



FDI Stage Foreign Direct Investment

Invest in This Country

Investment Promotion Agencies - Incubation Centers- Innovation Agencies
Chambers of Commerce and Industry - Development Agencies - Technoparks
Municipalities - Economic Development Boards - Ministries - Corporate Ventures

www.wbaforum.org

An affiliated partner of the G20 Global Partnership for Financial Inclusion (GPII)



Chairman's Statement

In the past, inventions were important for the economic development of societies. In the 21st century, however, it is not invention but innovation that counts.

In those earlier times, entrepreneurial skills were not needed to get an invention to the market because it was a seller's economy, where customers were ready to buy anything new. Times have changed, and the rules of the game have changed. Today's inventors need more than just a clever idea. They need a complex set of skills to move their innovative idea into the market and to ensure it succeeds.

Ours is the age of the entrepreneur (the buzz word of our century). The current, highly competitive economic environment means that scaling up businesses demands special skills of entrepreneurs, who are obliged to secure financing as quickly as possible. Yet finance alone is not sufficient to create global success stories. The entrepreneur needs not simply finance, but the best finance.

What is 'the best finance'?

The best finance is a miracle that happens when one is able to combine money, know-how, mentorship and networking. This is perhaps better termed smart finance.

Consider the various sources of finance available to entrepreneurs: Beyond basic bootstrapping, there are corporate ventures, angel investors, crowdfunding platforms, accelerators, VCs, banks, public grants, co-investment funds, business plan competitions, technology transfer offices, family offices, private equity investors and stock exchanges. With the notable exception of angel investors, all these sources provide only money, nothing more.

The only true sources of smart finance are angel investors, who are able to influence a country's economic development by providing more than just money to entrepreneurs and SMEs. They contribute their own know-how, provide mentorship, and share their own networks in contributing to the businesses they invest in. They are thus the main drivers of innovation and the natural leaders of the world's early-stage investment markets and global startup economy.

In 2018, more than 300,000 angel investors invested more than \$26 billion in startups in the US, and more than 310,000 angel investors invested more than 9 billion Euro in Europe. The estimated total global market size of angel investment is over \$50 billion every year. Angel investors support entrepreneurs in starting up, and they support SMEs as they scale up their businesses, creating hundreds of thousands of new jobs worldwide every year.

It is rewarding to see that governments around the world have understood the importance of angel investment for boosting their economies. During the Presidential Summit on Entrepreneurship in 2010, President Obama's response to concerns I expressed about making available public grants for entrepreneurs was promising. In a special meeting with me, he agreed with and supported my position on the importance of angel investors in terms of converting public money to 'smart money', that is, cash that is invested by parties who are experienced, well-informed, and well connected.

Many governments, particularly in Europe, offer generous tax incentives for angel investors. The UK and Turkey have already passed angel investment legislation to support such a system. A number of Middle East countries, particularly in the GCC, have discovered the angel investment system and are keen to pursue it because, among other key reasons, it is 100% compatible with Islamic investment principles. In fact, the Islamic Development Bank included angel investment on the list of recommendations proposed for consideration at its annual conference in Jakarta, in May 2016.

WBAF - FDI Scheme: World-Class Investment

As an affiliated partner of the G20 Global Partnership for Financial Inclusion (GPFI), the World Business Angels Investment Forum aims to empower the world economy by connecting startup economies with the main players of the Foreign Direct Investment (FDI) ecosystem. The ultimate goal is to pave the way for world-class investments by engaging economic development boards, regional development agencies, investment promotion agencies, chambers of commerce and industry, business councils, government ministries, and economic development departments of municipalities, which will contribute to the creation of jobs, social justice and wealth for local economies.

Global Foreign Direct Investment Stage (GFDI)

WBAF holds that, with the participation of individuals in multiple sectors and from all parts of society, real progress can be achieved. One way WBAF encourages cooperation at both individual and institutional levels is to promote and support engagement with the global FDI ecosystem. The mechanism is WBAF's Global Foreign Direct Investment Stage (GFDI), to be held annually at its World Congress.

