

# REGIONAL SEMINAR

## Measuring FDI and its impact in the Mediterranean region

5-6 March 2019

Hotel Sheraton Tunis

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

## Background

**The EU-OECD Programme on Promoting Investment in the Mediterranean**, launched in October 2016 in Tunis, aims to implement sound and attractive investment policies and establish effective institutions in the Southern Mediterranean region, with a view to attract quality investments and support job creation opportunities, local development, economic diversification and stability.

The Programme, implemented by the OECD (the MENA-OECD Competitiveness Programme and the Investment Division of the Directorate of Financial and Enterprise Affairs), 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.

## Objective

The objectives of this seminar are to build government officials' capacity to interpret foreign investment statistics and share policy experiences on how to maximise the impact of investment on sustainable development. The ultimate goal of the seminar is to support the broader efforts of MED countries to progress towards the Sustainable Development Goals (SDGs).

In the first session, the OECD will present methods for policymakers to understand FDI statistics. This will inform a discussion on current FDI trends in the MED region and how policymakers can best use this data to advocate for policy reforms. The following sessions will explore the impact of FDI on sustainable development, including how investment affects inclusive growth within cities, territorial disparities, innovation and labour market outcomes. In peer-learning exercises, practitioners and senior policymakers from MED and EU countries will share their respective challenges and experiences in attracting FDI that leads to positive development outcomes.

## Participants

The seminar will convene senior investment policymakers from relevant ministries, IPA practitioners, statisticians, businesses representatives, international experts and multinationals operating in the MED region. The meeting will consist of interactive roundtables and peer-learning sessions with EU member states and emerging countries. Participants will benefit from a focused exchange of perspectives among practitioners as well as with experts, and hold an evidence-based and forward-looking discussion.

## Documents

Background Note on FDI Qualities in the Mediterranean and other emerging regions  
Background Note on FDI trends in Mediterranean cities and their developmental impact

## Website

[www.oecd.org/investment/promoting-investment-in-the-mediterranean.htm](http://www.oecd.org/investment/promoting-investment-in-the-mediterranean.htm)



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**Tuesday 5 March 2019**

*Hotel Sheraton Tunis*

**09:00-09:30 Welcoming session**

- H.E. Zied LADHARI, Minister of Development, Investment and International Cooperation, Government of Tunisia (tbc)
- Ana-Maria PENA SEGURA, Trade and Investment, Regional Programmes Neighbourhood South, DG Neighbourhood and Enlargement (NEAR), European Commission
- Marie-Estelle REY, Senior Advisor, Global Relations Secretariat, OECD

**09:30-13:00 SESSION 1 - FDI trends: Guiding policymakers to collect, interpret and use FDI statistics**

The objective of this session is to build the capacity of senior investment policymakers and IPA practitioners in understanding and appropriately interpreting Foreign Direct Investment (FDI) statistics. The OECD will present the latest FDI trends in MED and OECD countries, building on the OECD Reviews of FDI Statistics and other international data sources. Participants will then discuss in an interactive setting how FDI statistics are compiled in their respective countries and share experiences on how best to use FDI statistics for policymaking.

Speaker:

- Maria BORGA, Head of the FDI Statistics Unit, OECD: *Understanding and interpreting FDI Statistics*

*Interactive discussion*

**11:00-11:30 COFFEE BREAK**

Experience sharing:

- Heba ABDELLATIF, Senior Researcher, Investment Intelligence Center, Ministry of Investment and International Cooperation (MIIC), Egypt
- Abdullah AL QUDAH, Head of Statistics Division, Research and Policy Department, Jordan Investment Commission (JIC), Jordan (tbc)

*Interactive discussion*

**13:00-14:30 LUNCH BREAK**

**14:30-16:30 SESSION 2 – FDI development trends and outcomes in MED cities**

The objective of this session is to explore the geographical disparity of FDI. The OECD will present data that sheds light on where, at the city level, greenfield FDI is going in the MED region, where it is coming from, and what impact it has on cities' socio-economic development. MED policymakers, IPAs and international experts will then share their experiences in attracting FDI in lagging cities, and policies to achieve a more equitable distribution of investment.

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Speakers:

- Ronald WALL, Professor, Institute for Housing and Urban Development Studies, Erasmus University Rotterdam
- Amal CHEVREAU, Centre for Entrepreneurship, SMEs, Regions and Cities , OECD
- Christos SKOURAS, Communication, International & Institutional Affairs Directorate, Enterprise Greece

*MED policymakers roundtable*

**Wednesday 6 March 2019**

*Hotel Sheraton Tunis*

**09:00-10:30**

**SESSION 3 – Monitoring the impact of FDI on sustainable development**

The objective of this session is to discuss how FDI helps MED countries progress towards the Sustainable Development Goals (SDGs). Under the right conditions, FDI can contribute to job creation, skills development, technological progress, knowledge diffusion, and environmental greening. The OECD will present novel indicators that describe how foreign investment in MED and other developing economies relates to productivity (and innovation) and labour market outcomes (e.g. jobs, wages, gender, and skills). Policymakers, international experts and private sector representatives will share their experiences on how FDI can help achieve specific development outcomes.

Speakers:

- Letizia MONTINARI and Fares AL-HUSSAMI, Economists, OECD: *Presentation of the OECD FDI Qualities Indicators*
- Rym AYADI, Director, Euro-Mediterranean Network for Economic Studies (EMNES) and Professor, CASS Business School
- Zoé LUÇON, Key Partnership and Publication Director, ANIMA Investment Network
- Anna STAHL, Director of Social Dialogue Project, Friedrich-Ebert-Stiftung (FES)

*MED policymakers roundtable*

**10:30-10:45**

COFFEE BREAK

**10:45-12:00**

**SESSION 4 – How policy can maximise the benefits of FDI**

FDI benefits are not automatic. In this session, MED policymakers will discuss policies to enhance the impact of FDI on sustainable development, and how IPAs can support their implementation. The OECD will present a brief overview of current national policies to enhance the sustainable impact of FDI. Then, policymakers and representatives from IPAs will share their experiences in attracting FDI that can meet public policy objectives. Depending on their mandate, IPAs can promote sectors with high growth potential or influence firms' location decisions. They can also help facilitate FDI spillovers on the local economy.

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*Speakers:*

- Sarah Marion DAYAN, Policy Analyst, OECD: *Overview of national policies to enhance FDI impact*
- Youssef SAADANI, Director of Economic Studies, Caisse de dépôt et de gestion, Morocco
- Niamh RODDY, Investment Development Agency (IDA) Ireland (tbc)

*MED policymakers roundtable*

**12:00-13:30** LUNCH BREAK

**13:30-15:00** **SESSION 4 – How policy can maximise the benefits of FDI: Breakout sessions**

In small focus groups, participants will discuss concrete policies and tools that could enhance the impact of FDI on: increasing productivity (and innovation) and improving labour market outcomes (e.g. jobs, wages, gender and skills).

- Interactive breakout group discussions (see annex).
- Reporting on the outcomes of the breakout group discussions: A rapporteur from each group will present the key policies discussed by the participants. The synthesis of the challenges will provide a clearer picture of reform priorities in MED countries and how policymakers and practitioners can implement these policies.

*Wrap-up discussion*

**15:00-15:30** COFFE BREAK

**15:30-17:30** **Third Meeting of the Advisory Group**

*Please refer to the Advisory Group agenda*



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