

# DRAFT AGENDA

Alongside the OECD Annual Forum,  
The Road to Recovery: Innovation, Jobs & Clean Growth  
Paris, France, 26-27 May 2010

26 May 2010 ♦ Paris, France

## FIRST MEETING

# MENA-OECD BUSINESS COUNCIL

*The case for “green” investments in MENA after the crisis:  
fostering a stronger, cleaner and fairer economy  
through responsible and profitable business conduct*

Venue :

Restaurant “Bon”  
25, rue de la Pompe  
75116 Paris

Time : 12.30-16.30

Organised by the MENA-OECD Investment Programme

## Objectives of the MENA-OECD Business Council

The purpose of the MENA-OECD Business Council, initiated by the MENA-OECD Investment Programme, is to create a policy advocacy forum for senior business leaders from the MENA region and OECD countries. The Business Council provides its members with an opportunity to dialogue with policy makers on issues related to improving the business climate, and offer a unique opportunity for leaders to network with peers. Key activities of the Business Council include:

- ◆ **provide policy makers with recommendations on reform priorities** to improve MENA and OECD business climates;
- ◆ **strengthen the public-private dialogue** through high-profile debates between business and government leaders;
- ◆ **generate new business opportunities and foster sector-specific contacts** between the regions through regular contact and dialogue between high-level decision-makers;
- ◆ **foster exchange and learning** in areas such as leveraging technology for business, competitive clusters, or responsible business conduct.

## The first meeting of the MENA-OECD Business Council

Following the successful official launch of the MENA-OECD Business Council in November 2009 at the MENA-OECD Ministerial Conference in Marrakech, the MENA-OECD Business Council will hold its first official meeting on May 26 2010 in parallel with the OECD Annual Forum which runs on May 26-27 at the OECD Headquarters in Paris. Participants at the Business Council will receive invitations to attend the OECD Forum.

The Paris meeting will build on the foundations laid at the Marrakech events, and present the work done by the Council Task Forces to help restore trust in business post-crisis. The meeting will furthermore work on the input of the Council into the policy-making process so as to ensure maximum impact of the messages sent to MENA and OECD political leaders at events such as the next MENA-OECD Ministerial Conference and through the MENA Programme's working groups. During 2010 the Council will also work on the upcoming revisions of the OECD Multinational Enterprise Guidelines. The Paris meeting will bring together:

- ◆ **high-level business leaders** from both MENA and OECD countries;
- ◆ **representatives from business associations** such as the Union of Arab Banks, the MENA-OECD Enterprise Financing Network, the Business and Industry Advisory Committee to the OECD (BIAC), and Business Councils in MENA countries;
- ◆ **experts** from the OECD.

Meeting documents will be distributed at the meeting and posted on [www.oecd.org/mena/investment](http://www.oecd.org/mena/investment)

# Meeting of the MENA-OECD Business Council

26 May 2010

12.30

## REGISTRATION AND REFRESHMENTS

– THOSE WHO HAVE ATTENDED THE OECD FORUM IN THE MORNING LEAVE THE PLENARY SESSION

VENUE: RESTAURANT “BON”, 25 RUE DE LA POMPE, 75016 PARIS

12.45-13.00

## Welcome and minutes of last meeting

**Mr Anthony O’Sullivan** – *Director*, Private Sector Development Division, OECD

Welcome

**Ms Catherine Minard** – *International Director*, MEDEF/ on behalf of BIAC

- The MENA-OECD Investment Programme: Fostering Business Climate Reform Policies

**Ms Ania Thiemann** – *Manager & Coordinator*, MENA-OECD Business Council

- Minutes of meeting in Marrakech (November 22<sup>nd</sup>); structure and work of the Business Council

13.00-14.00

## LUNCH -- DESIGNATION OF THE MENA-OECD BUSINESS COUNCIL EXECUTIVE COMMITTEE

14.00-14.45

## Coffee and Progress Report on the work of the Business Council Task Forces

**Energy Task Force** – Mr Paul-David Regnier, *Business Development Director*, Total

**The Responsible Business Conduct Forum** – Mr Alexander Böhmer, *Head*, MENA-OECD Investment Programme; Ms Ania Thiemann, *Manager and Coordinator* of the Business Council

**Women’s Business Forum** – Mrs Nicola Ehlermann-Cache, *Senior Policy Analyst*, OECD

**Enterprise Financing Network** – Mr Said Kechida, *Policy Analyst*, OECD

**Competitiveness** – Mr Anthony O’Sullivan, *Director*, Private Sector Development Division, OECD

**The Business Council Webplatform** – Tools for further development of the work of the Business Council - Mr Jorge Gálvez Méndez, *Policy Analyst*, OECD

14.45-16.00

## The Business Case for promoting Green Investment in emerging markets

**Chair: Mr Anthony O’Sullivan** – *Director*, Private Sector Development Division, OECD

**Co-chair: Ms Ania Thiemann** – *Manager & Coordinator*, MENA-OECD Business Council

This session will discuss the future of “green” investment in MENA and other emerging markets. Questions to discuss will include:

- What does it take to make green investment profitable for private businesses without public subsidies?
- Which sectors should companies focus on?
- Which business model is best suited (Public-Private Partnerships; build-own-operate/build-operate-transfer and such like)? What will or will not work?
- How big should government involvement be – the case for the state?
- What should regional governments bring to the table to incentivize businesses?



