AAPI Algerian Investment Promotion Agency

World Investment Conference

WAIPA

PROGRAMME

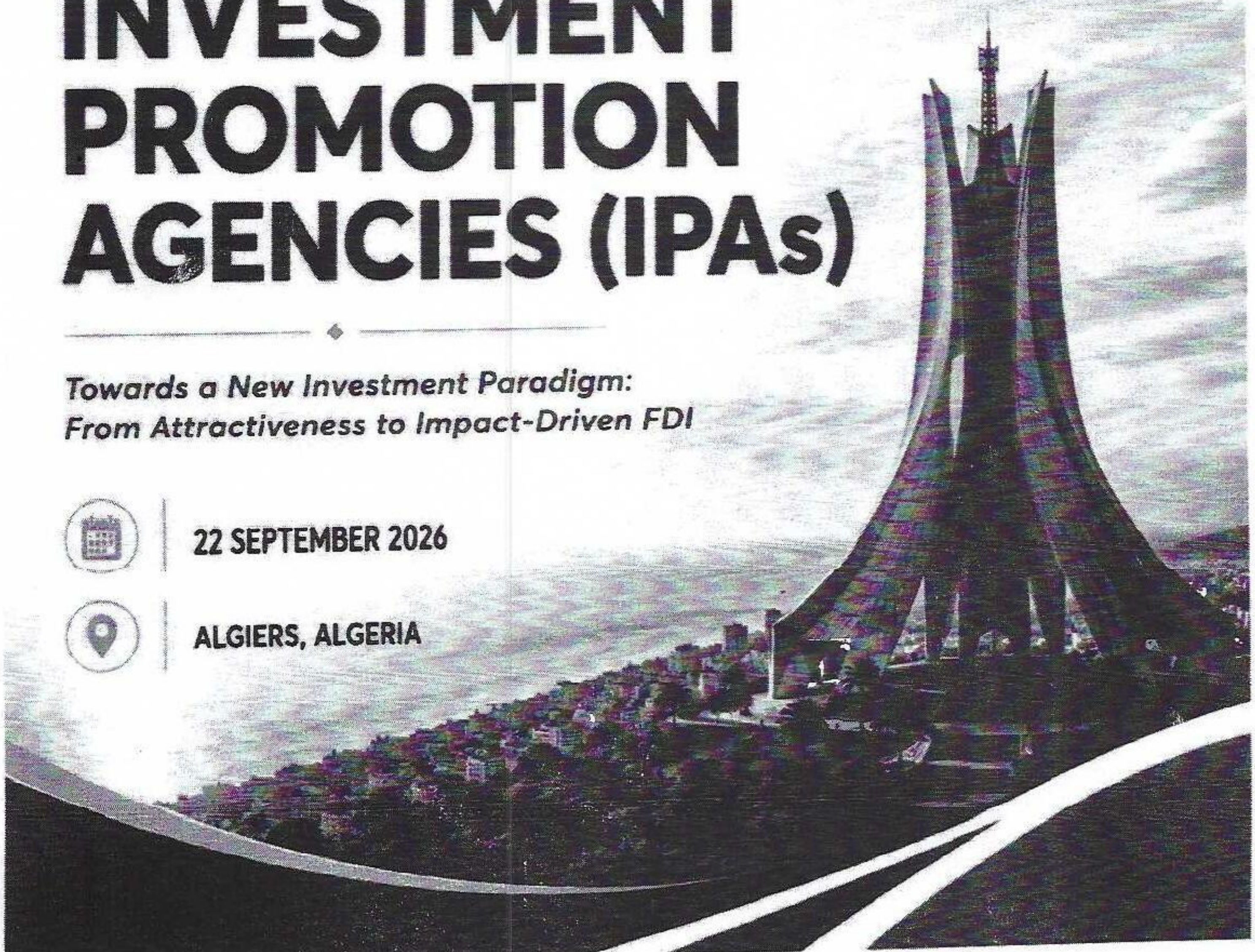
REGIONAL MEETING OF

MENA INVESTMENT PROMOTION AGENCIES (IPAs)

Towards a New Investment Paradigm: From Attractiveness to Impact-Driven FDI

22 SEPTEMBER 2026

ALGIERS, ALGERIA



08:30 – 09:00 | Participant Registration

09:00 – 09:20 | Opening Session

- Welcome Remarks – The Director General of the Algerian Investment Promotion Agency (AAPI)
- Opening Address – The Executive Director – CEO of WAIPA
- Address by the Representative of the Host Government (Ministerial Level)

09:20 – 09:25 | Institutional Video

Screening of an institutional video highlighting Algeria's main achievements and success stories in the field of investment promotion and foreign investment attraction.

