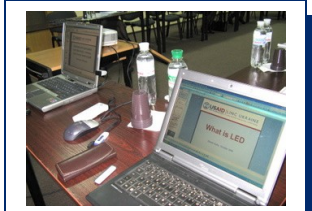




FDI SCHOOL REOPENS

On Oct. 28, 2009, twenty trainees gathered in Kyiv to attend the first workshop of the USAID LINC project's first cycle of training in attraction of foreign direct investment

The twenty represent different parts of Ukraine and different institutions, from Sevastopol to Vinnytsya and to Lviv, and from a city hall to the Economy Ministry of Crimea and to National Agency of Ukraine for Foreign Investment and Development.



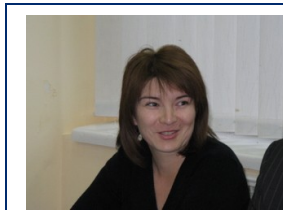
Howard Ockman:
"You're going to find that this is quite a serious training. Although it involves local economic development, elements of municipal and regional development, to me it's really a business class. Everything you will learn is directed at doing business deals"

Actually, the FDI training program, just launched by the Local Investment and National Competitiveness (LINC) project, was initiated in early 2006 under its predecessor project, Local Economic Development (LED). It was the first step made in Ukraine toward training of FDI professionals for local governments and public administration agencies.

Welcoming the new group of trainees in the very conference room of the Puscha-Ozerna sanatorium where LED had its first FDI training session, LINC Chief of Party Howard Ockman said he had a feeling of nostalgia. "I remember that it was snowing outside. But inside everything was extremely warm with nervousness and expectations," he said. "We weren't sure of whether the training was correctly calibrated for the participants, whether it would be too easy or difficult. And it really made us quite excited about the whole prospect."

"Today, as I stand here, I'm no less excited about the prospect of this FDI training. But this time all of my pleasure and excitement comes from the fact that I know this training is good, we know that it works," Mr.

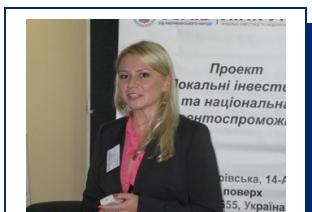
Ockman concluded.



Elmira Abylaimova,
Bakhchysaray Raion State Administration Economy Department Head: "The main task of public authorities is to create jobs, increase public revenue, and grow household incomes, which is impossible to fulfill without investment. This training course will therefore help us better perform the functions of public authorities"

He also said that FDI attraction in many ways is the "very heart of the entire LINC project."

According to LINC Investment Promotion Coordinator Kseniya Sydorkina, although the training program has been continuously fine-tuned, no radical changes have happened in it since the LED time. "The only significant change is that we've rearranged the workshops a bit by moving the study tour to the Czech Republic over to the very end of the program, when participants will be familiarized with all of its topics including the last one – industrial site promotion and marketing," she said.



Kseniya Sydorkina:
"The cities in which our alumni work have attracted over one billion dollars' worth of investment and created ten thousand new jobs"

The program, which includes four workshops, a study tour of industrial parks in the Czech Republic, and final examinations, was developed by Ukrainian, Czech, Scottish, and US LED experts, who also acted as lecturers. Use of interactive training techniques brings trainees nearer to the realities of FDI attraction in Ukraine and Central and Eastern European countries, and familiarizes them with conceptual issues of

professional investment attraction based on case studies and simulated situations and events that may affect an industrial facility's development and marketing strategy.

Under LED, the program issued a joint certificate with the Ukrainian Center for Foreign Investment Promotion (InvestUkraine) to 112 graduates, who represented 55 cities, 24 oblasts of Ukraine, 13 NGO's, and two central government institutions.



The second workshop, called "Working Smartly and Tactically – Planning for Success," took place on Dec. 16-18, 2009. The event starred Jiří Doležel, Olomouc Economic Development Department Head, Czech Republic, who shared the city's practical experience in attracting FDI.

Says one of trainees, Tetyana Pasichnyk, InvestUkraine Information Department Manager: "The presentation by Jiří was very useful. It clearly illustrated how public-private interaction became one of the most important factors in investment attraction. He also stressed that the city's success to a significant extent owed to the adoption of a master plan and a strategic development plan implemented jointly by the Economic Development Department, the Regional Development Agency for Central Moravia, and the Economic Development Committee."

