

Public-Private Dialogue

www.publicprivatedialogue.org

6th PPD Global Workshop

Vienna, Austria, June 13-14, 17 2011

Program

Austria Trend Hotel Savoyen Vienna Austria

Address: Rennweg 16
1030 Vienna, Austria

Organized and sponsored by:

The World Bank Group
Investment Climate Department
Investment Generation and
PPD Global Program teams



2011 Public-Private Dialogue Workshop

Public-Private Dialogue

Policies for Investment

Program overview

Monday June 13		Tuesday June 14		Wednesday June 15		Thursday June 16		Friday June 17	
PPD Workshop		Investment Policy Workshop				Joint Clinic			
Day 1	Day 2	Day 1		Day 2		Optional day			
Lessons learned and PPDs in practice	Tools for the PPD life cycle	Investment policies and investment laws		Investment institutions and benchmarking		Series of personalized country consultations on PPD and Investment Policy			
Lessons learned	Ensuring effectiveness of PPD secretariats (practical steps and processes)	How investors make their investment decisions?		Best Practice in investment Legislation		1	2	3	4
Interactive case study	Achieving sector competitiveness through PPD	Role of Investment Policy, including incentives, in Attracting Investment		Boosting institutional capacity for investment attraction		5	6	7	8
		Enhancing Competition of Nations, Industries and Clusters		Measuring policy attractiveness and institutional effectiveness		9	10	11	12
Lunch		Lunch		Lunch		Lunch			
Designing and managing PPDs in post- crisis environments	Improving inclusion and governance in PPD platforms	Investment Policy at Work: Selected country experiences		Peer-to-Peer Learning: Case Study Discussion		17	18	19	20
PPD initiatives in practice (11 Cases)	Keeping PPD on target (Evaluation methods)	Peer-to-Peer Learning: Round tables on Country Experiences		Lessons Learned: Competitive Forces that Shape Strategy		21	22	23	24
	Making PPD sustainable					25	26	27	28
						29	30	31	32

This 6th PPD Workshop and the 1st Investment Policy Global Workshop is sponsored by Investment Generation practice group of the World Bank Group's Investment Climate Department.

- The Investment Climate Department / FIAS Vienna Office, is focused on promoting cross border investment advisory through investment policy, law institution and benchmarking offerings, which are deployed in Central and East Europe and Central Asia, as well as globally.
- Within this group, the PPD Global Program helps providing advisory to 30 PPD initiatives around the world, and builds tools and knowledge frameworks that support stakeholders and practitioners in designing, implementing and measuring PPD efforts.

Workshops dates:

2 day PPD workshop: Monday June 13 and Tuesday June 14, 2011

2 day Investment Policy workshop: Wednesday June 15 and Thursday June 16, 2011

1 open clinic with 16 time slots for PPD and 16 time slots for Investment Policy: Friday June 17, 2011

Participants can attend either one or the other event, but **our recommendation is for participants to attend both events and the clinic** so as to maximize the learning and sharing benefits and capitalize on the fixed cost of the trip.

All the PPD Workshop materials will be posted on www.publicprivatedialogue.org

Public-Private Dialogue

Public-Private Dialogue (PPD) initiatives are useful to improving business environments, inspiring competitiveness, increasing trust and fostering governance through coordination, transparency and accountability. Business forums, investor advisory councils, clusters and other types of comprehensive and systematized partnerships have become an important part of the private and financial sector reform and competitiveness process. Over time, the WBG has sponsored a number these structured partnerships, which have proved effective in generating political will through coalition building and have served as processes to carry forward reform or sector programs from diagnosis and prioritization to the implementation stage.

Impact evaluations conducted in 2005, 2006, and 2009, have shown that organized partnerships where the private sector can have input into policy design and where private actors and public officials can discuss the regulatory and competitiveness environment in a systemic fashion have succeeded in many countries in simplifying overly complex legal and regulatory frameworks, reducing the cost and time required to do business, increasing the delivery of services to the private sector and citizens, and encouraging competitiveness of specific industries. To get the most benefits out of a PPD in term of economic and governance impact, without it being too costly in terms of political and institutional costs, one has to do careful diagnostic, planning, management and monitoring throughout the entire life cycle of a PPD.

