

4th Webinar in the Rethinking Regional Attractiveness Series

Enhancing the Attractiveness of non-Metropolitan Areas



AGENDA

4th Webinar in the Rethinking Regional Attractiveness Series:

Enhancing the Attractiveness of non- metropolitan areas: The role of Special Economic Zones

Wednesday 15th March 2023, 16:00-18:00 (CET) / 09:00 -11.00 a.m. (San José, Costa Rica)

[Simultaneous English | Spanish | French | Italian | Portuguese interpretation]

Register : https://meetoeed1.zoom.us/webinar/register/WN_1liYdRLxRau9LmA5CbdeKw

This OECD inter-directorate event is organised by the **OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)**, with the collaboration of the **Directorate for Financial and Enterprises Affairs (DAF)**; the **OECD Trade and Agriculture Directorate (TAD)** and the **Development Centre (DEV)** and with the support of the **Costa Rica Investment Promotion Agency (CINDE)** and the **European Commission**. It will provide an opportunity for participants to hear from a panel of international experts and practitioners as they share experiences and good practices to address some of the major challenges and opportunities of the Special Economic Zones (SEZs) mechanism for non-metropolitan regions attractiveness, and to discuss the advantages associated to them.

A dedicated session will focus on SEZs as a tool to transform the agricultural sector and improve the attractiveness of non-metropolitan areas for investors and talent. The case of Costa Rica will be discussed followed by good practices from other countries.

The webinar will inform the OECD's work on **Rethinking territorial development policies in the new global environment**, and the wider CFE activity on [Regions in Globalisation](#).

DRAFT AGENDA

Opening Remarks

(16:00 – 16:10)

- **Mrs. Dorothee Allain-Dupre** | Head of Regional Development and Multi-level Governance (RDG), OECD Centre for Entrepreneurship, SMEs, Regions, and Cities (CFE)
- **Mrs. Ana Novik** | Head of the Investment Division, OECD Directorate for Financial and Enterprise Affairs (DAF)



Session I: Enhancing the attractiveness of non-metropolitan areas and the role of Special Economic Zones

(16:10 – 16:45)

International experience: Enhancing regional attractiveness through SEZs

- **Mrs. Claire Charbit** | Head of Unit, Regional Attractiveness and Migrant Integration Unit (RAMI/RDG)

Chair and introductory remarks (5 min)

Examples of SEZ strategies in OECD countries will demonstrate different incentive frameworks, territorial development objectives, and potential challenges to their implementation and intended impacts.

- **Poland** | **Mr. Wojciech Tyborowski** – Director Invest Pomerania, Poland (10 min)
- **Italy** | **Mr. Valerio Buemi** - Senior expert in facilitation, market, and institutional relations Special Economic Zone of Eastern Sicily - (10min)

➤ Q&A - 10 min

Session II. Promoting investment in the agriculture sector to enhance the attractiveness of regions

(16:45 – 17:50)

➤ Introductory remarks

- **Ms. Indiana Trejos** Vice Minister Foreign Trade, Costa Rica (5 min)

➤ Setting the Scene –CINDE’s vision to increase agriculture investment in non-metropolitan areas

- **Mr. Jorge Sequeira Picado** | General Manager, Invest in Costa Rica (CINDE) (5 min)

Rethinking Costa Rica’s strategy to enhance the participation of agricultural products in GVCs and balance regional development: how can the Free Zone Regime Law benefits the regions outside urban centres? What are the priorities and potential challenges?

➤ Discussant - OECD

- **Mrs. Adriana García Vargas** | Agricultural Economist Trade and Agriculture Directorate (TAD) 5-10min

➤ International experience: Investment in agricultural sector

- **Canada** | **Mr. Chris McLeod** Vice President Global Marketing and Communications, Edmonton Global (10 min)
- **France** | **Mr. Alexandre Masse** Project Leader for the **French** Territories of Industry policy National Agency for Territorial Cohesion (ANCT) (10 min)
- **Costa Rica** | **Mr. Victor Umaña**, Trade and Agriculture Policy Expert, Member of the board of Directors PROCOMER (10 min)

➤ Q&A - 10 min

Conclusions and next steps

(17:50 – 18:00)

- **Mr. Sebastian Nieto Parra** | Head of the Latin America and the Caribbean Unit, OECD Development Centre
- **Mrs. Claire Charbit** | Head of Unit, Regional Attractiveness and Migrant Integration Unit (RAMI/RDG)

GENERAL INFORMATION

Special Economic Zones definition:

SEZs are geographically delimited areas where the government offers regulatory and fiscal incentives to companies located within, aiming to stimulate economic growth. SEZs vary by scale, and include office parks, energy zones, ports, tourism zones, charter cities, and others. (Adrianople group <https://www.openzonemap.com> ; [UNCTAD World Investment Report, 2019](#))

CONTACTS

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Michael FLOOD, Policy Analyst, Regional Development and Multi-level Governance Division, OECD Centre for Entrepreneurship, SMEs, Regions, and Cities (Michael.flood@oecd.org)

Note: The meeting will be recorded for the Secretariat's purposes only. All personal data will be processed in accordance with [OECD Personal Data Protection Rules](#).

