



OECD Programme on Local Economic
and Employment Development



Andean Development
Corporation



National Ministry of Planning of
Colombia

“Efficient Local Development Strategies: Exchange of Experiences between Latin America and the OECD”

**Bogotá, Colombia
Tuesday 16 September 2008**

Preliminary draft programme

Introduction

Since its creation in 1982, the Local Economic and Employment Development (LEED) Programme of the Organisation for Economic Co-operation and Development (OECD) has promoted the exchange of experiences and the diffusion of innovation in local economic and employment development. For its member countries, LEED provides assistance in the design, implementation and evaluation of local development strategies. Furthermore, with its outreach activity, LEED intends to broaden and promote the exchange of expertise and experience with non-OECD member countries, including those in the Latin American region, and to serve as a critical link between national and sub-national bodies worldwide.

Through international partner institutions such as the Andean Development Corporation (CAF), the LEED Programme works closely with non-member countries, sharing expertise in the fields of social inclusion, economic co-operation and local development. The CAF promotes sustainable development and regional integration by efficiently attracting capital resources to provide a wide range of financial services, with high value added, to the public and private sectors of its shareholders countries. Capitalising on the CAF-LEED partnership, the Latin American countries can benefit as other LEED members, of OECD advice on how better define, implement and assess local development policies in their countries.

The CAF, full member of the LEED Programme, has expressed its commitment to foster social and local economic development in the Latin American region, drawing from the OECD LEED experience. This event will be the first initiative from this formal collaboration.

Rationale

The OECD LEED Programme is celebrating its 25th anniversary at a moment in which the importance of people's empowerment and the role of local authorities in ensuring an integrated economic and social development are recognised among academia and in the policy making worldwide. Colombia has proven to have lots to share in the fields of local economic development and social inclusion. Indeed, Colombia can contribute significantly to the identification of the essential factors of success for an efficient policy delivery drawing from the successful practices recently implemented in various major cities.

To be efficient and effective, local economic development strategies should include a strong social perspective and should involve all relevant actors, of all fields, including those at the bottom of the pyramid. Colombia, like many other Latin American and OECD governments, is conscious that cities and regions must base their strategies on their local assets, knowledge, skills and other competitive advantages in order to be effective and sustainable.

Over the past few years, Colombia has successfully undergone a decentralisation process. The urgent need now is to strengthen the capacities of the regions, stimulating local economic and employment development in order to enhance the competitiveness and productivity of the municipalities and regions. The National Ministry of Planning (DNP) is hosting this event as the entity responsible for the regulation and coordination of economic development policies in the country. In particular, the DNP supports the economic development of the Colombian regions through the National Development Plan 2006-2010 named "Communitarian State: Development for All".

The national government, in coordination with the DNP, has supported an induction plan for the newly elected regional administrations and the elaboration of their development plans including, among others, the definition of local economic development strategies, programmes and projects. Moreover, the national government, together with the business community and the regional authorities, is preparing regional competitiveness plans that should be integrated into the entrepreneurial economic dynamics of the regions to stimulate the productivity, competitiveness, equitable and sustainable development at the local level.

With the support of the national government, the local authorities are playing a key role in facilitating the emergence of prosperity and in combating inequality and poverty at local level. In 2008, the 32 regions and 1101 municipalities defined their development plans 2008-2011 which were launched in June 2008. The majority of the government programmes that preceded these plans and their content have included objectives and strategies aiming at creating local environments that provide institutional development and socio-economic capacities. The current plans are not the exception.

Many Colombian cities, as many other cities in the Latin American region, have faced social and economic challenges that have led them to concentrate efforts in combating poverty, social exclusion and urban insecurity with a long-term local economic development strategy. With a set of efficient development policies, and with a demonstrated effective public management, cities such as Bogotá and Medellín have achieved to promote social cohesion and to boost economic growth over the past decade.

Today, public institutions in Bogotá have reached high-levels of efficacy that is reflected in the definition, implementation and delivery of policies. A strong institutional framework is perceived and the economic strategy of the city is a good example from which other cities and regions could learn. The city of Bogotá is therefore the perfect place to discuss and exchange ideas on the essential elements necessary to achieve a long-term economic and social prosperity at local level, led by an effective public administration and a comprehensive strategy.

Objectives

The presentation of international experiences and the reflection and debate on the success factors to achieve economic and social development in the regions, taking into account their particularities, is of great importance for the implementation phase of the regional development plans in Colombia and the definition of local economic development strategies in other countries.

Thus, this event aims at facilitating a platform to discuss the importance of efficiency and effectiveness of public policies as means to local economic development and social inclusion. This will be an opportunity for representatives of cities and regions from OECD and Latin American countries to share their experience in defining, implementing and delivering policies within an economic development strategy, based on the experience of the city of Bogotá, Colombia, and cities in other Latin American and OECD countries.

The event seeks also to complement and reinforce the activities of the OECD LEED Programme and the Andean Development Corporation (CAF) to spread a culture of exchange and evaluation of local development initiatives in the Latin American region. This event will also provide an opportunity to share the Colombian experience and to identify methods and approaches from different OECD regions that could be adopted in Latin America.

