

"Innovative Service Delivery: Meeting the Challenges of Rural Regions" Dorint Hotel, Cologne, Germany

Day One: Thursday, 3 April 2008

8:00 to 9:00 Registration

9:00 to 10:30

OPENING SESSION: RURAL SERVICE DELIVERY: TRENDS AND CHALLENGES

Welcoming Remarks: **Eckhard Uhlenberg**, Minister for Environment and Agriculture in Northrhine Westfalia

Chair: **Mario Pezzini**, Deputy Director, Public Governance and Territorial Development Directorate, OECD

Speakers

GERMANY: **Gert Lindemann**, Secretary of State, Federal Ministry of Food, Agriculture and Consumer Protection

UNITED STATES: **Thomas C. Dorr**, Under Secretary for Rural Development, USDA

SCOTLAND, UK: **Richard Lochhead**, Cabinet Secretary for Rural Affairs and the Environment, Scottish Government

OECD/TDPC: **Mark Drabenstott**, Chair of the Territorial Development Policy Committee, OECD

Discussion Period

10:30 to 11:00 Coffee Break

11:00 to 12:30

SESSION II: DELIVERING QUALITY EDUCATION, TO RURAL REGIONS.

Chair: **Richard Wakeford**, Chair of the Working Party on Territorial Development Policy in Rural Areas, OECD

Keynote Speaker: **Elena Saraceno**, Rural Development Consultant, formerly official of the European Commission

Discussant panel:

RUSSIA: **Andrey Kortunov**, President New Eurasia Foundation

CANADA: **Marilyn Kapitany**, Assistant Deputy Minister Western Diversification Division, Manitoba Region

GERMANY: **Michael Wedler**, Senior Consultant Regional and Business Development, Energy and Cooperation Projects; B.A.U.M. Consulting Group

UNITED KINGDOM: **Graham Russell**, Director—Practice, Commission for Rural Communities

Discussion Period

12:30 to 14:15 Lunch

14:15 to 15:45

SESSION III: INNOVATIVE STRATEGIES FOR HEALTHCARE AND SOCIAL SERVICE DELIVERY

Chair: Roberto Villarreal, Head, Regional Competitiveness and Governance Division, Public Governance and Territorial Development Directorate, OECD

Keynote Speaker: Keith Mueller, Associate Dean of Public Health, University of Nebraska

Discussant panel:

FINLAND: Tuomo Tahvanainen, Development Manager, Experience Production & Food Industry, Kainuun Etu Ltd

ITALY: Sabrina Lucatelli, Public Investment Evaluation Unit, Department for Development and Cohesion Policy, Italian Ministry for Economic Development

GERMANY: Neeltje van den Berg, Ph.D. Ernst-Moritz-Arndt-University Greifswald Institute for Community Medicine

IRELAND: Seamus Boland, Chief Executive Officer, Irish Rural Link

Discussion Period

15:45 to 16:15 Coffee Break

16:15 to 17:45

SESSION IV: INCREASING RURAL ACCESS THROUGH ICT AND TRANSPORTATION

Chair: Mario Pezzini, Deputy Director, Public Governance and Territorial Development Directorate, OECD

Keynote Speaker: Andrés Rodríguez-Pose Professor of Economic Geography and Head of the Department of Geography and Environment at the London School of Economics and Political Science

Discussant panel:

JAPAN: Yoshinobu Fukasawa, Director for Planning, National Planning Division, National and Regional Planning Bureau, MLITT

PORTUGAL: Isabelle Bastos, Coordinator, **Alexandra Couto**, Journalist
Project EDV Digital/Net on Wheels, Regional Development Agency of Entre Douro e Vouga

TURKEY: Omer Bilen, Head of Department, DG Regional Development and Structural Adjustment, Undersecretary of State Planning Organization

GERMANY: Peter Knauth, Ph.d. Division Head of Telecommunications Policy and Principles of Telecommunication Regulation, Federal Ministry of Economics and Technology

Discussion Period

18:15 Tour of Römisch-Germanisches (Roman-Germanic) Museum

20:15 Dinner followed by Music "Wibbelstetz" (regional rock from the Eifel region)

Day Two: Friday, 4 April 2008

8:30 to 10:15

SESSION V: FOSTERING BUSINESS AND FINANCIAL SERVICES IN RURAL AREAS

Chair: Anthony Fuller, Professor School Environmental Design and Rural Development, University of Guelph—Sustainable Rural Communities Research Program

Keynote Speaker: William Roe, Chairman of Highlands & Islands Enterprise, Scotland, UK

Discussant panel:

- IRELAND:** **Gillian Buckley**, Chief Executive Western Development Commission
- SOUTH AFRICA:** **Nellie Agingu Lester**, Deputy Director-General, Department of Local Government
- GERMANY:** **Dieter Popp**, Managing Partner in the FUTOUR Environment-, Tourism- and Regional-Consulting GmbH & Co. KG”, Munich
- CHINA:** **Wen Tiejun**, Dean, School of Agricultural Economics and Rural Development, Renmin University of China

Discussion Period

10:15 to 10:45 Coffee Break

10:45 to 12:15

SESSION VI: SERVICE DELIVERY AND THE FUTURE OF RURAL REGIONS: A FRAMEWORK FOR ACTION.

Chair: Heino Von Meyer, Director OECD Berlin Center

Discussant panel:

Nicola Crosta, Head, Rural Development Programme, Regional Competitiveness and Governance Division, Public Governance and Territorial Development Directorate, OECD

Xavier Gizard, Secretary General, Conference of Peripheral Maritime Regions of Europe (CPMR)

Richard Wakeford, Chair of the Working Party on Territorial Development Policy in Rural Areas, OECD

Mark Drabenstott, Chair, Territorial Development Policy Committee, OECD

Dr. Jörg Wendisch, Director-General of Directorate 5, Rural Areas, Plant Production, Forestry and Forest Industries

Conference Closing Remarks

12:15 to 13:30 Lunch

14:00: (Optional) Excursion to the Eifel Region