Invest in This Country

The Global Foreign Direct Investment Stage (GFDI) is a global convergence of various entities ranging from economic development board leaders to investment promotion agency executives, all of whom come to share with global investors the unique opportunities in their respective countries. The GFDI is tasked with identifying emerging trends and furthering the Forum's mission of easing access to finance for projects that have high potential for delivering a good return on investment.

New opportunities for the FDI ecosystem

The financing of emerging high-growth-potential businesses through angel investment and investments from VCs and CVCs are at record levels, despite negative global FDI trends.

WBAF believes that, by combining regular contributions from the numerous dynamic players of early and post-early stage equity and capital markets around the world, we all benefit from shared learning, better networks and increased exposure.

We therefore invite all players of the FDI ecosystem to discover opportunities in equity and capital markets, the startup economy, and innovation ecosystems. We encourage corporations and individuals to make cross-border investments and co-investments that will leverage the capacity of FDI and angel investments globally.

WBAF World Congress 2020

Global Foreign Direct Investment Stage (GFDI): Invest in This Country
17 & 18 February 2020 - Swissotel The Bosphorus Istanbul
www.wbaf2020.istanbul

As the Chair of the World Business Angels Investment Forum, I invite you to join our global efforts to ease access to smart finance to create more jobs and more social justice worldwide. By working together across borders, with a common vision, and with these smart dynamics in mind, we are well placed to bring about positive change in the global economy.

Yours sincerely,



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Sqm	EUR per sqm	Total Budget	Exhibition Booth	Company Profile in the Congress Booklet	Logo on Website	Logo on Main Screen	Press Release in Angel Investor Review
4	1250	5000 €	1 Table + 2 Chairs	200 words	N/A	N/A	N/A
6	1250	7500 €	1 Table + 2 Chairs	200 words	N/A	N/A	N/A
8	1250	10000€	2 Tables + 4 Chairs	200 words	N/A	N/A	N/A
10	1250	12500€	2 Tables + 4 Chairs	200 words	N/A	N/A	N/A
12	1200	14400€	3 Tables + 6 Chairs	200 words	Yes	Yes	Yes
14	1100	15000€	3 Tables + 6 Chairs	200 words	Yes	Yes	Yes
16	1000	16000€	4 Tables + 8 Chairs	200 words	Yes	Yes	Yes
18	1000	18000€	4 Tables + 8 Chairs	200 words	Yes	Yes	Yes
20	1000	20000€	5 Tables + 10 Chairs	200 words	Yes	Yes	Yes
22	1000	22000€	5 Tables + 10 Chairs	200 words	Yes	Yes	Yes
24	950	22800€	6 Tables + 12 Chairs	200 words	Yes	Yes	Yes
26	950	24700€	6 Tables + 12 Chairs	200 words	Yes	Yes	Yes
28	950	26600€	7 Tables + 14 Chairs	200 words	Yes	Yes	Yes
30	950	28500€	7 Tables + 14 Chairs	200 words	Yes	Yes	Yes

