

# Public Procurement Forum for SMEs

## *Small, Medium, Scalable*



### Who's who

26 October 2018

OECD Conference Centre

Paris, France

# Public Procurement Forum for SMEs: Who's who?

10:00-10:45

Opening session: SMEs: A foundational pillar to support inclusive growth



**Mari Kiviniemi | Deputy Secretary-General, OECD**

Mari Kiviniemi took up her duties as OECD Deputy Secretary-General in August 2014. Her role consists of sharing her extensive experience to help increase the impact and relevance of OECD work and to contribute to the public policy challenges of promoting inclusive growth, jobs, equality and trust.

She is responsible for the strategic oversight of the OECD's work on Efficient and Effective Governance; Territorial Development; Trade and Agriculture, Statistics; for advancing the Better Life Initiative; as well as Entrepreneurship, SMEs', Regions and Cities.

Ms. Kiviniemi was Finland's Prime Minister from 2010 to 2011. Previously, she was Special Advisor on Economic Policy to the Prime Minister, Minister for Foreign Trade and Development, Minister for European Affairs and Minister of Public Administration and Local Government. Elected for the first time at the age of 26, she was a Member of Parliament from 1995 to 2014, chairing and participating in a vast number of committees. She also held a variety of leadership positions in her political party, the Finnish Centre Party. An economist by training, she studied political science at the University of Helsinki and holds a Master's degree in Social Sciences.

**Elżbieta Bieńkowska | Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission**

Elżbieta Bieńkowska is the Commissioner for Internal Market, Industry, Entrepreneurship and SMEs in the European Commission of Jean-Claude Juncker. Her current responsibilities include; renewing the strategy for completing the single market for goods and services; maintaining and reinforcing a strong and high-performing industrial base for the internal market; identifying new sources for high-value jobs and growth; and EU SME Envoy.



Between 2007 and 2013, she was the Minister for Regional Development of Poland and from 2013 to 2014, the Deputy Prime Minister and the Minister of Regional Development and Infrastructure of Poland. As the Deputy Prime Minister and the Minister of Infrastructure and Development, she was in charge of the strategic development system of the country, including the effective investment of the European funds. Apart from the European funds, her tasks in the Polish Government included also the management of transport infrastructure (roads, railway, air traffic and ship transport) and issues related to construction and housing. Between 1999 and 2007, she worked for the local government of the Silesia Region in Southern Poland.



**Luca Donelli | B20 Co-Chair on SMEs Development task force, 2016 President of Yes for Europe, Market Dev. Manager at Euros – Donelli Group, President of Lombardy Energy Cleantech Cluster**

Born in 1982, he graduated at Bocconi University. After an experience in McKinsey&Co., Luca started working with Donelli, (@donelli1911), now a medium size family business incorporated in 1911 and specialized in corrosion protection services for energy and oil & gas.

As a member Confindustria Young Entrepreneurs, Luca played a leading role in international networks of including G20 Young Entrepreneurs' Alliance, where he served as Sherpa and later President of the Italian delegation, as well as Yes for Europe - European Confederation of Young Entrepreneurs, which he led in 2016.

He also served at various B20 task forces: SME and Entrepreneurship (2015), SME Development (2016), Financing Growth & Infrastructure (2017, member of coordination group) and is now co-chair of SMEs Development (2018). He is also currently President (2017-20) of Lombardy Energy & Cleantech Cluster as well as member of Confindustria General Committee. Ad Astra per aspera is his motto as well as that of the State of Kansas, where Luca was an exchange student in High School.

**10:45-12:30 Plenary session: Bigger in numbers: How could more SMEs participate in public markets?**

**Irène Hors-Nath | Deputy Director of Public Governance, OECD Moderator**

Irène Hors-Nath is Deputy Director of Public Governance at the OECD. Prior to this position, she had been Head of the Strategic Partnerships and New Initiatives Division, in OECD's Global Relations Secretariat since 2013. From 2007 to 2010, she also worked as Advisor to the Secretary-General of the China Development Research Foundation, a high-level think-tank in the Chinese government sphere. Previously, Ms. Hors held positions in several directorates within the OECD, leading projects on corruption and governance. She initiated the OECD's work on corruption in public procurement, worked with the World Customs Organisation on integrity and co-led a horizontal project on Governance in China. Prior to this, she worked as an independent consultant on infrastructure development, industrial clusters and urban development and taught economics at University Paris X.