With the objective to develop knowledge and to better support PPD practitioners on the ground, the World Bank Group has organized a series of PPD annual Global Workshops since 2006 (February 2006 in Paris, France, April 2007 in Douala, Cameroun, April 2008 in Dakar, Senegal, April 2009 and June 2010 Vienna, Austria). These events have served to gather stakeholders, practitioners and donors to work on case studies, understand good practice and set guidelines and tools for PPDs. The 6th PPD Global Workshop “PPD for Competitive Economies” is taking stock of recent developments in PPD knowledge, discussing specific PPD cases, exploring critical PPD related topics, and helping build capacity to effectively manage and monitor a PPD process during the PPD life cycle, from entry to exit.

More than 80 representatives from business forums, investors’ councils, and competitiveness partnerships from both the public and private sectors, and from sponsoring donors (such as IFC, the World Bank, or others), are participating.

Specific themes that will be explored during the 2-day PPD workshop are organized along the PPD lifecycle:

1. Designing and managing PPDs, including in post- crisis environments
2. Ensuring effectiveness of PPD secretariats (practical steps and processes)
3. Achieving sector competitiveness through PPD
4. Improving inclusion and governance in PPD platforms
5. Measuring PPD results
6. Transitioning out of PPD

English/Russian – Russian/English simultaneous translation will be provided for all plenaries.

The workshop lasts two days, followed by a two-day investment policy workshop with a fifth optional “Clinic” day offered at the end of the week for participants who desire to get detailed questions answered about their particular PPD initiatives by the PPD Global Program Team in an open clinic format. Participants or teams from any given country will be able to register during the first two days, on a first-come, first-serve basis by writing their names into the one hour time slot of their choice, and get during that time the full attention of the WBG’s PPD Global Program Team, which will address their particular issues.

Participants are invited to attend the Investment Policy Global Workshop, so as to complement their skills and capacity on reform process with a deep dive on the substance of investment policy, law and institutions.

2011 Public-Private Dialogue Workshop

Monday June 13th 2011

Joint Opening of the PPD and Policies for Investment Workshops

09:00 – 9:15 **Introduction**
Words of welcome
Cecilia Sager, Manager, World Bank Group;
Ivan Nimac, Head, Investment Generation Vienna Office, World Bank Group;
Benjamin Herzberg, Sr. Private Sector Development Specialist, PPD Global Program
Leader, World Bank Group

PPD Workshop Day 1: PPD Lessons Learned and in Practice

09:15 – 09:45 **Keynote address: Public-Private Dialogue for Competitive Economies**
Djoomart Otorbaev, Senior Advisor, Investment Climate for Enterprises, European Bank
for Reconstruction and Development (EBRD)

10:00 – 11:00 **PPD for competitive economies: how to use collaboration for inclusive growth**
Benjamin Herzberg, Sr. Private Sector Development Specialist, PPD Global Program
Leader, World Bank Group

11:00 – 11:15 **Coffee break**

11:15 – 12:45 **A case of sector competitiveness through PPD in Spain: the Agricultural Machinery cluster Lleida, Catalonia**
Panel: Cluster PPD coordinator, Private Sector Representative, Public Sector
Representative

11:15 – 11:25 The Agricultural Machinery cluster: achieving sector-level results through PPD
Enric Pedrós, Cluster Manager, Agricultural Machinery Cluster, Lleida, Catalonia

11:25 – 11:30 Role of the private sector in the agricultural machinery cluster and the PPD's impact on the balance sheet
Roger Jordi, Export Manager, Agric Bemvig, SA.

11:30 – 11:35 Supporting local economic development through PPD policies for the Agribusiness Sector
Jordi Conejos, Former Director General of Industry and Executive VP Catalonia Development Agency (1995-2001)

11:35 – 12:20 Each representative will hold one of three tables, and the audience, divided into three groups, will rotate from table to table, having each time the chance to interact with the representative for 15 minutes.