Pitching at GFRS	Presentation on FDI Stage	VIP Ticket	Startup Ticket	Panel Speaker	Investment Readiness Workshop	Investor Booklet	Presentation at a VIP Lunch
N/A	N/A	1 VIP Ticket	N/A	N/A	N/A	N/A	Minister 5 Minutes
N/A	N/A	1 VIP Ticket	N/A	N/A	N/A	N/A	Minister 5 Minutes
N/A	N/A	1 VIP Ticket	N/A	N/A	N/A	N/A	Minister 5 Minutes
N/A	N/A	1 VIP Ticket	N/A	N/A	N/A	N/A	Minister 5 Minutes
1 Startup Venture	15 min	2 VIP Tickets	2 Tickets	1 Speaker	2 Co-Founders	1 Startup Venture	Minister 10 Minutes
2 Startup Ventures	15 min	2 VIP Tickets	4 Tickets	1 Speaker	4 Co-Founders	2 Startup Ventures	Minister 10 Minutes
3 Startup Ventures	30 min	2 VIP Tickets	6 Tickets	1 Speaker	6 Co-Founders	3 Startup Ventures	Minister 10 Minutes
4 Startup Ventures	30 min	2 VIP Tickets	8 Tickets	1 Speaker	8 Co-Founders	4 Startup Ventures	Minister 10 Minutes
5 Startup Ventures	45 min	2 VIP Tickets	10 Tickets	1 Speaker	10 Co-Founders	5 Startup Ventures	Minister 10 Minutes
5 Startup Ventures	45 min	2 VIP Tickets	10 Tickets	1 Speaker	10 Co-Founders	5 Startup Ventures	Minister 10 Minutes
6 Startup Ventures	60 min	3 VIP Tickets	12 Tickets	2 Speakers	12 Co-Founders	6 Startup Ventures	Minister 15 Minutes
6 Startup Ventures	60 min	3 VIP Tickets	12 Tickets	2 Speakers	12 Co-Founders	6 Startup Ventures	Minister 15 Minutes
7 Startup Ventures	60 min	3 VIP Tickets	14 Tickets	2 Speakers	14 Co-Founders	7 Startup Ventures	Minister 15 Minutes
7 Startup Ventures	60 min	3 VIP Tickets	14 Tickets	2 Speakers	14 Co-Founders	7 Startup Ventures	Minister 15 Minutes

Booking Policies

Exhibition Booth

You are allowed to use your booth from 7.30 a.m. to 6 p.m. on Monday and Tuesday, 17 and 18 February 2020.

Exhibition equipment

One table and two chairs are provided for each 4m² of booth space. Your exhibition booth design

After you have completed your booking, you will receive contact information for the company that is authorized to assist you in case you need support in designing your booth and/or hiring equipment such as a TV, projector or laptop. You will also receive the technical specifications of the booth and a photo of last year's booths, to give you an idea.

Company Profile in the Congress Booklet

The WBAF Congress Booklet will feature the logo and an abstract of not more than 200 words about your investment promotion agency/institution/agency/chamber/development agency/technopark/municipality/economic development board/country/ministry/corporate.

Sample:

https://wbaforum.org/upload/WBAFkatalogENSON_kzw.pdf

Logo on the WBAF Website

Your logo will be featured in the popup of the official congress website for the next 3 years.

Sample: www.wbaf2019.istanbul

Logo on the Main Screen

Your logo will be featured on the two main screens of the main hall on 17 February 2019 and during the Grand Opening Ceremony. Please check the screens in the following video to have an idea about how logos appear.

Sample: <https://wbaforum.org/Re-Live-2019>

Your logo will be featured on the back cover of the WBAF Congress Booklet, too. Please check the back cover of the congress booklet shown at the link below:

Sample:

https://wbaforum.org/upload/WBAFkatalogENSON_kzw.pdf

Press Release in Angel Investor Review

A press release about the participation of your investment promotion agency/institute/agency/chamber/technopark/municipality/economic development board/country/ministry/corporate to the World Congress will be featured in the Angel Investor Review, the world's leading online news site on equity and capital markets, with more than 50,000 visitors a month.

Sample Press Release:

<http://angel-investor.review/spain-trade-and-investment-agency-icex-joins-the-world-congress-of-angel-investors-with-a-strong-delegation/>

Pitching at GFRS

The WBAF Global Startup Committee will score startups proposed by you for the Global Fundraising Stage (GFRS). After being scored, the startups will be categorized as either A or B.

- Category A: This designation offers the opportunity to pitch on the Global Fundraising Stage and includes 2 complimentary

mentary congress passes and an exhibition booth.

- Categories B: This designation offers the opportunity to showcase your startup venture at your exhibition booth during the congress. Although it does not include pitching, it includes 2 complimentary startup tickets for each startup venture.

