

**GOOD GOVERNANCE
FOR DEVELOPMENT
IN ARAB COUNTRIES
INITIATIVE**



AGENDA

MOVING FORWARD WITH THE GOVERNANCE REFORM AGENDA

5 MARCH 2009

Cairo, Arab Republic of Egypt

Under the chairmanship of His Excellency

Dr. Ahmed Darwish

Minister of State for Administrative Development

Arab Republic of Egypt

Chair of the Good Governance for Development (GfD)

in Arab Countries Initiative



Ministry of State for
Administrative Development



Implementation strategies are vital to the success of policy reforms. Every policy maker knows that the process of reform is not an easy task and good policy design does not guarantee success. Several factors linked to implementation have an impact on the outcomes of policy reform: a) the existence of appropriate institutions to support the process of reform from decision to implementation; b) the impact of reforms on different groups and the capacities to deal with their reactions; c) the management of the timing and interactions across different policy areas; d) the role of evidence and the use of data and analysis; and e) the role of multilateral co-operation and international organisations to support reforms.

The special event “Moving Forward with the Governance Reform Agenda” is part of the OECD-MENA policy dialogue promoted by the Good Governance for Development (GfD) in Arab Countries Initiative. Experts and representatives from governments will exchange experiences on the implementation of reform. It will provide an opportunity for policy makers to share ideas with representatives of the media and civil society. The relationship between communication and reform will receive special attention, as winning support for policy implementation requires good communication with a range of different audiences.

The opening session will set a framework for discussion by outlining in different presentations some major challenges faced when moving forward with reforms in the field of public governance. The first session will address the challenges of communicating reform in a discussion panel with participation of government officials, media and civil society representatives. In the second session, officials from Arab and OECD governments will have an opportunity to present their strategies for moving forward with their governance reform agendas. Participants will jointly reflect on how to make reforms a success and how to overcome obstacles to reform.

8.15	Meeting in the lobby of the Cairo Marriott Hotel, 16, Saray El Gezira Street, Zamalek, 11211 Cairo, Egypt. Transportation to the Ministry of State for Administrative Development
8.30-9.00	Registration: Ministry of State for Administrative Development, 13 Salah Salem Street, Nasr City
9.00-10.00	<p>Opening Session</p> <p>Chair: H.E. Dr. Ahmed Darwish, Minister of State for Administrative Development, Arab Republic of Egypt and Chair of the Steering Group of the Good Governance for Development (GfD) in Arab Countries Initiative</p>
<p>Opening statements:</p> <ul style="list-style-type: none"> Chair: H.E. Dr. Ahmed Darwish, Minister of State for Administrative Development, Arab Republic of Egypt and Chair of the Good Governance for Development (GfD) in Arab Countries Initiative. H.E. Mr. Chris Hoornaert, Ambassador, Permanent Representative of Belgium to the Organisation for Economic Co-operation and Development. Co-chair of the Good Governance for Development (GfD) in Arab Countries Initiative. Mr. Aart De Geus, Deputy Secretary-General, Organisation for Economic Co-operation and Development. <p>Keynote speeches: Reforming public governance - lessons and challenges.</p> <ul style="list-style-type: none"> Prof. Maria Manuel Leitão Marques, Secretary of State, Presidency of the Council of Ministers, Office of the Secretary of State for Administrative Modernisation, Portugal. H.E. Mr. Agustín García-López, Ambassador, Permanent Delegation of Mexico to the Organisation for Economic Co-operation and Development. 	
10.00-10.15	Coffee break
10.15-12.00	<p>Session 1: Panel discussion: The challenges of communicating reform</p> <p>Moderator: Mr. Aart De Geus, Deputy Secretary-General, Organisation for Economic Co-operation and Development</p>
<p>Objective and structure of the session:</p> <p>One of the principal challenges in any economic and governance reform agenda is building support for change by developing messages that resonate with different audiences: government officials, the private sector, civil society, and citizens. This panel discussion, led by a moderator and comprising diverse participants and a wide range of views, will focus on the practical challenges and benefits of communicating reform. The panel will be opened with keynote presentations and will include the participation of representatives from the media and civil society. Following the panel discussion the floor will be open to the public for questions and discussion. The panellists may address the following aspects:</p> <ul style="list-style-type: none"> How can an adequate communication strategy help overcome potential resistance to change by key stakeholders? How can the media and policy-makers work together to generate public interest and stimulate public debate on reform subjects? How ready are the media to translate complex governance questions into language accessible to the wider public? Which strategies are perceived as most (and least) effective in communicating with external stakeholders (NGOs, businesses, etc.)? <p>Special address:</p> <ul style="list-style-type: none"> H.E. Dr. Ahmed Darwish, Minister of State for Administrative Development, Arab Republic of Egypt and Chair of the Good Governance for Development (GfD) in Arab Countries Initiative. <p>Panellists:</p> <ul style="list-style-type: none"> Prof. Maria Manuel Leitão Marques, Secretary of State, Presidency of the Council of Ministers, Office of the Secretary of State for Administrative Modernisation, Portugal. Mr. Jean-Yves Huwart, business and economic journalist, founder of the think tank 'Entreprise Globale', Belgium. Mr. Salama Ahmed Salama, Journalist and Board Chairman, Al Shorouk Newspaper, Egypt. Eng. Ibrahim Moallem, Vice-President of the International Union of Publishers, Egypt. 	