Ms. Hors-Nath graduated in science and engineering from École Polytechnique and École Nationale des Ponts ET Chaussées, and holds a Master's Degree in Institutional Economics from École des Hautes Etudes en Sciences Sociales / École Polytechnique. She was selected as a IIASA Young Scientist in 1994 and nominated Yale World Fellow in 2005. She speaks French, English, Chinese and Spanish. She is a French national and an Overseas Citizen of India.



**Arianne Reza | Assistant Deputy Minister, Procurement Branch,  
Public Services and Procurement Canada**

Arianne Reza joined the Acquisitions Program as Assistant Deputy Minister of Procurement on December 5, 2016. In this role, she works with the Assistant Deputy Minister of Defence and Marine Procurement in managing a team of over 1,300 employees, and in delivering an average of more than \$18 billion in acquisitions for over 100 government departments and agencies.

Arianne oversees the provision of comprehensive services for acquiring complex commercial goods and services. She also leads procurement projects and initiatives to support PSPC's mission to deliver high-quality services and programs that meet the needs of federal organizations, while ensuring sound stewardship on behalf of Canadians. In addition, Arianne directs the development and implementation of the Acquisitions Program Transformation.

Arianne has 20 years of experience in the federal public service. She joined us from the Canada Border Services Agency, where she held various senior management roles in regional and international operations and national border programs. In her most recent role as Director General of the Traveller Programs Directorate, she oversaw the modernization of the Agency's suite of 25 traveller programs. Throughout her career, Arianne has held many interesting positions, including Special Advisor to the Associate Secretary of the Treasury Board and Special Advisor to the Deputy Minister and President of the Canada School of Public Service.

Arianne holds a bachelor's degree in psychology from Carleton University and a KPMG Business School certificate in management for women.

**Kyungsoon Chang | Vice Administrator, Public Procurement  
Service, Korea**

Kyungsoon Chang is Vice Administrator of Public Procurement Service of Korea since January 2018. She has more than 30 years of experience, working as a procurement expert in Public Procurement Service. She has professional experiences in construction contracting and is specialized in both public contracting and international cooperation.

- Ph.D in Construction Management (Colorado University)
- M.S in Construction Management (Colorado University)
- B.S in Architectural Engineering (Seoul National University)



### **Michel Grévoul | Director for State Procurement, France**

After a career in banking with Société Générale for more than 11 years in the capital markets department, Michel was responsible for financial management in the finance department of the City of Paris from 2003. In 2008, he was in charge of setting up a procurement directorate for the City, where he would be director from 2009 to 2014. In 2014 he joined the State and in 2015 he was the author of a report commissioned by the Prime Minister on the organization and governance of State Procurement, which led to the creation in 2016 of the State Procurement Directorate, of which he has been Director since then.



### **Matthias Tschirf | Director General, Directorate General Enterprise, Federal Ministry for Digital and Economics Affairs, Austria**



Matthias Tschirf is Director General for Enterprise policy at the Federal Ministry for Digital and Economics Affairs, Austria. Mr. Tschirf is also the Austrian SME Envoy. The EU-network of SME Envoys was set up in 2011 to help the consultation process with national SMEs and cooperation between EU countries. Previously, he had worked in Federal Competition Authority as Case Handler; Ministry of Economy as Head of the Personal Department; Federal Chancellery as Head of the Office of Minister of Federation

and Administrative Reform. He is also author of numerous publications concerning political and constitutional administrative law.

14:00-15:45

Plenary session: Going beyond public markets and scaling up SMEs

### **Joaquim Oliveira Martins | Deputy Director, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD**

**Moderator**

Joaquim Oliveira Martins is the Deputy Director of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) since September 2018. He has held several senior positions at the OECD since 1991. He previously served for eight years as Head of the Regional Development Policy Division in the Public Governance and Territorial Development Directorate. In this capacity, he supervised projects on regional and urban economics, governance, regional statistics and well-being.



