



VALE COLUMBIA CENTER
ON SUSTAINABLE INTERNATIONAL INVESTMENT
A JOINT CENTER OF COLUMBIA LAW SCHOOL AND
THE EARTH INSTITUTE AT COLUMBIA UNIVERSITY

Foreign Investment, Multinational Enterprises and the Media

**Columbia University, Jerome Greene Annex (Law School)
October 12-13, 2010**

PROGRAM

**Vale Columbia Center on Sustainable International Investment
Columbia Law School/The Earth Institute**

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The Vale Columbia Center on Sustainable International Investment promotes learning, teaching, policy-oriented research, and practical work within the area of foreign direct investment (FDI), paying special attention to the sustainable development dimension of this investment. It is a joint center of Columbia Law School and The Earth Institute. For more information, see: www.vcc.columbia.edu.

Background

Foreign direct investment (FDI), undertaken by multinational enterprises (MNEs), has grown tremendously since the 1990s, and developing countries have attracted a large chunk of it. Over the past half a dozen years, the flows have also become more bidirectional, with multinationals from countries like Brazil, China, India and Russia investing in Europe and North America. The question of sustainable development – including environmental, social, economic, and governance dimensions – is a strand woven through all the panel discussions described below, even where it is not explicitly mentioned.

October 11, 2010, Monday

18:00 – 21:00 Pre-workshop dinner for participants (Havana Central, at 2911 Broadway, between 113th & 114th St)

October 12, 2010, Tuesday: What is FDI and does it help development?

9:00 – 9:30 **Breakfast and registration**

9:30 – 10:00 **Welcome, opening remarks and chairing**

Karl P. Sauvant, Executive Director, Vale Columbia Center on Sustainable International Investment

10:00 – 13:00 **Session 1: The rise of FDI and the role of MNEs**

1. “The rise of FDI and the role of MNEs: salient features,” **Karl P. Sauvant**, Executive Director, Vale Columbia Center on Sustainable International Investment
2. “The rise of emerging market MNEs: salient features,” **Ravi Ramamurti**, CBA Distinguished Professor of International Business; Director, Center for Emerging Markets, Northeastern University
3. “Corporate strategies in the global economy,” **Lilach Nachum**, Professor of International Business, Baruch College, City University New York

13:00 – 15:00 **Lunch**

Keynote address: Jeffrey D. Sachs, Director, The Earth Institute at Columbia University; Quetelet Professor of Sustainable Development, Columbia University

15:00 – 18:00 **Session II: The impact of FDI**

1. “The impact of FDI on trade and technology,” **John Cantwell**, Professor of International Business, Rutgers Business School

2. “The impact of FDI on the competitiveness of local enterprises and employment,” **Ram Mudambi**, Professor and Perelman Senior Research Fellow of Strategic Management, Temple University
3. “The impact of FDI on development,” **Pablo Pinto**, Assistant Professor in the Political Science Department at Columbia University

18:00 – 21:00 **Dinner** (Bistro Ten 18, at 1018 Amsterdam Ave & 110th Street)

Dinner address: “MNEs and host economies: lessons learned reporting from the front line,” **Guy de Jonquieres**, Senior Fellow at the European Centre for International Political Economy

October 13, 2010, Wednesday: How do you secure the benefits but avoid the pitfalls of FDI?

9:00 – 9:30 **Breakfast (Annex)**

9:30 – 11:30 **Session III: FDI policies, disputes and impacts**

1. “Host country policies to attract FDI, including incentives,” **John M. Kline**, Professor of International Business Diplomacy in the Walsh School of Foreign Service, Georgetown University
2. “Host country policies to benefit from FDI, including TRIMs agreement, Performance requirement, revenue sharing, transparency, contracts,” **Ken Davies**, Senior Staff Associate, Vale Columbia Center on Sustainable International Investment
3. “The ripples of investment disputes,” **José E. Alvarez**, Herbert and Rose Rubin Professor of International Law, New York University Law School

11:30 – 13:30 **Lunch** (at Columbia Law School, 435 W 116th St, JGH, Room 940)

13:30 – 16:30 **Session IV: Resource curse revisited: new findings, new rules and emerging actors**

Katarina Kuai, Program Officer for Training and Capacity Building, Revenue Watch Institute

Susan Maples, Associate Research Scholar, Vale Columbia Center on Sustainable International Investment

Robert Ruby, Head of Communications, Revenue Watch Institute (Moderator)

Lisa Sachs, Assistant Director, Vale Columbia Center on Sustainable International Investment

16:30 – 17:00 **Closing Remarks**

Karl P. Sauvant, Executive Director, Vale Columbia Center on Sustainable International Investment