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Dermot Coffey is an Irish national and is the Program Manager of Invest in the Western Balkans (IIWB) located in Vienna, Austria. The IIWB is an initiative by FIAS of the World Bank Group supported by the Austrian Ministry of Finance and the European Union to help generate Foreign Direct Investment (FDI) for the Western Balkans region. Coffey is an experienced FDI practitioner having spent over 30 years with the Irish Development Agency (IDA Ireland) - many of them at senior management level. He was centrally involved in all aspects of Ireland's successful FDI programme including the devising and implementation of investment promotion campaigns in Europe, USA and Asia. He also played key roles in strategic national FDI and regional development in Ireland. Since 2001, Coffey has advised governments, ministries and Investment Promotion Agencies in many parts of the world on FDI policies and investment promotion strategies. He was the resident FDI Advisor to Sario, the Slovak IPA; from 2001 to 2002. Other projects undertaken by him include Sri Lanka, where he advised the government of the restructuring of the Investment Promotion Agency and on Regional Development. In Zambia he provided advice on strategic partnerships as a means of generating FDI. From September 2003 to June 2004, he was the resident FDI Advisor to the Ministry of International Economic Relations of Serbia where he advised on FDI policy issues including the formulation and implementation of a National FDI Strategy. He took up his present position with the World Bank Group in July 2004. Dermot Coffey was educated at University College Dublin where he studied Commerce and at the Irish Management Institute.