

## REGIONAL SEMINAR

Making investment promotion work for  
sustainable development:

Trends and practices in the Mediterranean

**22 - 23 October 2018**

OECD Conference Centre  
2 Rue André Pascal, 75016 Paris



**EU-OECD PROGRAMME ON  
PROMOTING INVESTMENT**  
in the Mediterranean

## Background

**The EU-OECD Programme on Promoting Investment in the Mediterranean**, launched in October 2016 in Tunis, is aimed at implementing sound and attractive investment policies and establishing effective institutions in the Southern Mediterranean region, with a view to attract quality investments, supporting job creation opportunities, local development, economic diversification and stability.

The Programme, implemented by the OECD (the MENA-OECD Competitiveness Programme and the Investment Division of the Directorate of Financial and Enterprise Affairs), is governed by an Advisory Group, co-chaired by the European Commission and the OECD, with the participation of representatives of beneficiary countries, the Secretariat of the Union for the Mediterranean and other regional partners.

## Context and objective

The purpose of this seminar is to showcase and discuss in an interactive setting the results of the draft report "**OECD Mapping of Investment Promotion Agencies (IPAs) in the Mediterranean**". Launched in January 2018 in Rabat, the Mapping is the most comprehensive tool providing comparative evidence on similarities and differences across Mediterranean agencies. The objective of the Mapping is ultimately to support heads of IPAs and investment policymakers to take informed decisions and undertake strategic reforms accordingly. The seminar will provide also a platform to exchange good practices in setting effective investment promotion strategies to attract quality investment and to improve IPAs' policy advocacy role in business climate reforms.

This seminar will be held back-to-back with the **OECD Investment Committee** and will include joint sessions with the **3rd Meeting of the OECD IPA Network**. The purpose of this third OECD Meeting on investment promotion and facilitation is to strengthen the IPA network, discuss topics of common interest and launch the Mapping of Investment Promotion Agencies in OECD countries as well as preview the forthcoming Mapping of Investment Promotion Agencies in Latin America and the Caribbean (LAC). The active participation of Southern Mediterranean governments in the workshop will be an opportunity for networking among IPAs and for increasing the attractiveness and visibility of their regions.

## Participants

Workshop participants will include senior IPA representatives and investment policymakers from the Mediterranean, the OECD and LAC countries. Such format will allow participants to benefit from a focused exchange of perspectives among specialists and conduct an evidence-based and forward-looking discussion.

## Websites

[www.oecd.org/investment/investment-promotion-and-facilitation.htm](http://www.oecd.org/investment/investment-promotion-and-facilitation.htm)

[www.oecd.org/investment/promoting-investment-in-the-mediterranean.htm](http://www.oecd.org/investment/promoting-investment-in-the-mediterranean.htm)

**Monday 22 October 2018**

*OECD Conference Centre*

**08:30-09:00**

**Registration and Welcoming Coffee of MED participants**

**09:00-10:45**

*Room CC9*

**SESSION 1: High-level launch of the “Mapping of Investment Promotion Agencies in OECD countries” & preview of the “Mapping of Investment Promotion Agencies in LAC”**

The launch will present highlights from the report “Mapping of IPAs in OECD countries” and a preview of the forthcoming “Mapping of IPAs in Latin America and the Caribbean”.

The OECD mapping report has been prepared in close consultation with IPAs from OECD economies and is based on an extensive survey designed and conducted in partnership with the IDB in 2017. It follows up on a request made by IPAs at the first meeting of the OECD IPA Network. The report covers a wide range of areas pertaining to investment promotion and facilitation; it provides an inventory of existing practices among IPAs in OECD countries and presents different profiles of agencies. It is meant to allow practitioners and policymakers to benchmark their IPAs against those from other countries as well as to help them better grasp similarities and differences across agencies, allowing a basis for future work.

Keynote address:

- **Mari KIVINIEMI**, Deputy Secretary-General, OECD

Chair: **Ana NOVIK**, Head of Investment Division, OECD

- kick-off presentation: **Ana NOVIK**, Head of Investment Division, OECD and **Christian VOLPE**, Principal Economist, IDB
- **Jeroen NIJLAND**, Commissioner, Netherlands Foreign Investment Agency
- **Jorge SEQUEIRA**, Managing Director, CINDE Costa Rica
- **Fareedoon HARTOQA**, Secretary-General, Jordan Investment Commission

***Interactive discussion***

**10:45-11:00**

COFFEE BREAK

**11:00-12:30**

**SESSION 2 : Maximising the benefits of FDI: the role of IPAs and other stakeholders**

Under the right conditions, FDI can raise overall productivity and ultimately lead to an increase in a country’s standard of living. It can contribute to job creation and the development of human capital, while supporting technology development and the transfer of knowledge and skills. Governments are responsible for the implementation of policies that are geared towards achieving national socio-economic objectives. The role of IPAs in influencing firms’ location decisions to attract FDI that can meet public policy objectives is key. In this context, there is a role for policymakers, businesses, civil society and IPAs. What is the role of each of these stakeholders to maximise the impact of FDI? What are the relevant policies to put in place?