From 2007 to 2009, he was Head of the Structural Economic Statistics Division in the Statistics Directorate, where he focused on trade globalisation studies, productivity measurement and business statistics. While in the Economics Department from 1991-2007, he coordinated and authored reports on policy responses to the threat of global warming, competition, regulation and

performance, ageing and growth, investment in tertiary education, and public health expenditure projections. Mr Oliveira Martins is the author of numerous academic articles and OECD publications. Prior to joining the OECD, he was a Research Fellow at the Centre d'Etudes Prospectives et d'Informations Internationales (CEPII, Paris). Mr Oliveira Martins is a Portuguese and French national, and holds a MSc in Econometrics and a PhD in Economics from the University of Paris-I, Panthéon-Sorbonne, and is currently Associate Professor at the University of Paris-Dauphine and a Fellow of the Academy of Social Sciences, UK (FACSS).



**Eugenio Quintieri | Secretary General of the European Builders Confederation and member of the European Association of Craft, Small and Medium-sized Enterprises (UEAPME)**

Eugenio Quintieri is the Secretary General of the European Builders Confederation (EBC), the voice of Construction SMEs and craftsmen in Europe. Previously, he worked as Senior Policy Advisor at ESPO (the European Sea Ports Organisation). Eugenio holds a Master's degree from the College of Europe in Poland and speaks Italian, English, French and Spanish.

**John Ivil | General Manager, New Zealand Government Procurement and Property**

John Ivil is the General Manager, New Zealand Government Procurement and Property at the Ministry of Business, Innovation & Employment (MBIE) and is responsible for developing and implementing New Zealand government procurement and property functional leadership.

The role is responsible for New Zealand Government procurement policy, capability and capacity development and collaborative procurement (including all-of-government contracts). John has also established a commercial pool of procurement resources to assist government agencies with high risk/high value commercial initiatives.

John holds a Master's Degree in Management Studies from the University of NSW, majoring in Project Management.





**José Tomás Islas Grajales | National Vice-president for SMEs, Construction Chamber of Mexico (CMIC)**

José Tomás Islas Grajales is a Chemical Engineer by the National Polytechnic Institute (IPN). He earned a MBA from the Monterrey Institute of Technology and Higher Studies (ITESM) and a graduate degree from the Pan-American Institute for Advanced Business Management (IPADE). He is a businessman in the hydrocarbons sector since 1988. Since 2017, Mr. Islas is also the National Vice-president for SMEs of the Construction Chamber of Mexico. He will discuss the tendering strategy for public works of Mexico's Government and how it relates with the business structure of the construction sector.

**Trinidad Inostroza Castro | Director of ChileCompra**

From 2015 to 2017, Trinidad Inostroza Castro was also the President of the Interamerican Network on Government Procurement. She majored in Law and holds an LL.M. in Public Law, with distinction in Constitutional Law at the Pontificia Universidad Católica of Chile. She also holds a Diploma in Public Management from Universidad de Chile and Diploma of Private Management from the Pontificia Universidad Católica of Chile.



For 8 years, she was the Head of the Legal Department of Chile Compra. Prior to that, she worked as the Attorney for Economic Crimes at the Public Prosecutor Office in Santiago, and as the Head of Legal Areas at the Ministry of Mining, Ministry of Social Development and the National Police Direction. She is also a lecturer of post graduate courses of the Diploma of Public Procurement at the Pontificia Universidad Católica of Chile.

**16:15-17:15 Plenary session: Small but innovative, increasing integration of multiple policy objectives in public procurement**



**Marta Lima Basto | Deputy Director-General, Directorate-General for Economic Activities, Ministry of Economy, Portugal  
*Moderator***

Marta Lima Basto is currently the Deputy Director General for Economic Activities at the Ministry of Economy, Portugal. Previously, she held positions as Head of Division for EU Single Market at the Ministry of Foreign Affairs, Advisor to the Minister of State and Foreign Affairs, Adviser to the Secretary of State of European Affairs, and Head of Division for External Economic Relations at the Ministry of Economy and Innovation.

