James	Director	Division on Investment and Enterprise (DIAE)