Sample: *If you book 16sqm for your booth, you are allowed to bring with you 3 startup ventures (6 co-founders) free of charge. This does not mean all 3 startup ventures will pitch on the stage, however. After the WBAF Global Startup Committee completes its scoring of these 3 startup ventures, some or all of them or maybe none of them will be invited to pitch on the GFRS Stage. For full details about the process, please review the Global Fundraising Stage Document. Please note that the ones who are not accepted for pitching can still join your delegation, and 1 free startup ticket will be presented to each founder of each startup. A maximum of 2 free startup tickets are presented per startup venture.*

More than two people for each startup venture?

Please buy tickets for them in the 'Each out of the two participants' box. The price for each person beyond the two founders is €250.

Pitching schedule (Category A only)

On the Global Fundraising Stage, 3-minute startup pitches will be held on Tuesday, 18 February 2020. Exact times will be confirmed later.

Deadlines/ Applications

To learn about timelines/deadlines, delivering investor deck and info of your startups for scoring, please download this document:

https://wbaforum.org/upload/07GFRS_2020_745.pdf

Sample Video:

<https://wbaforum.org/GlobalFund/Sample-pitching-on-the-Global-Fundraising-Stage/6>

Presentation on the FDI Stage

This designation offers the opportunity to make a presentation on the Foreign Direct Investment Stage of the World Congress. The amount of presentation time depends on the package you book; options vary from 10 to 60 minutes. You are invited to make a presentation to share information about unique investment opportunities available in your country, co-investment fund opportunities, best practices in your city, technopark or country, or any topic you find relevant to the needs of investment decision-makers.

For 60-minute presentations, the WBAF team will assist you in developing a tailor-made presentation flow to optimize your presentation.

Presentation schedule:

Presentations on the FDI Stage will be on Tuesday, 18 February 2020. Exact times will be confirmed later.

VIP Ticket

Please note that VIP tickets/passes include following:

- Full pass to the Grand Opening Ceremony
- Full pass to all summits of the World Congress
- Full pass to all Business School Masterclasses and Workshops
- Full pass to the exhibition booth area
- VIP lunches with government ministers on Monday and Tuesday
- VIP reception on Monday
- VIP Gala Dinner and the World Excellence Awards

Startup Ticket

Please note that startup tickets/passes include the followings:

- Full pass to the Grand Opening Ceremony
- Full pass to all summits of the World Congress
- Full pass to all Business School Masterclasses and Workshops
- Full pass to the exhibition booth area
- Full pass to the Investment Readiness Workshop on Monday
- 10 minutes of one-to-one mentoring with a WBAF mentor

Panel Speaker

You can propose a speaker for a relevant panel discussion that will take place on Tuesday, 18 February 2020. It is up to the WBAF Steering Committee to decide and confirm speakers.

Sample:

Here you can watch various panel discussion formats to have an idea about World Congress discussions.

<https://www.wbaforum.org/Re-Live-2019>

Investment Readiness Workshop

Startups that will pitch on the Global Fundraising Stage are encouraged to join this workshop on Monday, 17 February 2020 at the Fuji 2 Hall of the Swissotel The Bosphorus Istanbul from 2.30 p.m. to 4.30 p.m. Startups coming with a delegation but who will not pitch at GFRS 2020 are welcome to join, too.

We will arrange 10-minute one-to-one meetings with WBAF mentors in the same room between 4.30 p.m. and 5.30 p.m. One-to-one mentorship sessions are only for startups who will pitch. Each startup venture will have one mentoring session. Two co-founders can join at the same time. Exact times will be confirmed later.

Investor Booklet

Each startup venture will be featured in the GFRS Investor Booklet 2020. A separate document will be sent to you to collect all information needed from startup ventures.

Sample:

Here you can review the 2019 GFRS Investor Booklet to have an idea about the format.

<https://issuu.com/wbaforum/docs/startup2019>

Presentation at a VIP Lunch

If your delegation includes a mayor, a governor, a government minister, a prime minister or the president of your country, we will be happy to give them the floor for 5 to 15 minutes at the VIP Lunch on Monday or Tuesday to talk about opportunities in their country. Around 200 VIP investors from around the world will be joining the VIP lunches. Please note that simultaneous interpretation is not available, so the speaker is expected to deliver the speech in English.

Sample Video:

Here you can watch a presentation of the Innovation Minister of the Republic of Kosovo.