12.00-13.00	Transportation from the Ministry of State for Administrative Reform to the Cairo Marriott Hotel, 16, Saray El Gezira Street, Zamalek, 11211 Cairo, Egypt.
14.00-15.30	Lunch at the Cairo Marriott Hotel
15.30-17.30	Session 2: Sharing experiences on moving forward with the governance reform agenda Chair: H.E. Mr. Chris Hoornaert, Ambassador, Permanent Representative of Belgium to the Organisation for Economic Co-operation and Development. Co-chair of the Good Governance for Development (GfD) in Arab Countries Initiative.

Objective and structure of the session:

Comparing policy experiences, sharing good practices and reflecting on the reasons behind shortcomings help policy makers to define their strategies for implementing reforms. In this session, participants will discuss different tools that can facilitate the success of reforms and contribute to overcoming obstacles to reform. In order to facilitate the debate officials and experts from OECD and Arab countries will highlight, in concise statements, key aspects of the tools used for implementing reform.

Chair:

- H.E. Mr. Chris Hoornaert, Ambassador, Permanent Representative of Belgium to the Organisation for Economic Co-operation and Development. Co-chair of the Good Governance for Development (GfD) in Arab Countries Initiative.

Interventions:

Reforms in a context of economic crisis, opportunities and challenges:

- Mr. Monkid Mestassi, Secretary-General, Ministry of Economic and General Affairs, Morocco.
- Mr. Georges Aouad, President of the Central Inspection Bureau, Office of the Prime Minister, Lebanon.
- Ms. Alicia Mignone, Senior Scientific Advisor, Department for Innovation and Technologies, Presidency of the Council of Ministers, Italy.
- Mr. Abdellatif Hmam, Director General in Charge of Administrative Reform, Administrative Simplification and Prospective Studies, Prime Minister's Office, Prime Ministry, Tunisia.

The use of evidence, evaluation and peer reviews:

- Mr. Azzeddine Diouri, Secretary-General, Ministry of Public Sectors Modernisation, Morocco.
- Dr. Ali Ahmad Thani Bin Obood, Director General, Civil Service Bureau, United Arab Emirates.
- Mr. Monther Al-Batayneh, Acting Secretary General, Ministry of Public Sector Development, Jordan.

The role of multilateral co-operation:

- Dr. Ashraf Abdel Wahab, Deputy Minister, Ministry of State for Administrative Development, Arab Republic of Egypt.
- Mr. Khaled Zeidan, Reform Advisor to the Minister, Ministry of Planning, Palestinian National Authority.
- Mr. Nabil Shaiban, General Director for International Co-operation, Head of Aid Harmonisation and Alignment Unit, Ministry of Planning and International Co-operation, Yemen.

Comments:

- H.E. Mr. Agustín García-López, Ambassador, Permanent Delegation of Mexico to the Organisation for Economic Co-operation and Development.

Conclusions:

- H.E. Dr. Ahmed Darwish, Minister of State for Administrative Development, Arab Republic of Egypt and Chair of the Good Governance for Development (GfD) in Arab Countries Initiative.
- Mr. Aart De Geus, Deputy Secretary-General, Organisation for Economic Co-operation and Development.