



# AGENDA

27 September 2023 | 10:00-11:30 (CEST) | Virtual

## Launch of the OECD Future of Rural Manufacturing



## ■ About the event

Manufacturing remains not only important but essential for rural regions as the driver of economic growth. The manufacturing sector directly supports a large number of jobs through its supply chains. It also supports a number of induced jobs in rural communities, as relatively well-paid factory workers spend their incomes in stores and restaurants, for example. On average across the OECD, manufacturing represents 14% of GDP and whilst rural regions represent about 30% of the population among OECD countries, about 45% of manufacturing jobs are located in rural areas among the countries studied in this initial analysis.

Yet the face of this manufacturing has changed. Rural regions, which lack economies of agglomeration, have over the years become less competitive in mass production, where their comparative advantage was traditionally due to low wages. In particular, the rise of international competition has meant tradable goods have been more affected by low wage emerging economies in contrast to business activities in the service sector. Many of the positive attributes traditionally associated with manufacturing are today increasingly being captured not in production itself, but in the supply chain services sector. This means tradable and high value-added manufacturing remains essential for rural regions.

Recent global shocks have reopened the re-industrialisation debate and reinforced the desire to improve autonomy and self-reliance. Overall, manufacturing remains a key driver of rural development, exhibiting high multiplier effects, high propensity to innovate and high productivity. At the same time, manufacturing has also played a critical role in the social fabric and identities of rural regions. Understanding the long-term trends shaping rural manufacturing is therefore essential for sustainable development, providing the motivation for our analysis, which goes beyond static factors and focuses on a more dynamic evolutionary perspective. This is to ask the tough questions: How can policy makers formulate policies that effectively consider the transformations happening at multiple spatial and temporal scales?

The Future of Rural Manufacturing report aims to better understand the evolution of the manufacturing sector and its impact on rural development. With support from the European Commission, the project contains thematic analysis that examines trends in the manufacturing sector across different types of rural regions and how the intersection between the trends and the type of region determines the necessary policy responses. The report provides technical analysis on the role of global challenges for rural manufacturing, specifically of climate change, globalisation, technological progression and changing skills and demographics. Finally, the report draws on insights from foresight and futures literacy to help policy makers make long-term, innovative decisions when crafting strategies to ensure future proofing.

The launch event will be an opportunity to present the report's main findings and discuss its policy implications. As well as a range of experts, the event will feature speakers from the regions participating in the case studies themselves, directors of rural manufacturing firms and associations improving the role of rural youth and women in industry. The OECD looks forward to welcoming you to what promises to be an exciting event!

Registration The virtual event will take place on the Zoom platform. Please register in advance:  
<https://meetoe.cd1.zoom.us/meeting/register/tJllc-ysrj4pEtG46rsuRtGbWSKdqTdYVuaA>

## Contact

Questions? Email us at [jenny.vyas@oecd.org](mailto:jenny.vyas@oecd.org)

For more information, visit our website: <https://www.oecd.org/regional/>

Join the conversation on Twitter  [@OECD\\_local](#) [#OECDregions](#)

# Agenda

## 27 September 2023

10:00-10:15	Opening remarks	<ul style="list-style-type: none"><li>▪ <b>Dorothee Allain-Dupré</b> Head of Division, Regional Development and Multi-level Governance, OECD</li><li>▪ <b>Catherine Wendt</b> European Commission, DG Regional and Urban Policy</li><li>▪ <b>Peter Wostner</b> Institute of Macroeconomic Analysis and Development, Slovenia, Chair of OECD Working Party on Rural Policy</li></ul>
-------------	-----------------	---

## Presentation of the Future of Rural Manufacturing Report

10:15-10:25	Presentation	<ul style="list-style-type: none"><li>▪ <b>Jenny Vyas</b> Economist and Policy Analyst, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)</li></ul>
-------------	--------------	--

## Case Study Interventions

10:25-10:50	Speakers	<ul style="list-style-type: none"><li>▪ <b>Sabrina Lucatelli</b> Riabitare l'Italia Director and Vice Chair of OECD Working Party on Rural Policy</li><li>▪ <b>Aurore Colnel</b> Head of Territoire D'industrie programme, ANCT, France</li><li>▪ <b>Dr. Amna Potočnik</b> Head of Sectoral Policy, Regional development Maribor, Slovenia</li><li>▪ <b>Frank Leinenkugel</b> Regional development manager, Hochsauerlandkreis, Germany</li></ul>
-------------	----------	---

## Ways to look ahead

	Speakers	<ul style="list-style-type: none"><li>▪ <b>Andrew Stirling</b> Managing Director, Stirling Potatoes, Scotland</li><li>▪ <b>Bill Walker</b> Director of Manufacturing Strategy, Government of Queensland, Australia</li><li>▪ <b>Jane Craigie</b> FRSA, Marketer in Agrifood and Rural. Co-founder of The Rural Youth Project</li><li>▪ <b>Reil Miller</b> Futures literacy expert</li></ul>
--	----------	---

## Conclusion

11:25-11:30	Closing remarks	<ul style="list-style-type: none"><li>▪ <b>Jose Enrique Garcilazo</b> Deputy Head of Division and Head of Regional and Rural Policy Unit, OECD</li></ul>
-------------	-----------------	--

