

SEVILLA < SPAIN

OCTOBER >> 03

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COMPETITIVE CITIES IN THE GLOBAL ECONOMY



i n t e r n a t i o n a l p o l i c y c o n f e r e n c e

OECD  OCDE

OECD ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT
OCDE ORGANIZACIÓN PARA LA COOPERACIÓN Y EL DESARROLLO ECONÓMICO

 Sevilla Global

AGENCIA URBANA DE PROMOCIÓN ECONÓMICA
AYUNTAMIENTO DE SEVILLA

Wednesday >> 22 October

Annual Meeting of the OECD Working Party on Urban Areas (Pre-Conference Event)

Thursday >> 23 October

9.30 > 10.00

OPENING SESSION

Alfredo SÁNCHEZ MONTESEIRÍN,
Mayor of Sevilla.

Odile SALLARD,
Director, OECD.

Alfonso RODRIGUEZ GOMEZ DE CELIS,
Deputy Mayor for Economy and Industry of Sevilla City Council, President of Sevilla Global.

10.00 > 11.30

SESSION 1 >> METROPOLITAN COMPETITIVENESS: NATIONAL PERSPECTIVES

■ Chair

Takayuki HARA,
Vice Chair to the OECD Working Party on Urban Areas and to the Territorial Development Policy Committee.

■ Keynote Speaker

Michael PARKINSON,
European Institute for Urban Affairs, Liverpool John Moores University.

■ Panel Speakers

Kisaburo ISHII,
Director of Urban Planning, Ministry of Infrastructure, Land, and Transport, Japan.

Sandy BARUAH,
Deputy Assistant Secretary for Programme Operations Economic Development Administration, U.S. Department of Commerce.

Sergio CONTI,
Dipartimento Interateneo Territorio, Università e Politecnico di Torino.

■ Questions and discussion

11.30 > 11.45

Coffee

11.45 > 13.00

ROUNDTABLE >> LOCAL APPROACHES TO METROPOLITAN COMPETITIVENESS

■ Animator

□ **Mario PEZZINI,**
Head of Territorial Review and Governance OECD.

Young - hwal LEE,
Busan City Government, Korea.

Benoit LABONTE,
President of the Chamber of Commerce, Montreal.

Piero BORGHINI,
Former Mayor of Milan and Chairman of the Committee for the Establishment of the Milano Marketing Agency.

Miguel RIVAS,
Managing Director, Sevilla Global.

Tatiana MIKOSOVA,
Vice-Mayor of Bratislava.

13.00 > 14.00

Lunch

14.00 > 15.45

SESSION 2 >> THE RENAISSANCE OF CITIES

■ **Chair**

Anne RUDEN,
Vice Chair to the OECD Working Party on Urban Areas.

■ **Keynote Speaker**

Saskia SASSEN,
Professor of Sociology at the University of Chicago.

■ **Panel Speakers**

Greg CLARK,
Chief Executive, London Development Agency.

Ivan TUROK,
Professor of Urban Economic Development at the University of Glasgow.

Helena ROSETA,
President of the Order of Architects, Member of Parliament, Portugal.

■ **Questions and discussion**

15.45 > 16.00

Coffee

16.00 > 17.00

ROUNDTABLE >> LOCAL APPROACHES TO URBAN RENAISSANCE.

■ **Animator**

■ **Rory CLARKE,**
OECD.

Fabio TERRAGNI,
North Milan Development Agency.

Paz FERNANDEZ,
Mayor of Gijón and President of the Conference of Atlantic Arc Cities. (TBC)

Alfonso RODRÍGUEZ GÓMEZ DE CELIS,
Deputy Major for Economy and Industry of Sevilla City Council. President of Sevilla Global

20.30

WELCOME DINNER at Palacio de Lebrija, offered by the Sevilla City Council/Sevilla Global

Friday >> 24 October

10.00 > 11.30

SESSION 3 >> METROPOLITAN GOVERNANCE

■ **Chair**

David BEARDEN,
OECD Territorial Development Policy Committee.

■ **Keynote Speaker**

Mark KLEINMAN,
Head of Housing and Homelessness at the Greater London Authority.

■ **Panel Speakers**

Rudolf NIESSLER,
Head of Urban II, European Commission.