12:20 – 12:45 The panel of representative will go back to the front table, and will have a moderated panel discussion on the topic, plus answer questions from the audience.

12:45 – 14:00 **Lunch**

14:00 – 15:30 **PPD interactive exercise #1: Responding to crisis, designing PPD in times of change**

Private sector, business associations, sector chambers, municipal authorities, ministries, top-level government officials, donors... Can all these different interest groups agree on designing a new PPD mechanism as a solution to times of change? When crisis hits, differences are exacerbated and inequalities become more emphasized. Resources are scarce. An initial meeting is planned, but will the local stakeholders, despite their

differences, be able to agree on the priorities for private sector development, rebuilding the economy, and on how the PPD should work?

14:00 – 15:00 Interactive exercise

15:00 – 15:30 Challenges of PPD design: Lessons learned

Moderated by Malcolm Toland, PPD Global Program Team, World Bank Group

Discussant: *Kishore Pradhan, Acting President, Eastern Regional Chamber of Commerce and Industries, **Nepal***

15:30 – 16:00 **Coffee break**

16:00 – 17:00 **Speed dating 1: PPD Initiatives in Practice**

Series of 20 minutes table discussions around country cases studies. Every 20 minutes, a bell rings and attendees have to switch to a different table. Therefore during the hour, attendees can discuss three different cases of their choice, out of six. Presenters remain at the table during the entire hour and present and discuss their cases four times in a row. PowerPoint presentation is strongly discouraged for this session (*in case the presenters wants to present a PowerPoint, they will have to either bring their own laptop, or print copies in advance*). Table discussions should be organized as: Presentation (5 minutes), and free table discussion on the case (15 minutes).

Table 1: **Tajikistan** – Discussed by:

- *Zafar Khotamov, Head of the Secretariat of the Consultative Council on Improvement of Investment Climate;*
- *Abdulmadjid Muminov, Head of the entrepreneurship support division, State Committee on investments and state property management;*
- *Yusufjon Majitov, Head Specialist, Department of Economic Reforms and Investment from Executive Office of the President of Tajikistan;*
- *Sitora Sultanova, PPD Specialist, World Bank Group.*

Table 2: **Kenya** – Discussed by:

- *Carol Karuiki, CEO, Kenya Private Sector Alliance;*
- *Agatha Juma, CEO, Kenya Tourism Federation.*

Table 3: **Ethiopia** – Discussed by:

- *Mamo Esmelealem Mihretu, Operations Officer, World Bank Group;*
- *Eyessus Work Zafu, President, Ethiopian Chamber of Commerce*
- *Gashaw Debebe, Secretary General, Ethiopian Chamber of Commerce;*
- *James Brew, PPD Global Product Team, World Bank Group.*

Table 4: **Liberia** – Discussed by:

- *Vaanii Baker, Secretary of the Liberia Better Business Forum;*
- *Malcolm Toland, PPD Consultant, World Bank Group.*

Table 5: **Malawi** – Discussed by:

- *Chancellor Kaferapanjira, Chief Executive of the Malawi Confederation of Chambers of Commerce and Industry;*
- *Mathews Chikhankheni, President of Dulux Limited.*

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17:00 – 18:00 **Speed dating 2: PPD Initiatives in Practice**

Series of 20 minutes table discussions around country cases studies. Every 20 minutes, a bell rings and attendees have to switch to a different table. Therefore during the hour, attendees can discuss three different cases of their choice, out of six. Presenters remain at the table during the entire hour and present and discuss their cases three times in a row. Powerpoint presentation is strongly discouraged for this session (*in case the presenters wants to present a PowerPoint, they will have to either bring their own laptop, or print copies in advance*).

Table discussions should be organized as: Presentation (5 minutes), and free table discussion on the case (15 minutes).