Speaker Bios

	<p>Ms. Dorothee Allain-Dupre Head of Regional Development and Multi-level Governance (RDG), OECD Centre for Entrepreneurship, SMEs, Regions, and Cities (CFE)</p> <p><i>She oversees a team of 35 experts providing governments with evidence, data, analysis, policy advice and recommendations to strengthen the competitiveness and resilience of regions, mitigate regional disparities, and improve multi-level governance and subnational finance. She oversees OECD programmes on regional development, rural development and regional attractiveness, multi-level governance, decentralisation, and subnational finance and investment, among other areas. In her position, Dorothee is driving the work of the OECD's Regional Development Policy Committee. A French national, Ms Allain-Dupré holds a master's degree in Public Policy from École Doctorale Sciences-Po (France), a master's degree in European Studies from the University of Sussex (UK), and a bachelor's degree in Public Affairs from Institut d'Etudes Politiques, Sciences-Po (France).</i></p>
	<p>Ms. Ana Novik Head of the Investment Division, OECD Directorate for Financial and Enterprise Affairs</p> <p><i>Her division focuses on improving the international investment climate, promoting good domestic policies to support investment and Responsible Business Conduct. Before joining the OECD, Ms. Novik was Ambassador Director of Multilateral Economic Affairs in the Economics Directorate of Chile's Ministry of Foreign Affairs and Trade. During this period, she represented Chile in international organisations, such as WTO, OECD and APEC, and acted as the country's G20 Sherpa during the year 2012. She also headed and supervised negotiations on behalf of Chile in the investment and services areas, with China, Australia, TPP, Pacific Alliance and MERCOSUR, among others, and participated in Chile's accession to OECD, particularly in the areas of investment and trade. Ms. Novik, a Chilean national, holds a Major in Business and Administration from Universidad Catolica de Valparaiso, Chile and a Masters in International Affairs, Economic and Political Development from Columbia University, United States.</i></p>
	<p>Ms. Claire Charbit Head of Unit, Regional Attractiveness and Migrant Integration Unit (RAMI/RDG)</p> <p><i>Ms Charbit has developed the OECD's work on regional strategies for inclusive and sustainable attractiveness as well as the OECD's work programme on multi-level governance informing many studies such as on the local integration of migrants, , and the use of contracts across levels of government. Claire Charbit holds a PhD in Economics specialising in institutional economics from the University Nice- Sophia Antipolis.</i></p>
	<p>Mr. Wojciech Tyborowski Director Invest Pomerania, Poland</p> <p><i>Mr Tyborowski has been the Director for Invest in Pomerania since 2017 where he has demonstrated a passionate dedication to regional development, attracting and facilitating investment, project management, key account management, and building customer relationships. Previously he served as Project Manager of the Association of Business Service Leaders (ABSL). He has a Masters in Economic Policy from Gdansk University and has completed postgraduate studies in Research and Strategic Analysis at SGH Warsaw School of Economics.</i></p>
	<p>Mr. Valerio Buemi Senior Consultant to the Special Economic Zone of Eastern Sicily, Italy</p> <p><i>Mr. Buemi is Senior Consultant of the SEZ of Eastern Sicily working on the Attraction of National and Foreign Investments to the Special Economic Zone of Eastern Sicily. Dealing with Operational relations and Communication with the National and International Markets and the Planning and implementation of actions aimed at an effective dissemination of the advantages of SEZ on the National and International Markets. He has been working since 2011 to date as Export Sales Director, Export Manager and Consultant for International Sales, Operations, Business Development and Marketing for several Italian and Maltese small and medium enterprises, focusing his activity on facilitating the access of these companies to the Arab Islamic Countries (specially Saudi Arabia and United Arab Emirates)./ He holds a Master degree in Internationalization of small and medium enterprises. He graduated in Oriental Languages and Civilizations (Middle East curriculum) at the Oriental Institute of the University of Naples.</i></p>