09:25 – 09:35 | Opening Keynote: *The Case for Impact-Oriented Investment*

An international expert will present the global evolution of investment promotion policies, marked by a shift from a traditional focus on attracting investment flows towards an approach centered on investment quality, development contribution and measurable impact.

09:35 – 10:20 | High-Level Panel 1(IPAs)

From Investment Attraction to Impact-Driven FDI

Key areas for discussion:

- Emerging global trends shaping foreign direct investment (FDI) policies;
- Aligning investment attraction with national development priorities;
- Measuring IPA performance beyond traditional investment volume indicators;
- Strengthening linkages between foreign investors, local suppliers, universities and innovation ecosystems;

Audience interaction:

At the beginning of the session, participants will be invited to answer the following questions:

"If you had to define impact-driven FDI in one word, what would it be?"

Suggested keywords:

- Employment;
- Technology transfer;
- Innovation;
- Local value creation;
- Sustainability;
- Productivity;
- Skills development;
- Exports.

The proposed keywords will be displayed in real time through an interactive word cloud, providing a starting point for the panel discussion.

10:20 – 11:05 | High-Level Panel 2 (Investors)

Investors' Perspective: Impact-Driven FDI, Local Value Creation and Integration into Regional Value Chains

Foreign investors established in the MENA region will share their experiences regarding:

- The key factors influencing their investment decisions;
- Building sustainable partnerships with host countries;
- The conditions required to enhance the development impact of investments;
- The contribution of FDI to the development of local and regional value chains, strengthening local
- suppliers, technology transfer and industrial integration across MENA economies;
- Their expectations towards IPAs throughout the investment lifecycle.

11:05 – 11:20 | Coffee Break

11:20 – 11:30 | Introductory Session: ***Measuring FDI Impact – Practical Approaches for IPAs***

An expert will present key methodologies for measuring investment impact and provide a framework for reflection ahead of the IPA leaders' roundtable discussion.

11:30 – 12:30 | IPA Leaders' Roundtable (Closed Session)

Exclusively reserved for Heads of Investment Promotion Agencies

Moderated discussion focusing on three strategic questions:

1. How should IPAs define and measure impact-driven FDI?
2. How is the role of IPAs evolving beyond traditional investment promotion?
3. What should be the next steps towards strengthening impact-oriented investment promotion?

12:30 – 12:40 | Launch and Signing Ceremony of the WAIPA – AAPI – IDB Capacity-Building Programme

(Subject to confirmation)

12:40 – 13:00 | Adoption of the MENA Declaration on Impact-Oriented Investment Promotion

Participants will be invited to adopt the MENA Declaration on Impact-Oriented Investment Promotion, a non-binding declaration expressing a shared vision and voluntary commitment to advancing investment promotion focused on quality, sustainability and measurable development impact.

The Declaration will be signed by:

- The Director General of the Algerian Investment Promotion Agency (AAPI), in his capacity as WAIPA Regional Director for the MENA Region;
- The Executive Director – CEO of WAIPA.

The Declaration will subsequently be presented during **the WAIPA World Investment Conference (WIC 2026)**, highlighting the MENA region's shared commitment to advancing a new paradigm of impact-oriented investment promotion.

