

Industrial City Investment Action Planning Course

18 – 22 January 2027
Casablanca

AGILE LEADERS
Training Center

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Ref: 427_134534 **Date:** 18 – 22 January 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Industrial City Investment Action Planning Course is a one-week professional course for industrial development, investment promotion, economic planning, infrastructure finance, and public-private partnership teams, who leave with an Industrial City Investment Action Plan. The course connects investment thesis, sector priorities, infrastructure readiness, project packaging, appraisal, investor pipelines, governance, delivery, performance, and risk. Agile Leaders Training Center delivers this industrial city investment planning course.

Who Should Attend

- Teams responsible for industrial development strategy and investment priorities
- Functions responsible for investor targeting, facilitation, and pipeline management
- Teams responsible for infrastructure readiness and project preparation
- Functions responsible for financial and economic appraisal
- Teams responsible for partnership structures and delivery governance

The course assumes participants work with development projects or investment decisions and leaves out urban design, brokerage, and general corporate portfolio analysis.

Departments and Industries

The course supports public, private, and partnership functions involved in industrial investment delivery.

- Economic development and investment promotion
- Industrial park and infrastructure development
- Finance, strategy, and project appraisal
- Utilities, logistics, manufacturing, and construction
- Public-private partnerships and development finance

Learning Objectives

By the end of this course, participants will be able to:

- Apply an industrial-city investment thesis to sector choices
- Analyze cluster attractiveness and infrastructure readiness
- Build investable project packages and appraisal cases
- Prioritize investors through a managed pipeline
- Evaluate delivery risks, governance, and dependencies

- Create an implementation roadmap and performance dashboard

Course Agenda

Day 1: Investment Thesis and Priorities

- Industrial City Investment Thesis Canvas
- Demand and Value-Chain Evidence Map
- Sector and Cluster Prioritization Matrix
- Investor Value Proposition Statement
- Development Outcomes and Success Criteria

Day 2: Site and Infrastructure Readiness

- Site Readiness Assessment Checklist
- Utilities and Logistics Capacity Map
- Service Delivery Gap Analysis
- Infrastructure Dependency Register
- Phased Readiness Milestone Plan

Day 3: Project Packaging and Appraisal

- Investment Opportunity Profile Template
- Capital and Operating Cost Structure
- Financial Appraisal Scenario Model
- Economic Impact Assessment Logic
- Project Risk and Bankability Screen

Day 4: Investor Pipeline and Governance

- Target Investor Segmentation Model
- Investor Pipeline Stage Gates
- Engagement and Facilitation Journey Map
- Stakeholder Responsibility Matrix
- Investment Decision and Escalation Protocol

Day 5: Action-Plan Practice

- Exercise: Sector Priority Challenge
- Exercise: Infrastructure Readiness Review
- Exercise: Project Package Appraisal
- Exercise: Investor Pipeline and Risk Review
- Capstone Industrial City Investment Action Plan

Practical Exercises

The course includes the following suggested activities:

- Suggested activity: score sectors and clusters against demand, capability, infrastructure, and impact criteria
- Suggested activity: prepare an opportunity profile with appraisal assumptions and delivery dependencies
- Suggested activity: segment prospective investors and define pipeline stage gates
- Suggested activity: integrate actions, owners, milestones, indicators, and risks into the capstone plan

Frequently Asked Questions

Who suits the Industrial City Investment Action Planning Course?

It suits teams responsible for development priorities, investor attraction, project preparation, finance, infrastructure, or partnerships and assumes experience with projects or investment decisions.

How does industrial city investment action planning differ from urban master planning?

It focuses on investment priorities, project packages, investor pipelines, appraisal, governance, and delivery rather than land-use design or physical master-plan production.

Does industrial city investment action planning cover project appraisal?

Yes. Participants structure financial assumptions, economic impacts, risks, dependencies, and bankability evidence for decision use.

Does industrial city investment planning include investor pipelines?

Yes. The course uses investor segmentation, stage gates, engagement journeys, ownership, and escalation protocols.

What is the main industrial city investment planning output?

The main output is an Industrial City Investment Action Plan with priorities, project packages, owners, milestones, indicators, and risk controls.

Conclusion

Participants take back an Industrial City Investment Action Plan. The plan converts sector priorities, readiness evidence, project packages, and investor targets into sequenced responsibilities and milestones. Its performance dashboard and risk register support governance, coordination, and delivery decisions.