Francis AMPE,
Caisse des Dépôts, France.

Birger OLAFSON,
General Director of the Oresund Committee, Sweden.

■ **Questions and discussion**

11.30 > 11.45

Coffee

11.45 > 13.00

ROUNDTABLE >> METROPOLITAN CHALLENGES AND RESPONSES

■ **Animator**

□ Alfonso YERGA,
Managing Director, Local Administration, Junta de Andalucía.

Jens KRAMER MIKKELSEN,
Mayor of Copenhagen.

Gilles VAILLENCOURT,
Mayor of Laval, Montreal.

Massimo IEZZONI,
Director General, CMM, Montreal.

Mats SVEGFORS,
County Governor, Mats, Sweden.

Joan CLOS,
Mayor of Barcelona. (TBC)

13.00 > 14.00

Lunch

SESSION 4 >> EVENTS AND CRITICAL PROJECTS AS CATALYSTS FOR GROWTH

14.00 - 14.30

■ **Chair**

José RODRIGUEZ ÁLVAREZ,
Spanish Delegate to the OECD Territorial Development Policy Committee.

■ **Keynote Speakers**

Juan Manuel SUÁREZ JAPÓN,
University Pablo de Olavide, Director of the Foundation Sevilla NODO.

Craig MCLATCHEY,
Chief Executive, Olympic Games Knowledge Services.

14.30- 16.00

■ **Panel Speakers**

José María BENJUMEA,
Technical Director of CARTUJA '93.

The Case of Sevilla, the impacts of Expo '92.

Kevin KANE,
Head of strategic Projects and Partnerships at Scottish Enterprise Glasgow.

Christos ZAMBELIS,
Director, Ministry of Environment, Planning and Public Works, Greece.

Harris KOKKOSSIS,
University of Thessaly, Department of Physical Planning, Urban Planning and Regional Development

The challenges and opportunities of Athens 2004.

Cesar MAIA,
Mayor of Rio de Janeiro.

Preparing for the 2007 Pan American Games.

16.00 > 16.15

Coffee

■ **Chair**

□ **Elena PISONERO,**
Ambassador to the OECD.

16.15 > 17.15

■ **Panel Speakers**

Kisaburo ISHII,
Director of Urban Planning, Ministry of Infrastructure, Land and Transport, Japan.

David BEARDEN,
OECD Territorial Development Policy Committee.
Office of the Deputy Prime Minister, United Kingdom.

David LUNTS,
Director of Urban Policy, Office of the Deputy Prime Minister, United Kingdom.

Sung-Kwan HUH,
Minister of Government Administration and Home Affairs, Korea.

Mario PEZZINI,
Head of Territorial Review and Governance OECD.

Enrique HERNÁNDEZ,
Managing Director of the Strategic Plan Sevilla 2010.

■ **Questions and discussion.**

■ **17.15 > 17.30**

Closing Remarks:

Elena PISONERO,
Ambassador to the OECD.

Odile SALLARD,
Director, OECD.

Emilio CARRILLO,
Vice-Mayor of Sevilla.

INFO

Conference Venue / Lugar de la Conferencia

HOTEL MELIÁ SEVILLA.
Doctor Pedro de Castro, 1
41004 - Sevilla
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Registration and Further Information / Inscripción e Información

Conference limited to a closed number of participants on a first come first served basis. Free Registration that includes Conference documents, lunches, coffees and social events.
La inscripción, de carácter gratuito, está limitada a un número cerrado de participantes, y se realizará por riguroso orden de solicitud. Incluye: Documentación, almuerzos, cafés y actos sociales.

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Hotel Booking / Reservas Hoteleras

Attendants are kindly requested to tell us about their travel plan details in advance. A list of recommended hotels is available. For that purpose, please feel free to contact directly the official travel agency for the Conference:
Se ruega a los asistentes nos faciliten su plan de viaje con antelación. Existe una lista de hoteles recomendados. A tal efecto, por favor contacten directamente con la agencia de viajes oficial de la Conferencia:

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Translation Facilities / Facilidades de Traducción

Simultaneous translation into Spanish and English will be provided.
Las sesiones serán traducidas al inglés y al español.