



ROYAUME DU MAROC
CHEF DU GOUVERNEMENT
Ministère Délégué auprès du Chef du Gouvernement
Chargé des Affaires Générales et de la Gouvernance

**MENA-OECD
INVESTMENT
PROGRAMME**



DRAFT AGENDA

3 December 2013 ♦ Rabat, Morocco

STEERING GROUP MEETING:

**SCALING UP REGIONAL AND NATIONAL
ACTIONS TO STRENGTHEN CONFIDENCE
IN INSTITUTIONS AND ENHANCE
GROWTH**

MENA-OECD Investment Programme

Website: www.oecd.org/mena

Background Information

About the MENA-OECD Investment Programme

The MENA-OECD Investment Programme (the Programme) was launched in 2005 as part of the MENA-OECD Initiative on Governance and Investment for Development (the Initiative) with the objective of enhancing investment in the Middle East and North Africa (MENA) region. The Programme is designed to help create the conditions for sustained economic growth and investment in the region, improve employment prospects, encourage private sector-led growth and foster regional co-operation.

The changes resulting from MENA's political transition significantly impacted the overall direction. Indeed, after the events in 2010-2011, the Programme has undertaken a series of consultations to ensure that its projects and outputs meet the needs of MENA governments and other stakeholders. It now focuses on four key issues:

- **Stimulating investment and improving investment security** by supporting the emergence of an open, transparent and predictable environment for investors and an overall conducive business climate;
- **Promoting entrepreneurship and SME development** by assisting partners' efforts to create a level playing field for businesses, by addressing inefficiencies in the regulatory and administrative business environment and by promoting access to timely and adequate sources of finance;
- **Fostering women's economic integration** by identifying and tackling barriers to women's entrepreneurship across the MENA region, by connecting women entrepreneurs, providing role models and improving access to information, and by recognising and overcoming legal obstacles to women's economic participation in the region;
- **Levelling the playing field through business integrity and corporate governance** by promoting awareness of international business integrity standards, by building capacity and training practitioners from the public and private sector, and by developing practical follow-up measures that could be implemented at the regional and national level.

Objective of the High Level Steering Group Meeting

Ownership and oversight are shared with participating countries of the MENA region through a Steering Group jointly chaired by an OECD and a MENA country, and through Working Groups responsible for the delivery of substantive work.

The Steering Group is the MENA-OECD Initiative's main body and meets annually. It comprises representatives of 18 MENA economies and 34 OECD members as well as international partner organisations. It provides guidance to the Initiative.

This Steering Group Meeting will provide the opportunity to present and discuss the recent activities of the MENA-OECD Investment Programme and the planned outputs for the future.

3 December 2013, Rabat, Morocco

Venue: Ministry of Foreign Affairs and Co-operation, Balafrej room

7 rue Franklin Roosevelt, Rabat

08:30-09:30	Registration
09:30-10:30	Opening session
	<p>Opening remarks:</p> <ul style="list-style-type: none"> • H.E. Mr. Mohammed LOUAFA, Minister Delegate to the Head of Government in charge of General Affairs and Governance, Kingdom of Morocco – Chair of the MENA-OECD Investment Programme • H.E. Mr. Mohamed MOUBDII, Minister Delegate to the Head of Government for Civil Service and Modernization of Public Administration, Kingdom of Morocco – Chair of the MENA-OECD Governance Programme • H.E. Mr. Ricardo Díez-Hochleitner, Ambassador, Permanent Representative of Spain to the OECD – Co-chair of the MENA-OECD Governance Programme • Ms. Marie-Claire Swärd Capra, <i>Chargée d'affaires a.i.</i>, Ambassador, Delegation of Sweden to the OECD – Co-chair of the MENA-OECD Investment Programme • Mr. Rolf Alter, Director, Public Governance and Territorial Development Directorate, OECD • Mr. Marcos Bonturi, Director for Global Relations, OECD
10:30-11:00	Coffee break
11:00-12:30	<p>Session 1: Economic challenges and opportunities: the MENA perspective:</p> <p>Chairs:</p> <p>H.E. Mr. Mohammed LOUAFA, Minister Delegate to the Head of Government in charge of General Affairs and Governance, Kingdom of Morocco – Chair of the MENA-OECD Investment Programme</p> <p>Ms. Marie-Claire Swärd Capra, <i>Chargée d'affaires a.i.</i>, Ambassador, Delegation of Sweden to the OECD – Co-chair of the MENA-OECD Investment Programme</p>
	<p>This first session will give an economic overview of the situation in the MENA region and present the challenges and opportunities it offers with regards to investment, growth and job creation.</p> <p>Presentation on the Challenges for Investment, Growth and Job Creation in the MENA region</p> <ul style="list-style-type: none"> • Representative, OECD (TBC) <p>Open discussion</p>

