



**MENA-OECD BUSINESS ADVISORY BOARD**

# **First meeting of MENA and OECD Youth Business Organisations**

## **AGENDA**

**24 – 25 January 2019  
OECD Chateau Room E  
Paris, France**



**Draft Agenda**  
**MENA-OECD Business Advisory Board Youth Platform**  
 24-25 January 2019  
 OECD Headquarters, Paris

The first meeting of the Business Advisory Board (BAB) Youth Platform will bring new member organisations on board and help to further develop the strategy of the platform. Moreover, it will give participants the chance to discuss high priority topics for youth businesses and share their experiences in this field. To better focus meeting discussions, participants will be asked to answer short survey prior to the event.

The meeting will include two parts:

- **DAY 1 – Interactive discussions:** Participants will meet for one day of discussions at the OECD HQ to discuss the objectives, governance and activities of this new platform, as well as three topics that have been selected for their relevance to youth business associations: 1) the role of youth business associations in policy-making; 2) spreading the culture of entrepreneurship; and 3) tackling informality.
- **DAY 2 - Study Visit - Station F:** The study tour will consist of two parts. There will be a guided tour of Station F, one of the biggest start-up campuses in the world, to learn about the concept, the objectives of this initiative and the services provided to start-ups. Afterwards, an interactive exercise will be facilitated to analyse key hurdles to entrepreneurs in the different national ecosystems of participants, with the purpose of identifying potential actions for improvement.

<b>DAY ONE: Thursday, 24 January 2019</b>	
9:00-9:15	Registration
9:15-9:30	<b>Opening remarks</b>
	Welcome remarks by <b>Ms. Pilar SANCHEZ-BELLA</b> , Policy Analyst, Middle East and Africa Division, Global Relations Secretariat, OECD Keynote speech by <b>Dr. Fouad ZMOKHOL</b> , President, Association of Lebanese Business People in the World (RDCL World)
9:30-11:30	<b>Session 1: The way forward for the BAB Youth Platform</b>
Co-chairs:	<b>Mr. David SANTIAGO</b> , Vicepresident, Spanish Confederation of Young Business Managers (CEAJE) <b>Mr. Melik GUELLATY</b> , 2 <sup>nd</sup> Vicepresident, Center of Young Business Managers (CJD), Tunisia This session will focus on presenting the objectives, governance and work plan of the BAB Youth Platform in order to validate or modify them as needed. Participants are invited to share their views and actively engage in the discussion. One of the objectives of the session is for participants to discuss the topics they deem crucial and propose activities beneficial for the success of the Platform.
11:30-11:45	Coffee Break

11:45-13:15	<b>Session 2: Role of the private sector in policy making – Representation of youth business organisations</b>
Moderator:	<b>Mr. David SANTIAGO</b> , Vicepresident, Spanish Confederation of Young Business Managers (CEAJE)
Speakers:	<p><b>Mr. Nicola ALTOBELLI</b>, Vicepresident, Confindustria Young Entrepreneurs, and President, Italian Delegation at the G20 Young Entrepreneurs' Alliance, Italy</p> <p><b>Mr. Luca DONELLI</b>, Past President, Yes for Europe</p> <p><b>Ms. Gillian BARRY</b>, Member of the Executive Committee, Yes for Europe, and Head of Innovation and Enterprise, Limerick Institut of Technology, Ireland</p> <p>This session will focus on the role of youth business organisations in policy making, and particularly on how youth business organisations are represented. One of the goals of the BAB Youth Platform is to share experiences and tools among its members, and in this case the objective would be to learn how the different organisations mobilise themselves to influence policies. How do they interact with government? And with other business organisations? Are there any interesting experiences that could be replicated in other countries?</p> <p>The cases of Spain, Italy, Ireland and "Yes for Europe", a regional organisation, will be showcased. Participants are invited to share with the group how their own organisations are active in terms of policy advocacy.</p>
13:15-14:15	Lunch break
14:15-15:30	<b>Session 3: SMEs and start-ups – The culture of entrepreneurship and softskills</b>
Moderator:	<b>Mr. David Munir NABTI</b> , CEO, Pitchworthy.org, Lebanon
Speaker:	<p><b>Mr. Raffaele TRAPASSO</b>, Policy Analyst, SME and Entrepreneurship Division, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD</p> <p>Young people are motivated to start their own enterprises, but SMEs and start-ups face many challenges from financing to lower productivity. Two aspects play a crucial role in the development of the start-up sector: a culture of entrepreneurship and the necessary soft skills at a personal level. This session will explore the importance of these two features and different tools to quantify them.</p> <p>Universities are one of the venues through which the culture of entrepreneurship can be promoted. The OECD has been implementing a project, "Heinnovate", to support higher education institutions to develop this third mission of fostering an entrepreneurial society and becoming engines for innovation at the local level. The main features of the project will be shared during the session.</p>
15:30-15:45	Coffee break
15:45-17:00	<b>Session 4: Informality in the private sector</b>
Moderator:	<b>Mr. Melik GUELLATY</b> , 2 <sup>nd</sup> Vicepresident, Center of Young Business Managers (CJD), Tunisia, Center of Young Business Managers (CJD), Tunisia
Speakers:	<p><b>Ms. Talisa ZUR HAUSEN</b>, Policy Analyst, Eurasia Division, Global Relations Secretariat, OECD</p> <p>Informality is a salient topic in all of the MENA region. Youth businesses are highly affected as they often lack the resources and connections to fulfil the bureaucratic requirements.</p>

	<p>Therefore, this session will discuss what youth business organisations can do and how policy can be reformed to reduce informality.</p> <p>The OECD's Eurasia Division recently published a report on "Boosting private sector development and entrepreneurship policies" in Afghanistan. One of the key issues is how to address informality, from identifying the causes to formulating policies that can tackle it. The main findings of the report will be presented during the meeting.</p>
17:00-17:15	<b>Closing</b>
17:15-17:45	Guided tour of the OECD Château de la Muette with Mr. Andrew Gentry, from the OECD Seminars Programme

## DAY TWO: Friday, 25 January 2019

	<p><b>Study Visit: Station F</b></p> <p><b>Logistical information</b></p> <p>Address: Station F, 5 Parvis Alan Turing, 75013 Paris</p> <p><u>Transportation will be arranged for those participants that request it leaving from the OECD at 8:30.</u> Participants can also meet directly at the main entrance of Station F at 9:30. We kindly request participants to confirm whether they will join the study tour in order to make the necessary logistical arrangements.</p> <p>Kindly note that the study tour will take place in <b>English</b> and no interpretation in French will be available.</p>
9:30-10:15	<b>Guided tour of Station F</b>
	<p>Station F is one of the biggest start-up campuses in the world. It functions as an incubator and accelerator for start-ups and also hosts offices of public services to facilitate the interactions between start-ups and public agencies. This tour will enable participants to learn first hand how this project fosters the ecosystem for entrepreneurs.</p>
10:15-13:00	<b>Planning-lab – Actions to improve national ecosystems for entrepreneurship</b>
	<p>An interactive exercise will be facilitated by Pitchworthy.org to analyse key hurdles to entrepreneurs in the different national ecosystems of participants, with the purpose of identifying potential actions for improvement.</p>