

EU-OECD Programme on Promoting Investment in the Mediterranean

REGIONAL SEMINAR

Institutional Reforms of Investment Promotion Agencies

30-31 January 2018
Rabat, Morocco

Venue: Hotel Sofitel – Jardin des Roses

Agenda

Background

The EU-OECD Programme on Promoting Investment in the Mediterranean, launched in October 2016 in Tunis, aims at supporting Southern Mediterranean countries in implementing sound and attractive investment policies and establishing effective institutions. Its end-goal is to help the region attract quality investments, create job opportunities and foster local development, economic diversification and stability.

The Programme is governed by an Advisory Group, co-chaired by the European Commission and the OECD, with the participation of representatives of beneficiary countries, the Secretariat of the Union for the Mediterranean and other regional partners.

Objectives of the seminar

The seminar provides a platform for MED and EU Investment Promotion Agencies (IPAs) to exchange on their institutional frameworks for investment promotion. Various recent practices in EU and OECD countries' IPAs will be presented and discussed among practitioners. The seminar will focus on MED IPAs governance and core mandates and how they fit into the broader institutional framework. The emerging trend of grouping together several mandates – such as investment and trade promotion – under one single organisation will be explored. The discussions will allow participants to better understand the possible underlying rationales, costs and benefits of these different institutional settings, and learn about good practices for implementation.

Participants will include senior IPA representatives and investment policymakers from MED and EU countries. Participants will benefit from a focused exchange of perspectives among practitioners and hold an evidence-based and forward-looking discussion.

The seminar will allow MED IPAs to:

- Debate about the different institutional choices for investment promotion;
- Explore the different structures and mandates of IPAs based on EU and MED countries recent experiences;
- Provide a tutorial to the participants on how to fill the MED IPAs survey.

A background document will be shared ahead of the meeting on IPAs institutional setting in EU countries and in the Mediterranean region.

Tuesday 30 January 2018

09:00-09:15 Registration

09:15-09:45 **Welcoming remarks**

- H.E. Mr. Othman EL FERDAOUS, Secretary of State in charge of Investment, Ministry of Industry, Investment, Trade and Digital Economy, Morocco
- Ms. Michaela DODINI, Head, Commercial Section, Delegation of the European Union in Morocco
- Ms. Marie-Estelle REY, Senior Advisor, MENA-OECD Competitiveness Programme

Session 1: Roundtable on the institutional setting for investment promotion in MED countries

The objective of this session is to discuss MED countries institutional settings for investment promotion in the wider context of recent institutional reforms. MED IPAs are invited to share specific reform challenges they would like to discuss during the workshop. The following questions will be addressed:

09:45-12:30

- *What are the main features of the institutional framework for investment promotion in your country?*
- *What are the main characteristics of the IPA governance model?*
- *What are the mandates of the IPA?*
- *What are the recent organisational reforms, their rationale and impact?*
- *Do these reforms currently generate discussions/challenges in your country?*

**EU-OECD PROGRAMME ON
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in the Mediterranean**

Moderator : Ms. H el ene FRANCOIS, Policy Analyst, OECD

► **Representatives from:**

Algeria
Egypt
Jordan
Lebanon
Libya
Morocco
Palestinian Authority
Tunisia

11:00-11:30 **Coffee break**

Continued - Interactive discussions

12:30-14:00 **Lunch break**

Session 2: Global trends in IPAs institutional choices and organisational characteristics

14:00-15:00

IPAs evolve in their own historical and institutional contexts. Initially established to respond to specific policy objectives, they are governed in a way that is often dictated by their institutional contexts and broader political choices. This session will describe the latest global trends in IPAs institutional setting and organisational characteristics. The session will focus on IPAs legal status, governance models and formal mandates.

Moderator: Mr. Fares AL-HUSSAMI, Policy Analyst, OECD

► **IPAs institutional choices and organisational characteristics in OECD countries: Insights from a recent OECD Survey**

Mr. Alexandre DE CROMBRUGGHE, Policy Analyst, OECD

► **Worldwide and European trends in institutional reforms of IPAs: Findings from Business France Annual Benchmark**

Mr. Philippe YVERGNIAUX, Director of International Cooperation, and Ms. V eronique LEDRU, Mission International Cooperation, Business France

Session 3: EU-MED peer-learning session on streamlining IPAs institutional setting and governance

15:00-17:00

The governance of an IPA is related to the way it is supervised, guided, controlled and managed. An IPAs legal status also determines many organisational aspects of the agency, including how it fits into the broader institutional framework for investment promotion. In this session EU and MED IPAs will describe their current governance choices and recent or upcoming reforms to clarify:

- *IPAs' legal status (e.g. governmental, autonomous, etc.);*
- *IPAs' reporting lines (e.g. reporting to one single ministry, several ministries, head of government, etc.);*
- *The role and composition of the IPA board.*

The advantages and limitations of each option will be discussed.

- ▶ Mr. Christos SKOURAS, Communication, International & Institutional Affairs Directorate, Enterprise Greece
- ▶ Ms. Gerli PALGI, Business Development Manager, Product Owner Investment Agency, Enterprise Estonia
- ▶ Feedback on the experiences of MED and EU countries

Wednesday 31 January 2018

Session 4: Interactive tutorial on the MED IPA survey

09:00-10:15

This session will discuss the objectives and expected outcomes of the MED IPA survey, present the methodology and the timeframe, and familiarise the participants with the online platform used to fill the questionnaire. The survey aims to help IPAs and policymakers to better understand the existing approaches to investment promotion, benchmark their agencies against peers and undertake strategic decisions and reforms accordingly.

- ▶ Ms. Peline ATAMER, Policy Analyst, OECD

10:15-10:45

Coffee break

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Session 5: EU-MED peer-learning session on multi-mandate agencies: Making it work and maximizing the benefits

10:45-12:45

The mandate of IPAs to promote and attract inward foreign investment is often combined with other mandates (e.g. promotion of innovation, SMEs, SEZs, trade, export, etc.). The case study will discuss, inter alia, the merging of investment and export promotion, which has become an increasingly adopted strategic choice by governments, including in the MED region. Participants will explain the rationale behind this decision, describe the merger process and present post-merger results, be they positive or negative.

- ▶ Mr. Philippe YVERGNIAUX, Director of International Cooperation, and Ms. Véronique LEDRU, Mission International Cooperation, Business France
- ▶ Mr. Vit SVAJCR, Senior Consultant, CzechInvest
- ▶ Dr. Marcus SCHMIDT, Director, Chemicals & Healthcare, Germany Trade and Invest
- ▶ Feedback on the experiences of MED and EU countries

12:45-13:00

Closing remarks and next steps of the Programme

- Ms. Marie-Estelle REY, Senior Advisor, MENA-OECD Competitiveness Programme

Group picture

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