



IMPROVE YOUR CITY'S OR REGION'S CAPACITY TO ATTRACT BUSINESS AND INVESTMENTS

TRAINING MODULE ON BUSINESS ATTRACTION MANAGEMENT FOR CITIES AND REGIONS

INTRODUCTION

The competition for new investments and business is increasing as the global pool of available foreign direct investment is shrinking and more and more locations are entering the game. More actors, new types of investments and higher expectations on place-based attraction factors, have contributed to make the investment landscape more complex.

What can cities and regions do to meet these challenges and enhance their attractiveness to business investment? How can different stakeholders be involved and co-operate effectively in this work? How can we integrate business attraction with our general innovation and growth agenda?

This training module will provide you with the necessary tools and strategies, collected from real life best practice cases to inspire you, your team and other stakeholders in your location. The module is based on the unique hand-book "Business Attraction Management for Cities and Regions".

*29 November 2016
in Stockholm*

*Venue:
OpenLab
Valhallavägen 79
114 27 Stockholm*

NORDIC
PLACE
ACADEMY



ABOUT THE TRAINING MODULE:

The format of the training includes a combination of presentations, discussions and workshops, in order to encourage interaction and learning.

The presentations cover the following topics:

Why: What is Business Attraction Management – and why is it needed?

- Why Business Attraction Management is important
- How to manage and orchestrate a local and regional partnership for business attraction

How: Tools and strategies for Business Attraction Management

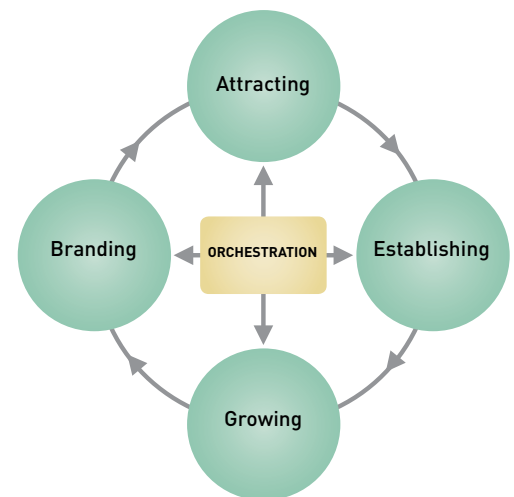
- How do we brand and market the location to investors and business?
- How do we facilitate interest from investors and make sure their establishing and soft landing are smooth?
- How do we make the investing business grow, innovate and thrive in our location?

What: Business Attraction Management – a starting point for action

- What to do when going from theory to practice?

The training module will be planned and carried out by Tendensor and Place Consulting, cooperating as members of Nordic Place Academy.

The cornerstones of Business Attraction Management



DATE/TIME:

09.30-16.30, 17 November

LOCATION:

Stockholm, OpenLab

FEE:

€ 790 excl VAT for 1 person.

€ 1 290 excl VAT for 2 persons from 1 organization.

The fee includes all course materials and lunches, but excludes travel, lodging and dinner.

REGISTRATION:

Please register [here](#).

More information? Do not hesitate to contact:

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Nordic Place Academy is a unique concept that brings together a practical range of seminars, conferences and training for place managers in Europe and the Nordic countries, with a focus on real-world development projects and experiences.