**Mauro Draoli | Head of Unit, Procurement strategies and market innovation, Agency for Digital Italy (AgID)**

With Master's Degree in electronic engineering – information systems, Mauro Draoli is currently head of the unit “Procurement strategies and market innovation” at the Agency for Digital Italy – he is in charge of strategic programmes for the innovation of Italian public administration. Pioneer of pre-commercial procurement in Europe, he managed large cross border pre-commercial procurement (PCP) tenders and the Italian programme of PCP, in collaboration with the Ministry of Research and the Ministry of Economic Development.



He had been also technologist at the National Research Council, scientific coordinator and workpackage manager of several national and European funded projects, pioneer in the development of Grid and cloud technologies (years 2000-2003).

He is contract professor of courses in Computer Science, Organisation of Information Systems, e-Government at University Sapienza, LUISS, Università Cattolica del Sacro Cuore and University of Rome Tor Vergata. He is also author of international research papers on performance management and organization of information systems, member of the Internet Society (ISOC) since 1997, and member of the international association for information systems (AIS).



**Marlene Grauer | International Project Manager, KOINNO and Coordinator, Procure2Innovate**

Marlene Grauer works for the Association for Supply Chain Management, Procurement and Logistics (BME) which has been mandated by the German government to operate the Competence Centre for Innovative Procurement (KOINNO). At KOINNO Marlene is responsible for all international activities and coordinates the European project procure2innovate which aims to set up competence centres for innovation procurement in 12 countries.

Marlene has over six years of experience in working with public sector purchasers and European procurement projects. She has ample knowledge in building effective networks of buyers, developing strategic purchasing approaches and managing long-term innovation processes. She is a member of the European Commission pool of experts on innovation procurement. Marlene has previously worked at ICLEI where she oversaw the Procurement of Innovation Platform. She holds B.A. Politics and Public Administration and M.Sc. Economics for Environmental Management.

**Ayse Er | Legal advisor, Amsterdam Smart City**

**Dag Strømsnes | Chair of the Working Party of the Leading Practitioners on Public Procurement (LPP), and Chief Procurement Officer of Agency for Public Management and eGovernment (Difi), Norway**



Dag Strømsnes is the head of the Norwegian public procurement department and have the role as Chief procurement officer in Difi, Norway. The Norwegian central and local government procures for 50 billion euro per year. Dag and his department is responsible for developing and implementing strategies to ensure that public procurement in full compliance with the financial regulations and rules, and for ensuring that it provides value for money and the requisite quality for taxpayers. In addition, Dag responsible for the Central procurement body (CPB) and negotiation of the government wide framework agreements in Norway.

Since 2016, Dag is also the chair of the OECD's Working Party of the Leading Practitioners on Public Procurement (LPP).

**Marcos Bonturi | Director of Public Governance, OECD**



Marcos Bonturi is Director of Public Governance at the OECD since December 2017. Prior to this, Mr. Bonturi has been based in New York as the OECD Special Representative to the United Nations since August 2016. Prior to New York, he held the position of Director of the Global Relations Secretariat from 2012-2016, where he supported the Secretary-General in maintaining and strengthening relations with OECD and partner countries. As Deputy Chief of Staff (2009-2012), he supported the Chief of Staff and the Secretary-General in pursuing the strategic vision for the Organisation and among other matters, helped the Chief of Staff in the development of the Better Policies Series and in the substantive and organisational preparation of the 50th anniversary of OECD Week. As Head of the Regional Policy Division in GOV (2007-2009), he helped launch the work on cities and climate change, started preparations for the first "Regions at a Glance" and organised the first Regional Policy Ministerial in 2008. Between 1990 and 2007 Mr. Bonturi worked in four other OECD directorates (DEV, TAD, STI, and ECO), where he served in a variety of roles such as a Senior Economist, Lead Analyst and Head of Division. Prior to joining the OECD, Mr. Bonturi worked for the Inter-American Development Bank in Washington, D.C., as an economist in their Social and Economic Development Department (1987-1990).

Mr. Bonturi has Italian and Brazilian nationalities. He holds a Master's Degree in Economics and has undertaken Doctoral studies in Development Economics at the University of Maryland, College Park (United States).

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