

THE MENA-OECD BUSINESS ADVISORY BOARD (BAB)

PRIVATE SECTOR MOBILISATION AND SOCIAL DIALOGUE

Shaping consensus for business climate reforms in the Middle East and North Africa



Reform initiatives, in the Middle East and North Africa (MENA) and beyond, often fail due to a lack of adequate mobilisation of stakeholders, including institutionalised inter-ministerial coordination and engagement of civil society and private sector. To address this implementation challenge, **public-private dialogue** is increasingly used as a means to re-build trust between economic actors, and a catalyst for successful economic reforms.

This is particularly true in the Middle East and North Africa, where the effects of political and economic volatility have threatened the very foundations of social consensus. Partnering with the private sector in a structured, systematic and transparent way is key to supporting reform efforts aimed at improving the business environment and fostering job creation through private sector-led growth and development.

Yet creating **effective reform coalitions** requires building the right institutional frameworks in which the private sector and civil society have a voice in policy-making, leading to mutual understanding, better ground-level insights and policy outcomes.

Introducing the MENA-OECD Business Advisory Board (BAB): Objectives

To address this issue, the October 2016 Ministerial conference of the [MENA-OECD Competitiveness Programme](#) proposed to establish the MENA-OECD Business Advisory Board (BAB).

The co-chairs of the BAB are the **Spanish Confederation of Employers' Organisation (CEOE)** and the **Tunisian Confederation of Industry, Trade and Handicrafts (UTICA)**, who provide leadership and overall guidance. A core group of organisations will support the work of the co-chairs.

The BAB aims to become a valuable platform for knowledge and expertise, creating a mutually beneficial dialogue between its members and the various MENA-OECD Competitiveness Programme Working Groups. Recognising the private sector as a credible partner for accelerating reforms and building sustainable multi-stakeholder collaboration are key factors for the success of policy reforms.



Strengthen the capacity of business organisations



Promote new forms of public-private dialogue



Inform the work of the MENA-OECD Competitiveness Programme with the needs of the private sector

Promoting public-private dialogue through multi-stakeholder dialogue: Activities of the BAB

The MENA-OECD Business Advisory Board acts as a dedicated regional platform for public-private dialogue. In order to meet its objectives, the BAB carries out the following activities:

- Providing a space for a unique **multi-stakeholder dialogue**:
 - Annual high-profile meetings between business and governments in the context of the MENA-OECD Competitiveness Programme's regional working groups
 - Membership in a unique network of business associations throughout the MENA region and OECD countries
 - Opportunities for networking and sharing of knowledge and best practices
- Strengthening the **policy advocacy role of the private sector**:
 - Analytical reports to map the status of private sector representation and PPD mechanisms in the Middle East and North Africa and identify good practices
 - Training workshops and capacity-building activities
 - High-level advice from leading businesses representations, such as the OECD Business and Industry Advisory Council (BIAC)

Key milestones for the BAB 2017-2019



Joining the BAB

Participation in the MENA-OECD Business Advisory Board is open to private sector organisations from the 18 members of the MENA-OECD Competitiveness Programme, as well as from OECD countries. In order to ensure a balanced board, issues related to geographic location, company size and gender parity will be taken into account. Partnerships and alliances with partner organisations active in the area, such as: BUSINESSMED, Center for International Private Enterprise (CIPE), Union for the Mediterranean (UfM), and the World Bank.

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Learn more about our work on Public-Private Dialogue in the MENA region: oe.cd/BAB