13:00 – 13:10 | Official Group Photo

13:10 – 14:30 | Networking Lunch

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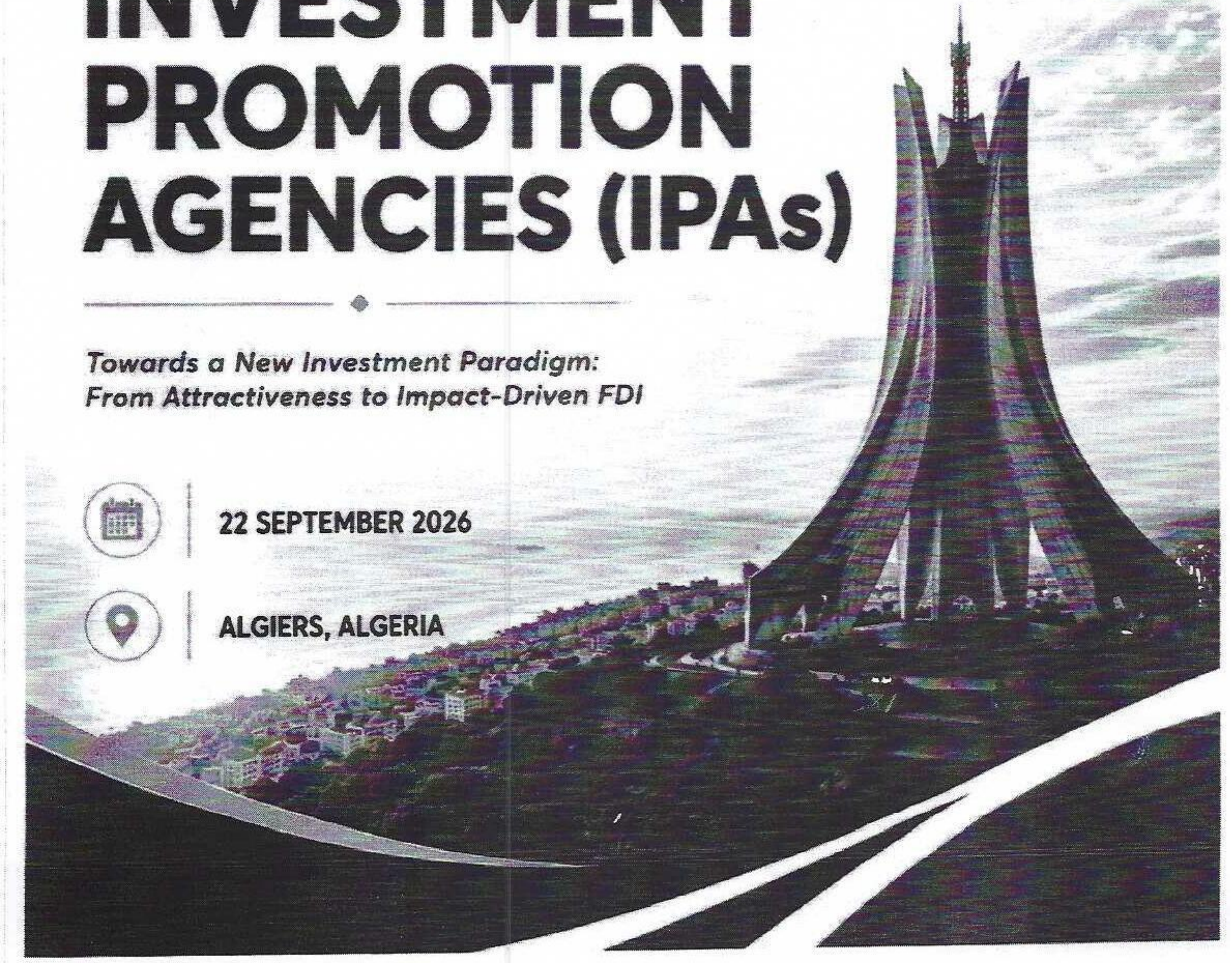

1. Context

For decades, Investment Promotion Agencies (IPAs) have largely focused on attracting Foreign Direct Investment (FDI), assessing performance through quantitative metrics such as capital inflows and the number of projects delivered. Today, this model is showing its limits as the global economy undergoes major shifts and expectations grow for investments to deliver sustainable, measurable impact.

The global investment environment is being reshaped by major structural shifts, including geopolitical realignments, technological advances, supply chain reconfiguration, renewed industrial policy competition, and the move towards more sustainable and resilient economies. As governments increasingly prioritize investments that support inclusive growth and long-term competitiveness, Investment Promotion Agencies (IPAs) are expected to go beyond traditional attraction strategies and focus more on investment quality, resilience, and measurable development impact.

The current challenge is no longer limited to the ability to attract investment but rather extends to their capacity to generate sustainable added value, particularly through the creation of skilled jobs, technology transfer, and contributions to economic development. For IPAs in the region, this shift towards an impact-oriented approach has become a strategic priority. By promoting investments that foster quality employment, innovation, and sustainable growth, it also supports the achievement of the Sustainable Development Goals (SDGs).

