

Launch of the Synthesis Report and Case studies

Regional Attractiveness in the new global environment:  
Argentina, Chile and Colombia



Co-funded by  
the European Union



## *Regional Attractiveness in the New Global Environment: Argentina, Chile and Colombia*

*Presentation of the synthesis report and case studies*

### ONLINE LAUNCH EVENT

Thursday, 7 December

🕒 16:00-17:30 (UTC+1) / 12:00-13:30 Buenos Aires and Santiago de Chile (UTC-3) / 10:00-11:30 Bogotá (UTC-5)

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*The event will have English-Spanish interpretation.*

*The event is organised by the **Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)**, and the **OECD Development Centre (DEV)**, with the support of the **European Commission**.*

#### DRAFT AGENDA

##### 16:00-16:10 Opening remarks

**Nadim Ahmad** | Deputy Director, Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

**Federico Bonaglia** | Deputy Director, Development Centre (DEV)

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##### 16:10-16:25 Presentation of results

*The need to rethink regional attractiveness for inclusive and sustainable development.*

**Claire Charbit**, Head of Unit on Regional Attractiveness and Migrant Integration (RAMI/CFE)

**Sebastián Nieto Parra**, Head of the Latin America and Caribbean Unit (LAC/DEV)

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##### 16:25-16:40 The national perspective

*The role of central government in improving regional decision-making and addressing territorial disparities, and to what extent can the regional attractiveness approach help?*

- **Mónica Ortiz Medina**, Director, Directorate for Innovation and Business Development, National Planning Department (DNP), Colombia.
- **Viviana Betancourt Gallegos**, Head of Policy and Studies Division, Undersecretariat for Regional and Administrative Development (SUBDERE), Chile.
- **TBC**, Ministry of Foreign Affairs, International Trade and Worship, Argentina.

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#### 16:40-16:55 Good practices of actors at regional level

- **Christian García**, Regional Administrator, Regional Government of Magallanes and Chilean Antarctica ZES Chile Magallanes, Chile.  
*How do you attract investors, talent and visitors in such a remote and extreme location while taking advantage of local assets?*
- **Geovanny Carvajal**, Manager of the Regional Commissions for Competitiveness and Innovation (CRCI) of the department of Nariño, Pacific region, Colombia.  
*Regionalisation of the internationalisation mission*
- **Juan Marcelo Benitez**, Undersecretary - Cabinet Coordinator, Ministry of Industry of the Province of Misiones, Argentina.

*Questions and Answers*

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#### 17:10-17:25 Concluding remarks European Union Delegations

- **Yamil Abdala**, Cooperation Officer, Delegation of the European Union, Colombia.
- **Susana Agüero**, Cooperation Officer, Delegation of the European Union, Chile.
- **TBC**, Argentina.

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#### 17:25-17:30 Acknowledgements and next steps

OECD - CFE /DEV | Claire Charbit and Sebastián Nieto Parra

## CONTACTS

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