



DRAFT AGENDA

GOVERNMENT-BUSINESS SUMMIT

Public-Private Alliances for Inclusive Growth

MENA-OECD Days

17 June 2019

Movenpick Hotel, Berges du Lac
Tunis



Objectives

The Tunisian Confederation of Industry, Trade and Handicrafts (UTICA) and the MENA-OECD Competitiveness Programme are organising the second annual regional conference of the MENA-OECD Business Advisory Board (BAB). The BAB is co-chaired by UTICA and the Spanish Confederation of Employers' Organisation (CEOE).

The meeting aims to:

- Develop a regional vision from the private sector on what should be the key policy priorities to unleash economic growth and job creation.
- Present the new MENA-OECD Youth Business Associations platform, created as mandated at the launch of the BAB in Madrid on September 2018.

The meeting takes place in the context of the MENA-OECD Days in Tunis, which comprise the meeting of the Steering Group of the MENA-OECD Initiative on Governance and Competitiveness (18 June), and the 11th meeting of the MENA-OECD Working Group on SMEs and Entrepreneurship Policy (19 June).

About the MENA-OECD Business Advisory Board

At the MENA-OECD Ministerial Conference convened in Tunis in October 2016, participants called for greater engagement with the private sector in support of economic reforms and inclusive growth. On September 2018, the MENA-OECD Business Advisory Board (BAB) was launched to act as a **dedicated regional platform for public-private dialogue**.

The MENA-OECD Competitiveness Programme is grateful for the financial support of its donor, the Swedish International Development Cooperation Agency (SIDA).

Structure of the meeting

This meeting of the Business Advisory Board will be divided into a morning of thematic sessions, and an afternoon with a Government-Business Summit:

Thematic discussions: A series of panels will aim to gather the views and recommendations of the private sector on how to address critical issues such as supporting SMEs to internationalise, reducing corruption and promoting gender balance in the private sector.

Government-Business Summit: The Summit will consist of interactive discussions between ministers of economy and investment, heads of business organisations and CEOs of leading companies to address the key challenges and priorities in the region: implementing economic reforms and building inclusive societies.

Practical information

Arabic/English/French interpretation will be provided during the meetings.

The MENA-OECD

Competitiveness Programme

The MENA-OECD Competitiveness Programme was launched in 2005.

The Programme supports governments undertaking reforms to spur sector development as a driving force for growth and job creation in the region. The main tools applied are policy dialogue, peer learning and capacity building.

Priority topics addressed are trade and investment, entrepreneurship, women's economic empowerment, business integrity, corporate governance, and economic resilience.