Table 1: **Cambodia** – Discussed by

- *Lili Sisombat, PPD Global Program team, Cambodia Government-Private Sector Forum Coordinator, World Bank Group*

Table 2: **Nigeria** – Discussed by:

- *Gareth Davies, Interim Team Leader at ENABLE Nigeria;*
- *Henry Adigun, Government Portfolio Manager at ENABLE Nigeria;*
- *Justin van Rhyn, Project Manager, Adam Smith International.*

Table 3: **Rwanda** – Discussed by:

- *Vincent Safari, CEO of the Rwanda Private Sector Federation;*
- *Fanja Ravoavy, Program Coordinator, World Bank Group.*

Table 4: **Nepal** – Discussed by:

- *Kishore Pradhan, Acting President of the Eastern Regional Chamber of Commerce and Industries;*
- *Gopal Tiwari, Coordinator of the Nepal Business Forum Secretariat;*
- *Tanzeem Qayyum, PPD task team leader, World Bank Group.*

Table 5: **Algeria** – Discussed by:

- *Moulad Hedir, Advisor at the Forum Des Chefs d'Entreprises;*
- *Maha Hussein, PPD Global Program Team, the World Bank Group.*

Table 6: **Cameroon** – Discussed by:

- *Moise Ekeke Endene, Permanent Secretary of Cameroon Business Forum;*
- *Etienne Ateba Assiga, Technical Adviser at the Prime Minister's Office;*
- *Uriel Levy, PPD Global Program Team, World Bank Group.*

Tuesday June 14th 2011: The PPD lifecycle

9:00 – 9:05 Introduction

9:05 – 10:50 **Ensuring effectiveness of PPD secretariats (practical steps and processes)**

9:05 – 9:30 Debate: Process vs. Substance: How to set a PPD for success?

“Secretariats are useless, Quick Wins are everything” Debated by
James Brew, PPD Global Program Team, World Bank Group

“Secretariats are everything, Quick Wins are useless” Debated by
Malcom Toland, PPD Global Program team (for)

Voting for the debate winner

9:30 – 10:30 “My name is... and I am a PPD coordinator”

A circle of PPD coordinators will discuss the merits of PPD secretariats and share implementation tips. A series of questions will be put forward to guide the discussion.

*Vaani Baker, Head of the Secretariat the **Liberia** Better Business Forum (LBBF)*

*Zafar Khotamov, Head of the Secretariat of Consultative Council on Improvement of Investment Climate in **Tajikistan***

*Shamsunnaheer Begum, Director of the **Bangladesh** Board of Investment*

*Agatha Juma, CEO, **Kenya** Tourism Federation*

*Chancellor Kaferapanjira, Chief Executive of the **Malawi** Confederation*

of Chambers of Commerce and Industry

*Gareth Davies, Interim Team Leader at ENABLE **Nigeria**,*

*Gopal Tiwari, Coordinator of the **Nepal** Business Forum Secretariat*

*Moise Ekeidi Endene, Permanent Secretary of **Cameroon** Business*

Forum

10:30 – 10:50 A 5-point checklist for effective PPD secretariat

Uriel Levy, PPD Global Program team

10:50 – 10:55 Announcement of voting results and winner’s address

10:55 – 11:15 **Coffee break**

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11:15 – 13:00 **Achieving sector competitiveness through PPD**

11:15 – 11:35 Using PPD to Build Competitive Industries: How dialogue drives investment and employment at the sector level
Suhail Kassim, Private Sector Development Specialist, Competitive Industries Unit, World Bank Group

11:35 – 11:45 Q&A

11:45 – 12:05 The case of **Tajikistan** – The Khatlon Region Agriculture Partnership
Abdulgaffor Rahmonov, Deputy Governor of Khatlon Oblast, Khatlon Regional Government, Tajikistan; Sitora Sultanova, PPD Specialist, World Bank Group

12:05 – 12:25 **Catalonia** Sector Development: The case of Cruise tourism competitiveness partnership in Barcelona
Ramon Masia, Member of the Executive Committee, Turisme de Barcelona

12:25 – 13:00 Joint Q&A

13:00 – 14:00 **Lunch**

14:00 – 15:30 **PPD interactive exercise #2: Improving inclusion and governance in PPD platforms**

A PPD was set up. A secretariat was designed and a coordinator hired. Issues are getting prioritized around specific sectors. But the big market players tend to capture the agenda. Are they genuine in representing the private sector, or are they playing for a place in the sun? Will the minority groups be able to voice their concerns, and will the decision making process remain transparent and effective at the same time?