<https://youtu.be/LP4RppMvwaY>

Additional Notes

1. Lunch: A free lunchbox will be provided for each co-founder and exhibition booth personnel on both days of the exhibition.
2. The language of the conference is English. Simultaneous interpretation will not be provided.
3. Book your flights and hotel accommodation
 - a. Flights
Turkish Airlines, the official airline for WBAF 2020, is offering special discounts to WBAF delegates. You will receive your discount code automatically when you make your booking for GFRS 2020.
 - b. Accommodation
You can book your room at the Swissotel The Bosphorus through the WBAF 2020 website. The Swissotel rates may not be compatible with startup budgets, so WBAF recommends you check other hotel options in the area around the Swissotel.
4. Confirm visa requirements
Please check with the Turkish Embassy or Consulate in your country to learn if you need a visa to enter Turkey.
5. Payment
The full amount of the booked packages is due within 7 (seven) days after receipt of the invoice. If the payment has not reached the WBAF bank account within 7 days, the allocation of the booth and the booking of a sponsor package cannot be guaranteed.
6. Floor Plan
It is understood that WBAF reserves the right, in the interests of optimum footfall control and exhibit exposure, to relocate exhibits that may be affected by a change in the floor plan.

The exhibition space allocation will be done on a first-come, first-serve basis: the date of receipt of the booking form by the WBAF will be used as a reference.
7. Exhibition Booth Personnel Pass
The exhibition booth personnel passes and delegate registrations will be bookable online through the registration link or a form that will be sent at a later time. The passes are for the exhibition booth staff only and are not transferable. One free exhibition booth personnel pass will be issued for each 4 sqm of booth space.
8. Disclaimer
In case of reasons beyond our control, WBAF has the right to alter or cancel the World Congress or any arrangements, timetables, plans or other events on the agenda. The participants, exhibitors and sponsors shall not be entitled to any compensation for damage that results from such alteration or cancellation. Furthermore, with the exception of any willful damage or gross negligence committed by WBAF, WBAF shall not at any time be liable for any direct or indirect damage, including consequential and immaterial damage, caused by participants who fail to comply with any provision of this document.

You are responsible for any damage occurring to exhibition booth materials and hotel belongings as a result of mistakes of your exhibition booth staff. You are required to leave the exhibition booth by 6 p.m. on Tuesday. Any document, brochure, or exhibition booth material belonging to you will be kept until 7 p.m. After 7pm, they will be sent to the waste center of the hotel and you will not be able to access them.

Please note that neither WBAF nor the hotel administration accepts any deliverable sent by courier before, during, or after the congress. The pass tickets issued as part of your package cannot be used by registrants from other companies.

The information that you provide to WBAF will be used to ensure that we provide you with products and services that best meet your needs. This may include the promotion of WBAF products and services by post and/or electronic means. Your information will also be used to produce event materials, including badges.



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About the World Business Angels Investment Forum (WBAF)

An affiliated partner of the G20 Global Partnership for Financial Inclusion (GPII), the World Business Angels Investment Forum (WBAF) is an international organisation aiming to ease access to finance for businesses from start-up to scale-up, with the ultimate goal of generating more jobs and more social justice worldwide. It is committed to collaborating globally to empower world economic development by creating innovative financial instruments for innovators, start-ups, and SMEs. The Forum interacts with leaders in all areas of society, first and foremost in business and political spheres, to help assess needs and establish goals, bearing in mind that the public interest is of paramount importance. WBAF engages a wide range of institutions, both public and private, local and international, commercial and academic to help shape the global agenda.

www.wbaforum.org

About G20 Global Partnership for Financial Inclusion (GPII)

The Global Partnership for Financial Inclusion (GPII) is an inclusive platform for all G20 countries, interested non-G20 countries, and relevant stakeholders to carry forward work on financial inclusion, including implementation of the G20 Financial Inclusion Action Plan endorsed at the G20 Summit in Seoul. Queen Maxima of the Netherlands is the Honorary Patron of the GPII.

www.gpii.org

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