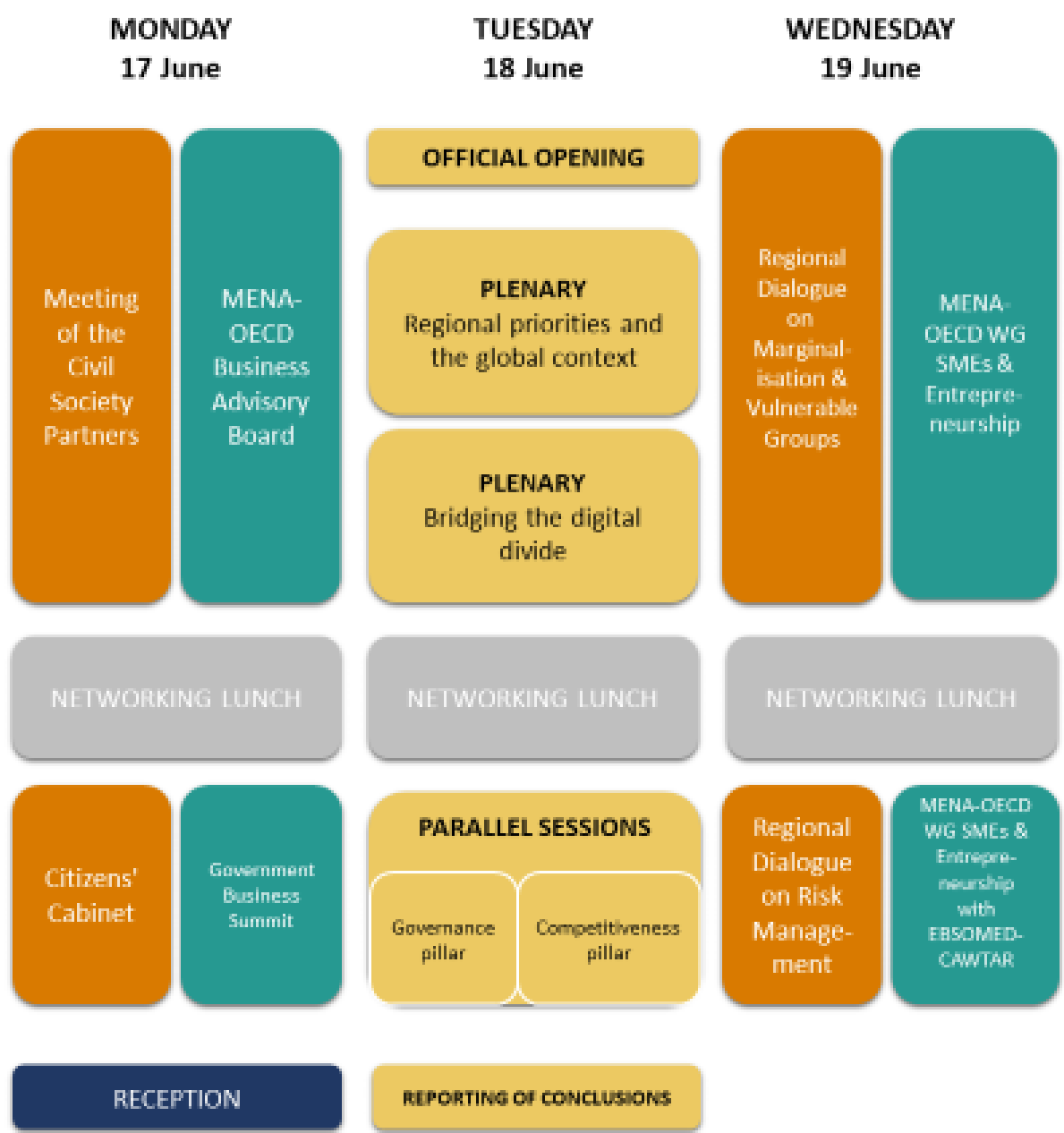
<http://www.oecd.org/mena>

MENA-OECD Days 2019

17-19 June, 2019
Tunis

MENA-OECD DAYS 2019: PARTNERING FOR SHARED PROSPERITY

■ Steering Group Meeting
 ■ Governance pillar
 ■ Competitiveness pillar



Programme: 17 June 2019

Business Advisory Board

THEMATIC DISCUSSIONS

8:30-9:00

Registration

9:00-9:30

Welcome remarks

- **Mr. Hichem ELLOUMI**, Vice President, Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat (UTICA)
- **Ms. Marta BLANCO**, President, CEOE International - Confederation of Employers and Industries of Spain International (CEOE)
- **Mr. Carlos CONDE**, Head of Middle East and Africa Division, Global Relations Secretariat, OECD

09:30-10:45

Thematic Session 1 – Taking the lead to promote gender balance

Chair:

- **Dr. Fouad ZMOKHOL**, President, Association of Lebanese Business People in the World (RDCL World), Lebanon

Speakers:

- **Ms. Gabriela URIARTE**, Manager of Promociona, CEOE, Spain
- **Mr. Rami NAOURI**, Gender specialist, Business Development Center, Jordan
- **Ms. Leila BELKHIRIA JABER**, President, Chambre Nationale Des Femmes Chefs D'entreprises, Tunisia

Gender gaps in the labour market remain large around the world and particularly so in MENA economies, which have the lowest female labour rate participation globally. Governments in the region are undertaking regulatory reforms and policy action to improve the current situation, but they are not alone. Business associations and companies are also taking a stance and leading initiatives to promote gender balance such as coaching programmes to support women accessing management positions, training human resources departments and advocating for women's rights. This session will allow to develop a set of priorities for going forward.

10:45-11:00

Coffee break

11:00-12:30

Thematic Session 2 – Parallel Sessions

Supporting the internationalisation of SMEs

Chair:

- **Ms. M^a Paz RAMOS**, General Director of International Trade and Investment, Ministry of Industry, Commerce and Tourism, Spain

Speakers:

- **Mr. Mehdi BENDIMERAD**, Vice-President, Forum des Chefs d'Entreprises, Algeria
- **Mr. Marco FELISATI**, Deputy Director, International Affairs and Trade Policy,

Improving business integrity with the private sector

Chair:

- **Ms. Neila CHAABANE**, Dean at the Faculty of Legal, Political and Social Sciences, Tunisia

Speakers:

- **Mr. Abdessamad SADDOUQ**, Ethics and Good Governance Commission, La Confédération Générale des Entreprises du Maroc (CGEM), Morocco
- **Mr. Gregory SIMPSON**, Regional Director for the Middle East and North Africa (MENA), Center for International Private Enterprise

Confindustria, Italy

- **Ms. Hanan TAHA-RAYYAN**, Managing Partner of Business Integrated Solutions, Palestine

While SMEs try to expand their operations through international trade and investment, they face many challenges accessing foreign markets. Transnational co-operation between companies can help bridge the gap. Some specific examples are business match-making between large companies and SMEs, technology transfers from multinationals, or linkages with external or intermediary suppliers.