12:30-14:00	Lunch break
14:00-15:45	<p>Session 2: Activities and projects to support the regional and national efforts for growth and job creation:</p> <p>Chairs:</p> <p>H.E. Mr. Mohammed LOUFAFA, Minister Delegate to the Head of Government in charge of General Affairs and Governance, Kingdom of Morocco – Chair of the MENA-OECD Investment Programme</p> <p>Ms. Marie-Claire SWÄRD CAPRA, <i>Chargée d'affaires a.i.</i>, Ambassador, Delegation of Sweden to the OECD – Co-chair of the MENA-OECD Investment Programme</p>
	<p>This session will first present MENA-OECD's on-going efforts to support the regional and national actions which aim to generate economic growth and create jobs. It will then introduce MENA-OECD's upcoming activities and projects over 2013-2015 to open the discussion on the next steps.</p> <p><i>Presentation of Programme Activities and Projects:</i></p> <p><u>1. Investment Policies and Promotion for Employment (co-chairs: Japan and Jordan):</u></p> <ul style="list-style-type: none"> • Representative, Jordan • Ms. Rahima ELFIKI, Political and Economic Researcher, Arab Economic Integration Department, Economic Sector, League of Arab States (LAS) (TBC) <p><i>Discussions</i></p> <p><u>2. SME Policies to Support Job Creation by the Private Sector (co-chairs: Italy and Tunisia):</u></p> <ul style="list-style-type: none"> • Representative, Italy • Ms. Hana URAIDI, Director, Cross Cutting Support Services, Jordan Enterprise Development Company (JEDCO), Jordan (TBC) <p><i>Discussions</i></p> <p><u>3. Strengthening Business Integrity and Corporate Governance:</u></p> <ul style="list-style-type: none"> • Mr. Arkan EL SEBLANI, Manager of UNDP's Regional Project on Anti-Corruption and Integrity in the Arab Countries, United Nations Development Programme (UNDP) (TBC) • Representative, Confédération générale des entreprises du Maroc (CGEM), Morocco <p><i>Discussions</i></p> <p><u>4. Fostering Women Integration in the Economy:</u></p> <ul style="list-style-type: none"> • Ms. Neveen EL TAHRI, Chairperson & Managing Director, Delta Shield for Investment, Egypt – co-Chair of the OECD-MENA Women's Business Forum (WBF) • H.E. Ambassador Birgitta HOLST ALANI, Director, Swedish Institute in Egypt, Egypt – co-Chair of the OECD-MENA WBF • Ms. Nicola EHLERMANN-CACHE, Deputy Head of Programme, MENA-OECD Investment

	Programme, OECD <i>Discussions</i>
15:45-16:30	<p>Session 3: Mapping the next steps: key future activities of the MENA-OECD Investment Programme beyond 2015:</p> <p>Chairs:</p> <p>H.E. Mr. Mohammed LOUAFA, Minister Delegate to the Head of Government in charge of General Affairs and Governance, Kingdom of Morocco – Chair of the MENA-OECD Investment Programme</p> <p>Ms. Marie-Claire SWÄRD CAPRA, <i>Chargée d'affaires a.i.</i>, Ambassador, Delegation of Sweden to the OECD – Co-chair of the MENA-OECD Investment Programme</p>
	This session will give the opportunity to examine, on the basis of the previous discussions of the day, what would be the next steps for the MENA-OECD Investment Programme beyond its current mandate and identify the most efficient ways to support the ongoing efforts undertaken by the MENA countries.
16:30-17:00	Coffee break
17:00-17:30	<u>Joint concluding session:</u>
	<p>The Chairs and co-Chairs of the MENA-OECD Initiative will present the key conclusions of the meeting, and announce the way forward for the implementation of the Programme of Work of the MENA-OECD Initiative on Governance and Investment for Development.</p> <ul style="list-style-type: none"> • H.E. Mr. Mohammed LOUAFA, Minister delegate to the Head of Government in charge of General Affairs and Governance, Kingdom of Morocco – Chair of the MENA-OECD Investment Programme • H.E. Mr. Mohamed MOUBDII, Minister Delegate to the Head of Government for Civil Service and Modernization of Public Administration, Kingdom of Morocco – Chair of the MENA-OECD Governance Programme • H.E. Mr. Ricardo DÍEZ-HOCHLEITNER, Ambassador, Permanent Representative, Delegation of Spain to the OECD – Co-chair of the MENA-OECD Governance Programme • Ms. Marie-Claire SWÄRD CAPRA, <i>Chargée d'affaires a.i.</i>, Ambassador, Delegation of Sweden to the OECD – Co-chair of the MENA-OECD Investment Programme

Key Contacts

MENA-OECD Investment Programme

Mr. Alexander Böhmer

Head

MENA-OECD Investment Programme

Tel.: +33 1 45 24 19 12

Email: alexander.boehmer@oecd.org

Ms. Nicola Ehlermann-Cache

Deputy Head

MENA-OECD Investment Programme

Tel.: +33 1 45 24 17 48

Email: nicola.ehlermann-cache@oecd.org

Ms. Marie-Estelle Rey

Senior Policy Analyst

MENA-OECD Investment Programme

Tel.: +33 1 45 24 81 46

Email: marie-estelle.rey@oecd.org

Ms. Maha El Masri

Policy Analyst

MENA-OECD Investment Programme

Tel.: +33 1 45 24 96 54

Email: maha.elmasri@oecd.org

Ms. Sabrina Bouldi

Project Assistant

MENA-OECD Investment Programme

Tel.: + 33 1 45 24 80 94

Email: sabrina.bouldi@oecd.org