In particular, this event aims to:

- Encourage the exchanges and collaboration between the government organisations, the private sector, the academics, practitioners, researchers and various social entities;
- Analyse the impact of local development strategies on the economic and social welfare, and its importance to achieve social and economic prosperity;
- Identify the key factors of success and set the criteria to implement efficiently local economic development strategies;
- Raise awareness among local authorities of the dimension, nature and value of the local economic development strategies;
- Exchange experiences of public-private-social partnerships to deliver economic development strategies at the local level;
- Assist local, regional and national authorities and policy makers in the definition and implementation of economic development strategies;
- Present experiences that articulate the business sector, the research institutions, the civil society and the government organisations to activate the endogenous development; and
- Share international practices and models of local economic development that can contribute to the dynamisation of the territories.

Participants

This major conference will be opened to the public, gathering approximately 300 participants. Representatives from the Colombian public sector at national and local levels, national and local authorities from other Latin American and OECD countries, experts, academics, business representatives, universities, chambers of commerce, development agencies, representatives of investment agencies, and

other local development actors will be welcome to participate. The national and international press will also be invited to attend.

The conference will be organised by the OECD LEED Programme and the Andean Development Corporation (CAF). The organisers will work closely with the Colombian authorities and the Ministry of National Planning (DNP) to ensure the success of the event. The organisers are not in the position to cover travel and accommodation costs. Participants are invited to attend at their own expense.

Organisational issues

Languages

English and Spanish will be the working languages of this event. Simultaneous interpretation will be provided.

Dates & Venue

The conference will be held in the Auditorium Mario Laserna of the Universidad de los Andes, Bogotá, Colombia, 16-17 September 2008.

Participation

Please note that **only previously registered participants** will be allowed to enter the conference. If you wish to participate, please contact Ms Juana María Castro jmcastroborrero@hotmail.com

Contact details

For more information about this event and the activities of the OECD and the CAF, please contact:

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DRAFT AGENDA

7:30 – 8:30	<i>Registration</i>
<i>Chair: Sergio Arzeni</i> , Director, Centre for Entrepreneurship, SMEs and Local Development, OECD	
8:30 – 8:40	WELCOME
	- Dr. Carlos Angulo , President, Andes University
8:40 – 9:30	OPENING REMARKS
	<ul style="list-style-type: none"> - Pier Carlo Padoan, Deputy Secretary-General, OECD - Enrique García, President, CAF - Alvaro Uribe, President, Colombia
9:30 – 10:00	<i>Coffee break</i>
10:00 – 12:30	MORNING SESSION <i>“Key elements of local development policies and strategies”</i>
<i>Chair: Gabriela Miranda</i> , Economist, LEED Programme, OECD	
10:00 – 10:20	<p>Speaker: Carolina Rentería, General Director of the Ministry of National Planning (DNP), Colombia</p> <p style="text-align: center;"><i>“The Role of the National Government in Promoting Local Development”</i></p>
10:20 – 10:40	<p>Speaker: Debra Mountford, Manager of the LEED Forum on Investment Strategies, OECD</p> <p style="text-align: center;"><i>“Investment Strategies and Financial Tools for Local Development”</i></p>
10:40 – 12:00	<p>Panel 1: The role of multilateral organisations in empowering local authorities: lessons from an international perspective</p> <ul style="list-style-type: none"> - Miguel Castilla, Head of Public Policies and Competitiveness, CAF - Fernando Carrillo, Special Counsellor, Special Office in Europe, IADB - Elfid Torres, International Manager for Research and Strategic Partnerships, FUNDES International - Anne Posthuma, International Institute for Labour Studies, International Labour Organisation (ILO) – tbc

12:00 – 12:30	Open discussion
12:30 – 14:00	<i>Free lunchtime</i>
14:00 – 18:30	AFTERNOON SESSION <i>“The leading role of local governments in the bottom-up approach”</i>
<i>Chair: Germán Ríos, Director of Competitiveness Programmes, CAF</i>	
14:00 – 15:30	Panel 2: Efficient local development strategies in Colombia: Lessons learnt locally <ul style="list-style-type: none"> - Samuel Moreno, Mayor of Bogotá, Colombia - Sergio Fajardo, Former Mayor of Medellín, Colombia - Martha Pinto de Haart, Chair of the Regional Commission, Santander, Colombia - Eric Dupont, Chairman of the Chamber of Commerce of Pereira, Colombia
15:30 – 16:00	Open discussion
16:00 – 16:30	<i>Coffee break</i>
16:30 – 18:00	Panel 3: Defining and delivering local development strategies: Exchange of experiences between Latin America and the OECD <ul style="list-style-type: none"> - Joe Montgomery, Director General of Regions and Communities Group, UK - Luisa Molina de Fabre, Counsellor to the Mayor of Guayaquil, Ecuador - Mateu Hernandez, Executive Director, Barcelona Activa, Spain - Ubajara Leite, Technical Advisor, National Integration Ministry, Brazil tbc - Jérôme Faure, Inter-Ministerial Delegate for Innovation, Social Experimentation and Social Economy (DIESES), France
18:00 – 18:30	Open discussion
18:30 – 19:00	CONCLUSIONS AND CLOSING REMARKS
	<i>Conclusions: Sergio Arzeni, Director, Centre for Entrepreneurship, SMEs and Local Development, OECD</i> <i>Closing remarks: Luis Guillermo Plata, Minister of Industry, Trade and Tourism, Colombia tbc</i>

Rapporteurs: Experts from the OECD, CAF and DNP