14:00 – 15:00 Interactive exercise

15:00 – 15:30 Challenges in governance and inclusion: Lessons learned
Lili Sisombat, PPD Global Program Team, World Bank Group

Discussant: *Moulad Hedir, Advisor at the **Algeria** Forum Des Chefs d'Entreprises*

15:30 – 16:00 **Coffee break**

16:00 – 17:00 **Keeping a PPD on target**

This session will summarize M&E tools for PPD projects using two case examples. At the issue of the session, every PPD team present in attendance will be invited to use these tools during the next two days so as to produce their own self-evaluation and 12-month action plan, and present it at the PPD clinic on June 17 (optional).

Please note that one PC laptop needs to be brought in per table, so as to follow the M&E cases on an excel spreadsheet which will be provided during the coffee break.

16:00 – 16:30 The PPD Evaluation Wheel – The case of **Liberia**
Malcolm Toland, PPD Global Program Team, World Bank Group

16:30 – 17:00 The PPD Reform Process Table – The case of **Vietnam**
Uriel Levy, PPD Global Program Team, World Bank Group

- 17:00 - 18:00 **Staying the course – how to maintain, transition or exit a PPD**
- 17:00 – 17:10 Supporting PPD in times of change in **Bangladesh**
Shihab Ansari Azhar, PPD Global Program Team, World Bank Group
- 17:10 – 17:15 Q&A
- 17:15 – 17:25 Transitioning from donor brokerage to domestic stewardship: The case of **Cambodia, Laos**
Lili Sisombat, PPD Global Program Team, World Bank Group
- 17:25 – 17:30 Q&A
- 17:30 – 17:40 Institutionalizing PPD: From **Kenya** Prime Minister’s Roundtables to structured and sustained dialogue
Carol Karuiki, you CEO, Kenya Private Sector Alliance
- 17:40 – 17:45 Q&A
- 17:45 – 17:55 A 5 point checklist for effective PPD transition and sustainability
Uriel Levy, PPD Global Program Team, World Bank Group
- 17:55 – 18:00 Q&A
- 18:00 – 18:15 **Next steps and closing remarks**
Benjamin Herzberg, Sr. Private Sector Development Specialist, PPD Global Program Leader, World Bank Group
- 19:30 – 22:30 **Dinner**
Come enjoy the traditional Wienesse hospitality at the Wiener Rathauskeller, Rathausplatz 1, A-1010 Wien, for a dinner hosted by the World Bank Group’s Investment Climate Department, Vienna Office

Wednesday June 15th 2011: Policies for Investment Workshop

Thursday June 16th 2011: Policies for Investment Workshop

Friday June 17th 2011: PPD Clinic

(This will take place in parallel with the Policies for Investment clinic)

This day is targeted at participants interested in receiving one-on-one consultations with the various members of the PPD Global Program Team, so as to discuss ongoing challenges faced by their PPDs and next steps. A board with one hour time slots will be displayed during the first two days of the event, and the participants will register themselves for the time slots of their choice, on a first-come, first-serve basis. There will be two parallel PPD clinic sessions for which country delegations can register. Country delegations can register to both so as to get the most input relating to their situation, or just to one if they are interested only in a particular topic.

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Use the board outside the conference room to book the time slots of your choice.

PPD CLINIC		
Friday June 17		
Room name	Room 1	Room 2
Topic for PPD Clinic consultation	Monitoring and Evaluation, Strategic Communication, Action Planning, Post conflict challenges, sub-national PPDs	General PPD issues, PPD for sector competitiveness, Exit strategies
PPD Global Program Team	Malcolm Toland Shihab Ansari Azhar James Brew Maha Hussein Doga Ulas Eralp	Uriel Levy Lili Sisombat Suhail Kassim Benjamin Herzberg
08:30 – 09:00		
09:00 – 10:00		
10:00 – 11:00		
11:00 – 12:00		
13:00 – 14:00		
14:00 – 15:00		
15:00 – 16:00		
16:00 – 17:00		
17:00 – 18:00		