	<p>Ms. Indiana Trejos Vice Minister Foreign Trade, Costa Rica</p> <p><i>Ms. Trejos Gallo earned a Bachelor of Arts degree in International Relations and Economics from Tufts University and a Master's in Political Economy from the University of Essex, where she was awarded with a scholarship by the Government of the United Kingdom. Before she was appointed Deputy Minister of Foreign Trade, Ms. Trejos Gallo developed an extensive career in public service. At the Ministry of Foreign Trade, she served as Coordinator for North America and Inclusive Trade (2022-2023); Coordinator for World Trade Organization affairs (2014-2018); Advisor on Trade Facilitation (2012-2014); Coordinator of the Special Project to Optimize the Implementation of Trade Agreements (2010-2012); Market Access Negotiator (2006-2010); and Advisor to the Trade and Investment Monitoring Unit and textiles negotiator under CAFTA-DR (1999-2004). Ms. Trejos Gallo also represented the country in the Trade Committee of the Organization for Economic Cooperation and Development (OECD) and played a key role in the approval of the Trade Committee and the Health Committee in the framework of the country's accession to the organization. In addition, Deputy Minister Trejos participated in eight trade negotiation processes with partners such as the United States, the European Union, China, and Singapore.</i></p>
	<p>Mr. Jorge Sequeira Picado General Manager CINDE, Costa Rica</p> <p><i>Mr. Sequeira is the Managing Director of the Costa Rican Investment Promotion Agency, CINDE. Mr. Sequeira joined CINDE in 2014, after he served four years as General Manager in the Costa Rican trade Promotion Agency, PROCOMER. Prior to that, Mr. Sequeira co-founded and acted as CEO of Exactus Corporation, a business software development company with presence in 12 countries throughout Latin America. Mr. Sequeira acted also as Vice-President of the Board of Directors of the Costa Rican Chamber of Industries, as well as of the GS1 Costa Rica, the local office of the Brussels-based global organization. Mr. Sequeira graduated from Tufts University, in Boston, Massachusetts, where he obtained an Engineering degree in Computer Science and Applied Math. He then obtained a post-graduate degree in Administration and Management from the Harvard University School of Extension also in Boston.</i></p>
	<p>Ms. Adriana Garcia Vargas Agricultural Economist, OECD Trade and Agriculture Directorate</p> <p><i>Ms. Garcia Vargas is an economist specializing in agriculture and international trade, currently working to analyze the impact of agricultural policies on sustainability and innovation. Before joining the OECD, she worked as an independent consultant and researcher in Frankfurt, Germany. In this capacity, she advised the Inter-American Institute for Cooperation on Agriculture (IICA), the German Agency for International Cooperation (GIZ) and other organizations on matters related to agricultural trade. Prior to that, she was a trade negotiator at the Permanent Mission of Costa Rica to the WTO, where she oversaw the agriculture negotiations and matters related to the Committees on Agriculture and Sanitary and Phytosanitary Measures, among other areas. She holds an M.A. in International and Development Economics from HTW Berlin, and a degree in Economics from the University of Costa Rica.</i></p>
	<p>Mr. Chris McLeod Vice President Global Marketing and Communications, Edmonton Global, Canada</p> <p><i>Mr. McLeod is a Senior leader with international expertise. He leads a team to build an international brand for the Edmonton Metropolitan Region with a focus on driving investment into the region. Previously he served as the Director for Communications and Community Engagement at Athabasca University where he led important initiatives to grow the registration of new students. From 2005-2006 He performed as Director of Communications in the Legislative Assembly of Alberta, he has spent a decade with the City of Edmonton in communications, media relations, and special project roles. He has wide experience in community leadership and has served several boards of directors. He has an MBA from Athabasca University and a BA on Political Science from the University of Alberta.</i></p>



Mr. Alexandre Masse

Project Leader for the French Territories of Industry policy National Agency for Territorial Cohesion (ANCT), France

Mr. Masse is a project manager for the territories of industry in charge of the evaluation of the territories of industry program and the territories of industry recovery plan. Before this position he was a trade advisor for Aerospace and airport infrastructure at Business France which is the national agency that supports the international development of the French economy, and he was a consultant at Kairin Strategy consulting in 2017. He holds a master's in project management from HEC Paris and studied at the University of British Columbia.



Mr. Víctor Umaña

Trade and Agriculture Policy Expert, Member of the board of Directors PROCOMER, Costa Rica

He completed his doctoral studies in international political economy at the ETH Zurich and his master's degree in international law and economics at the University of Bern. He is Director of the Latin American Centre for Competitiveness and Sustainable Development (CLACDS). He has been an official of regional integration bodies (Central American Agricultural Council), of the Inter-American system (Inter-American Institute for Cooperation on Agriculture) and of the Government (Ministry of Foreign Trade). He is a consultant on agricultural and trade policy, sustainable development, and competitiveness. He has developed projects in Latin America, the Caribbean, and Africa for the World Bank, IDB, State of the Nation Project, CENPROMYPE, RUTA, Corporación Colombia Internacional and the Brenthurst Foundation. In Costa Rica, he has advised the Costa Rican Ministry of Agriculture and Livestock on the formulation of agricultural and rural development policy (1998-2000) and the offices of Foreign Trade and Agriculture (2010-2011) on subsidy commitments for the agricultural sector under the WTO Agreements. He is a regular contributor of opinion articles to newspapers and magazines in the region.



Mr. Sebastián Nieto Parra

Head of the Latin America and the Caribbean Unit, OECD Development Centre

Sebastián Nieto Parra is the Head of Latin America and the Caribbean at the OECD Development Centre and manages the annual flagship publication Latin American Economic Outlook, as well as the OECD's Latin American and Caribbean Income Statistics and Multidimensional Country Reviews in the region. His research interests include financing for development, economic development, infrastructure and connectivity policies, and political economy in emerging economies. Prior to joining the OECD, Mr. Nieto Parra was an economist for Latin America at Banco Santander, Madrid. Previously, he worked on financial sector regulation and mortgage market development at both the Central Bank of Colombia and the Colombian Ministry of Finance. In addition to his position at the OECD, he also teaches emerging market economic policy at Sciences Po, Paris. He holds a PhD in Economics and did his postgraduate studies in Economics at Sciences Po, Paris and at the Toulouse School of Economics.