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## **DICA-AJC Joint Workshop on Investment Promotion Strategies [1]**

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The workshop on investment promotion strategies was held at Sedona Hotel Yangon on 25th March 2019 with the collaboration of the Directorate of Investment and Company Administration, Ministry of Investment and Foreign Economic Relations and ASEAN-Japan Centre.

The objective of the workshop is to motivate DICA officials from DICA head office and State and Regional Investment Committees (Branch Offices), representatives from investment-

related departments and the private sector to access systematic planning framework for investment promotion in which targeted clusters are in line with UN Sustainable Development Goals and to understand key successful factors on investment promotion provide the knowledge regarding investment policy reform, international investment treaties, investor grievance handling and investment issues.

At the workshop, U Aung Naing Oo, Director General of Directorate of Investment and Company Administration and Dr. Aung Moe Chai, Operational Director, AJC delivered opening remarks.

In the Morning Session, Mr. David O'Donovan, Director, Investment Promotion Agency Development, Communiqué International, Ireland shared his experiences on “Understanding FDI” and explain the investment lifecycle, FDI benefits, investment promotion good and bad practices, investment promotion strategy and structure.

In the Afternoon Session, Mr. David O'Donovan shared his experiences on the “Market Outreach” and explained the objectives, process, best practice principles and step-by-step guide of market outreach.

It was attended by 75 participants including expert and representatives from ASEAN-Japan Centre, members of States and Regions Investment Committee, representatives from investment-related departments, UMFCCI and officials from DICA. The workshop will be continued up to 26 March, 2019.

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