



AGENDA

Rethinking Regional Attractiveness in the New Global Environment

Synthesis report launch

Wednesday 5 July 2023 🕒 16:00-17:30 (CEST)

🔑 On-line participation

<https://meetoecd1.zoom.us/meeting/register/tJEtdeCvrDktGtW62jU0Ph4KuyRYzTMPVmsA>

The launch of the report is organised by the **OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)**, with the support of the **European Commission (DG REGIO)**

The report applies an original quantitative methodology to assess regional attractiveness, introducing an 'attractiveness compass' to help policy makers understand how individual regions fare in a new global environment. It identifies key drivers of attractiveness to the international target groups of investors, talent, and visitors, and the policy levers available to enhance regional attractiveness. Finally, it highlights the need to co-ordinate across levels of government, across policy fields, and with private stakeholders, and provides examples of good practice to implement regional attractiveness policies.

The report draws on lessons learned from multiple [regional case studies from five](#) EU countries (Ireland, Italy, Portugal, Spain, and Sweden), additional work with Latin American and Caribbean regions, as well as a series of webinars and one-on-one dialogues on rethinking regional attractiveness.

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16:00-16:15 Opening remarks and insights (15 min)

Nicola de Michelis | Director for Regional and Urban Policy (REGIO) European Commission (5 min)

Dennis Alvord | Chair Regional Development Policy Committee (RDPC) (5 min)

Nadim Ahmad | Deputy Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) (5 min)

16:15-17:00 Panel discussion: Key regional attractiveness targets in the spotlight

Moderator: Andrés Rodríguez-Pose (2 min introduction)

Panellists will provide short insights in response to report findings (3-4min for each speaker)

- I. INVESTORS:** summary of key findings by OECD Secretariat
 - **IRELAND – Denis Curran** | Head of Regions, Property and Enterprise Development at IDA Ireland
 - **ITALY – Valerio Buemi** | Senior Expert in Facilitation, Market and Institutional Relations, Eastern Sicily SEZ
- II. TALENT:** summary of key findings by OECD Secretariat
 - **SPAIN – Irene Dede Liso** | Head of Science Policy Service – Plan Gen -T Generalitat Valenciana
 - **SWEDEN – Ylva Sardén** | Strategist and Project Manager North Sweden Green Deal for Physical Planning and Energy Systems
- III. VISITORS:** summary of key findings by OECD Secretariat
 - **CANADA – Gracen Chungath** | Senior Vice President, Destination Development, Destination Canada
 - **PORTUGAL – Sérgio Guerreiro** | Chair of the OECD Tourism Committee, and Senior Director, Knowledge Management & Innovation, Turismo de Portugal
- IV. MULTI-LEVEL GOVERNANCE:** summary of key findings by OECD Secretariat
 - **FRANCE – Aurore Colnel** | Chief of Project Territoires d’Industrie, Agence Nationale de la Cohesion des Territoires

17:00-17:20 Dialogue with regional development policy makers

Moderator: Claire Charbit | Head of Unit, Regional Attractiveness and Migrant Integration (CFE)

Opportunity for comments and questions from Regional Development Policy Committee delegates and the floor

17:20-17:25 Reflections and key take-aways

Andrés Rodríguez-Pose | Professor of Economic Geography at London School of Economics (LSE)

17:25-17:30 Closing Remarks

Dorothee Allain Dupree | Head of Division, Regional Development and Multi-level Governance (CFE)

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](#).

Interpretation in English, French, Italian, Portuguese and Spanish will be provided

CONTACTS

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