Keynote address:

- **H.E. José Ramon VALENTE VIAS**, Minister of Economy, Development and Tourism, Chile

Moderator: **Alexandre DE CROMBRUGGHE**, OECD

- **Richard GIVEN**, Deputy Director, Analysis and Performance, Department for International Trade, United Kingdom
- **Breda O'SULLIVAN**, Manager, Corporate Strategy and Planning, IDA Ireland
- **Edouard BARREIRO**, Public Affairs Director West Europe, UPS
- **Lise JOHNSON**, Head of Investment Law and Policy, Columbia Centre on Sustainable Investment

### *Interactive discussion*

12:30-12:45

### PRELIMINARY CONCLUSION & FOLLOW-UP

- **Ana NOVIK**, Head of Investment Division, OECD

12:45-14:30

*Roger Ockrent  
Room*

### LUNCH: EU-MED Investment Promotion Agencies Networking

- Welcoming remarks by **Marie-Estelle REY**, Senior Advisor, Middle East and Africa Division, OECD

14:30-16:30

*Room CC13*

### SESSION 3: Policy Advocacy - the role of MED IPAs in investment climate reforms

The objective of this session is to share experiences about the role of IPAs in policymaking. Policy advocacy can be a powerful instrument to bolster reforms and enhance the business environment by leveraging the private sector's feedback. It is a key function of many IPAs, which, through their interactions with investors, are well placed to identify bottlenecks in the investment climate and provide recommendations to address them. Suitable institutional co-ordinating mechanisms and communication channels are needed to ensure optimal government responses.

Moderator: **Ana NOVIK**, Head, Investment Division, OECD

- **MED IPAs** brief presentation of their policy advocacy activities
- **Yasemin ESENLİK**, Deputy Executive Director, WAIPA
- **Constantinos ANGELOPOULOS**, Director of Investment Promotion, Enterprise Greece
- **Philippe YVERGNIAUX**, Director of International Co-operation, Business France

Tuesday 23 October 2018

OECD Conference Centre Room CC13

09:00-11:00

**SESSION 4: Preview of the Mapping of Investment Promotion Agencies in MED**

The objective of the session is to present the preliminary results of the OECD mapping of MED IPAs. The Mapping offers a benchmarking and comparative analysis of MED IPAs among each other and with OECD IPAs. It provides evidence on similarities and differences across agencies, lays out different profiles of IPAs and explains existing trends and practices in investment promotion and facilitation. The session will be the opportunity to fine-tune the results of the mapping. This session will focus on:

1. Institutional settings of IPAs
2. Institutional co-ordination
3. Investment promotion and facilitation activities

Moderator: **Fares AL HUSSAMI**, Policy Analyst, OECD

- **Selim GUEDOUAR**, Investment policy Expert
- **MED IPAs roundtable** : Comments on the results of the Mapping

11:00-11:15

COFFEE BREAK

11:15-13:00

**SESSION 4 : Preview of the Mapping of Investment Promotion Agencies in MED (cont.)**

The objective of the session is to present the preliminary results of the OECD mapping of MED IPAs. It will focus on:

4. Prioritisation strategies for FDI attraction and generation
5. Monitoring, evaluation and impact

Moderator: **Peline ATAMER**, Policy Analyst, OECD

- **Selim GUEDOUAR**, Investment policy Expert
- **MED IPAs roundtable**: Comments on the results of the Mapping

13:00-13:30

**Wrap-up discussion on the mapping of MED IPAs and the next steps**

The objective of this session is to discuss the preliminary conclusions of the OECD mapping of MED IPAs. It is also to invite MED participants to convey how the outcomes of the mapping can feed in the prioritisation of the peer-learning activities of the EU-OECD Programme.

Moderators:

- **Marie-Estelle REY**, Senior Advisor, MENA-OECD Competitiveness Programme, Middle East and Africa Division, OECD
- **Ana Maria SEGURA**, Trade and Investment, Regional Programmes Neighbourhood South, DG Neighbourhood and Enlargement (NEAR), European Commission

**13:30-14:30** Lunch break

**14:30** Bus shuttle: Departure to *Invest in Paris Region* (in front of the OECD entrance)

**15:30-17:00** **Session 5 : Study tour to *Invest in Paris Region* - Promoting sustainable foreign investment in agglomerations/cities**

The OECD will organise a field visit to [Invest In Paris Region](#), the agency in charge of promoting the Paris region internationally. The objective of this visit is to exchange experiences on how works a regional IPA, what are the governance and co-ordination mechanisms in place and what are the tools used to attract investors and support them in setting up.

- **Interactive exchange with Mr. Lionel GROTTO**, General Director, Invest In Paris Region
- **MED IPAs** roundtable on the characteristics and challenges faced by regional IPAs in their countries

Location: *Paris Region Entreprises*, Bâtiment 28, 11 rue de Cambrai, 75019 Paris

**17:00-17:30** Conclusions of the seminar and bus shuttle to come back to the OECD

## CONTACTS

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