This evolution is particularly relevant for the MENA region. IPAs operate in a highly competitive environment shaped by emerging regional investment hubs, national efforts to diversify economies, the growing importance of energy transition agendas, and the need to create quality jobs for a young, growing population. These dynamics reinforce the need for a more selective and impact-oriented approach to FDI attraction, one that places greater emphasis on long-term value creation, resilience and inclusive growth.

Algeria, North Africa's largest country and a key player in the MENA region, is strengthening its position as an attractive investment destination. Building on its diversified economic potential, abundant natural resources, and growing domestic market, the country is expanding modern infrastructure and investor support mechanisms, reinforcing its role as a regional hub and the central role of AAPI in investment promotion and facilitation.

In this context, the Algerian Investment Promotion Agency (AAPI) has become a key regional player in investment promotion and facilitation, supported by reforms under Algeria's new Investment Law and the digitalization of investor services. As WAIPA Steering Committee Regional Director for MENA, AAPI helps strengthen regional cooperation and share best practices, while supporting investors throughout the investment lifecycle. This role contributes to the successful delivery of investment projects and reinforces Algeria's position as a regional hub for economic dialogue and cooperation.

AAPI, in collaboration with WAIPA, is organizing the Regional Meeting of MENA IPAs under the theme: "Towards a New Investment Paradigm: From Investment Attractiveness to Impact-Driven FDI". The meeting supports WAIPA's efforts to strengthen members' capacities and promote innovative investment promotion approaches focused on sustainable development and measurable impact. It will provide a platform to exchange best practices and experiences, advance an impact-oriented investment agenda, and highlight Algeria's growing role as a regional reference platform.

This meeting positions the MENA region at the forefront of the global shift towards impact-oriented investment promotion, leveraging Algeria's role as a regional hub and WAIPA's global network.

2. Objectives of the Meeting

This meeting aims to:

- Provide a high-level platform for strategic dialogue on the transition from investment attraction towards impact-driven FDI, placing greater emphasis on the quality, sustainability and developmental contribution of FDI;
- Strengthening the role of IPAs (IPAs) as strategic partners in achieving national economic development objectives by facilitating investments that generate long-term value;
- Exchange experiences and good practices among MENA IPAs, international organisations, experts and investors on policies and approaches that maximise the economic and social impact of FDI;
- Identify practical methodologies and relevant performance indicators to measure investment impact and embed impact considerations across the investment promotion and facilitation cycle;
- Foster stronger regional cooperation among MENA IPAs to advance a shared vision for impact-oriented investment promotion.
- Agree on a common understanding and working definition of impact-driven FDI in the MENA context by identifying key performance indicators IPAs can use to measure investment impact beyond capital inflows.

3. Target Participants

The meeting will bring together Heads and senior representatives of Investment Promotion Agencies (IPAs) from the MENA region, representatives of WAIPA, senior government officials, international and regional organizations, development partners, international investors, private sector representatives, business associations, academia and experts in investment promotion, sustainable development and foreign direct investment.

4. Discussion Axes

4.1. From Investment Attractiveness to Impact-Driven FDI : Global Trends

- Emerging international trends in FDI policies and investment promotion;
- Aligning foreign investment with national development priorities;
- Moving beyond investment volume towards measuring development outcomes;
- The evolving mandate and expectations of Investment Promotion Agencies.

4.2. Investors' Perspective on High-Impact Investment and Local Value Creation

- Key factors influencing investment location decisions;
- Building long-term partnerships between investors and host economies;
- Conditions that enable greater local value creation;
- Expectations of investors on investment facilitation, aftercare and institutional support.

4.3. Measuring Investment Impact and the Evolving Role of IPAs

- Practical approaches and methodologies for measuring FDI impact;
- Defining High-Impact FDI and appropriate performance indicators;
- Criteria and characteristics for identifying High-Impact FDI across different sectors and national contexts;
- Leveraging digital transformation, artificial intelligence and data-driven investment promotion to enhance investment targeting, facilitation and impact assessment;
- Future directions for regional cooperation and the development of common tools and guidance within the WAIPA network.

Code QR

Le code QR ci-dessous permet d'accéder au formulaire d'inscription relatif à l'événement.

Les participants sont invités à confirmer leur participation avant le **20 août 2026**, en renseignant le formulaire accessible via le code QR figurant sur l'invitation.