This session will allow speakers to share experiences that have led to tangible results and that could be replicated by other companies.

(CIPE)

- **Mr. Eduardo RANGEL**, Chief Compliance Officer, National Bank of Bahrain, Bahrain
- **Ms. Reem BADRAN, CEO**, Al Hurra for Management and Business Development

Corruption is a complex social, political and economic phenomenon that affects all countries across the world. Confronting the challenges presented by corruption requires public and private sectors to interact and join their actions and perspectives. In the MENA region in particular, there is a clear demand for building stronger anti-corruption frameworks and the private sector can be a strong ally in this direction.

The goal of this session is to identify potential solutions to address the top obstacles to fight corruption, showcasing concrete examples that are being spear-headed by the private sector.

12:30-14:00

Lunch

Programme: 17 June 2019

GOVERNMENT-BUSINESS SUMMIT

14:00-15:00 Government-Business Summit – Round 1: Implementing economic reforms for investment and growth

Moderator:

- **H.E. Amb. Fathallah SJILMASSI**, Former Secretary General for the Union for the Mediterranean

Speakers:

- **H.E. Mr. Ahmed KOUCHOUK**, Vice Minister for Fiscal Policies and Institutional Reform, Egypt
- **H.E. Mr. Salaheddine MEZOUAR**, President of the Confédération Générale des Entreprises du Maroc (CGEM), Former Minister of Foreign Affairs, Former Minister of Economy and Finance, Morocco
- **H.E. Mr. Badreddine ABDELKAFI**, Vice President of Parliament and Head of the Tunisian delegation to the Parliamentary Assembly of the Mediterranean, Tunisia
- **Ms. Rym AYADI**, Director, Euro-Mediterranean Network for Economic Studies
- **Mr. Karim DAHOU**, Senior Counsellor, Global Relations Secretariat, OECD

The MENA region holds enormous potential and there is momentum for significant reforms that will transform the current economic models to become more effective and lead to inclusive societies. Building partnerships between the public and private sectors is crucial to implement such reforms. Among the top priorities remains making economies in the region attractive for investment, while reaping the benefits from FDI to enhance the local fabric of SMEs. This session will engage ministers and business representatives in a conversation to identify their respective visions and potential ways forward.

15:00-16:00 Government-Business Summit – Round 2: Fostering inclusion and creating opportunities for the youth

Moderator:

- **H.E. Amb. Fathallah SJILMASSI**, Former Secretary General for the Union for the Mediterranean

Speakers:

- **H.E. Mr. Lahcen DAOUDI**, Delegate Minister for General Affairs and Governance, Morocco
- **H.E. Dr. Ali AL ESAWE**, Minister of Economy, Libya
- **H.E. Mr. Ossama SADAWI**, Minister of Leadership and Empowerment, Palestinian Authority
- **Ms. Ghizlaine EL MANJRA**, President of the Commission on Social Economy of the CGEM, Morocco
- **Mr. Melik GUELLATY**, 2nd Vice-President, Centre des Jeunes Dirigeants d'entreprise de Tunisie (CJD), Tunisia

MENA countries have one of the youngest populations in the world, but also one of the highest youth unemployment rates. As young people become more educated, many see entrepreneurship as a good career choice. To unleash this potential it is crucial that young businesspeople are heard by policy makers and other employers' organisations alike. This session will enable young business representatives to discuss with ministers from the region to share their top obstacles and propose solutions for the future.

16:00-16:15

Coffee Break

16:15-16:30 Towards a shared vision

Rapporteur:

- **Ms. Abla ABDEL LATIF**, Executive Director, Egyptian Center for Economic Studies (ECES)

A Rapporteur will present the closing remarks, synthesising the conclusions for a common economic roadmap reached during the day, including the working sessions in the morning as well as the government-business summit in the afternoon. The conclusions of the meeting should pave the way to the MENA-OECD Ministerial Conference of 2020, which will define common work for economic reforms in the region.

16:30-16:45 Closing ceremony

- **H.E. Mr. Zied LADHARI**, Minister of Development, International Cooperation and Investment, Chair of the MENA-OECD Competitiveness Programme

Reception

Contacts

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