## Reminder: the structure of the MENA-OECD Business Council

### ***General membership criteria and advantages:***

Business Council members lead or take part in the ongoing work of the Task Forces, participate in meetings, provide their input and views into the Business Council's work, and benefit from the Business Council's network of connections. Other advantages of membership include:

- Effective access to a group of country leaders and business peers in order to promote priority reforms and generate business;
- Higher impact on reform through the collective response of business interests from both MENA and OECD countries;
- Greater international visibility of main obstacles affecting the business climate in the MENA region;
- Access to the latest OECD work on policies that impact the business community;
- Invitation to key OECD events.

Membership of the MENA-OECD Business Council is open to MNEs, SMEs as well as business associations as long as they met the following **dual criteria**: i) be a senior member (CEO, partner, director, vice president) of a company with operations in either MENA or OECD country maintaining substantive business activities or having an interest in the MENA region and ii) willingness to engage in projects of the Business Council at different levels of its activity (Board, Task Force leadership or membership, etc.).

### ***Executive Board:***

The Executive Board, made up of not more than 12 members, will be the governing body of the Business Council that will provide strategic orientations for the group. An Executive Board member of the MENA-OECD Business Council fulfils the above-mentioned criteria for members, and in addition should:

- Commit to active participation and delivering of key outputs within the Council's task forces;
- Commit to personal involvement;
- Commit to attending two Board meetings per year (either in Paris or in a MENA country)
- The sector and geographic location of companies will be taken into account in order to achieve balanced representation.

### ***Task forces and suggested deliverables***

The MENA-OECD Business Council will decide on a limited number of "pilot" projects with the aim of generating concrete deliverables in a set timeframe. In the launch meeting, participants proposed projects that would focus on the following objectives:

- a. Improve access to finance for SMEs in the MENA region
- b. Promote human capital skills development and training through effective public-private partnerships and innovation/business incubators
- c. Foster energy diversification and the use of renewable energies, specifically for oil-producing countries; focusing on clean growth
- d. Promote women's entrepreneurship through the incorporation of women's specific challenges into the MENA-OECD Business Council and the Women's Business Forum.
- e. Establish guidelines for Corporate Social Responsibility and Responsible Business Conduct

**The meeting on May 26 will further discuss these proposed outputs and will mandate the Task Forces and the OECD Secretariat to pursue these or other issues, to be determined at the meeting.**

### The existing taskforces are:

1. Enterprise Financing Network
2. Responsible Business Conduct Network
3. Infrastructure and Energy
4. Women's Business Forum

In 2010, some of the proposed outputs include:

- **The MENA-OECD Competitiveness Report**

With input from the regional MENA-OECD Centre for Competitiveness in Tunis, the Task Force on **Infrastructure and Energy**, the Competitiveness Report will focus on how governments' policy can increase investment in renewable energies in the MENA region and on opportunities for profitable "green" growth.

- **The MENA 100 Business Plan Competition**

Under the auspices of the MENA-OECD **Enterprise Financing Network** task force, three regional projects will be selected in 2010 to receive the prestigious MENA 100 award which including a cash prize and business support. In addition, the **Enterprise Financing Network** will continue to bring together promising MENA entrepreneurs with potential financial backers through its Marketplace.

- **The Women's Business Forum country analysis**

The MENA-OECD **Women's Business Forum** will compile a country-by-country analysis detailing the involvement of women in the economy across the MENA region. The work will focus on how to further women's economic integration and their contribution to economic growth in the region.

- **The Responsible Business Conduct Report 2010**

The task force on **Responsible Business Conduct**, in co-operation with the Responsible Business Conduct Forum and the Egyptian Institute for Directors, will compile a report providing case studies and examples of best practices across multinational companies in the area of corporate social responsibility and responsible business conduct. Members are actively encouraged to participate in the compiling of the report. The report will be distributed to members of the Business Council upon publication.

## The MENA-OECD Investment Programme

**The MENA-OECD Investment Programme was established in 2004 at the request of Middle East and North African (MENA) countries to provide advice on improving the investment policy climate.** Facing considerable competition from other regions and a growing pressure from the young workforce, several MENA countries are implementing significant economic and regulatory reforms to increase private sector participation in their economies.

**The key objective of the programme is to mobilise private investment – foreign, regional and domestic – as a driving force for economic growth and employment throughout the region.** The programme offers a forum for results-oriented policy dialogue bringing together MENA and OECD practitioners. It supports reform efforts of MENA governments to enhance the investment climate by

- ◆ strengthening country capacity for designing, implementing and monitoring investment policy reforms;
- ◆ creating a network of dialogue between investment policy makers from MENA and OECD countries;
- ◆ creating a favourable environment for job creation through investment climate improvements;
- ◆ assisting ministries and government agencies to co-operate and co-ordinate their work;
- ◆ reinforcing the impact of development initiatives supported by international, regional and bilateral donors.

## Contacts

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For more information, please visit: [www.oecd.org/mena/investment](http://www.oecd.org/mena/investment)