ESSCA School of Management
FDI and Cities Forum #5: New Insights in Policy and Research

Date: 7th February 2025

Location: ESSCA, Boulogne (Paris Campus; room B203)

TEAMS link: Join the meeting now (Meeting ID: 334 121 611 950 Passcode: N9X6q7gs)

Time (CET)	Speaker / Institution	Title
09:00–09:30	**Registration and coffee**	
09:30-09:40	Dr. Christophe Felidj, Director ESSCA Paris	Welcome
09:40-09:50	Professor Christopher Williams, ESSCA Paris	Chair's welcome and Forum overview
Flight 1: Tensions, failure, and new risk		
09:50-10:15	Dr. Martin Kaspar, Head of Strategy & Corporate Development at FIP, Germany	Tension between local and national interests in terms of attracting FDI. What communities want versus stated national priorities?
10:15-10:50	Jacopo Dettoni, Editor-in-Chief, fDi Intelligence, Financial Times, UK	When FDI fails: A Chinese dream turns sour in London
10:50-11:15	Courtney Fingar, Consultant and media commentator on FDI, UK	FDI on the Frontlines: Investment in Conflict-Zone Cities
11:15-11:45	Moderator: Professor Camila Villard Duran, Economics, Law and Society Department, ESSCA School of Management	Q&A discussion for Flight 1
12:00 – 13:00 Lunch		

Flight 2: Focusing on outcomes		
13:00-13:25	Professor Ana Colovic, NEOMA Business School, France	The impact of global city location intensity on MNE performance
13:25-13:50	Dr. Akil Amiraly, Research Fellow and Expert in Global South Energy Issues, France & India	*(*Mis-)Translating Corporate Norms and Practices from HQ to the Field: Reflections on a French Utility Implementation of Water Infrastructure in an Indian City
13:50-14:15	Tom Becker, Economist, United Nations, Asia	FDI-led development in Ho Chi Minh City and the urban context.
14:15-14:45	Moderator: Courtney Fingar, Consultant and media commentator on FDI, UK	Q&A discussion for Flight 2
14:45 – 15:00 Coffee Break		
Flight 3: New approaches for city FDI		
15:00-15:25	Joachim Arnold, Deputy CEO, OCO Global, Germany	Attracting Cutting-Edge Technologies to Local Ecosystems - the Scaleup Landing Pad Hamburg
15:25-15:50	Professor Dylan Sutherland, Durham University Business School, UK and Dr. Ludan Wu, Manchester Metropolitan University, UK	Greenfield Innovation Offshoring, Reverse Knowledge Flows and Parent Intangible Asset Growth: Comparing the Home Base Augmentation/Exploitation Strategies of Emerging/Developed Market MNEs.
15:50-16:15	Professor Camila Villard Duran, Economics, Law and Society Department, ESSCA School of Management	The Intersection of Money, Currencies, and Cities: Exploring Challenges and Opportunities
16:15-16:45	Moderator: Professor Ana Colovic, NEOMA Business School, France	Q&A discussion for Flight 3
16:45-16:50	Open discussion and comments by the chair. Wrap up.	