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## *Regional Competitiveness Initiative*

# COMPETITIVENESS IN THE NEXT DECADE

EUROPE & EURASIA BUREAU - 4<sup>TH</sup> ANNUAL REGIONAL CONFERENCE ON  
COMPETITIVENESS AND ECONOMIC GROWTH



**Kyiv, Ukraine**  
**June 16 – 17, 2009**

# A G E N D A

## DAY 1 (June 16) – The Global Economic Crisis: Its Causes, Effects, and Responses

### 9:00 am - **Welcomes and Introduction** [Facilitated by Steve Eastham (EE/EG/MT)]

- USAID Mission Director
- USAID Washington Representative (**Ken Yamashita**, USAID E&E Bureau Acting Assistant Administrator / **Maureen Dugan**, Director E&E Bureau Office of Economic Growth)
- **Anatoliy Maksiuta**, First Deputy Minister of Economy
- **Sergey Tihipko**, Co-Chair of the Investors Council of the Cabinet of Ministers

### 9:40 am –Keynote Speakers

- **The Causes of the Crisis, its Transmission into Eastern Europe, and Impacts on Economic and Social Conditions** – **Paul Marer**, PhD, Central European University Business School – Budapest
- **Life after Crisis and a New Phase of Globalization: Challenges for Developing Countries** – **Yuriy Poluneev**, Founder and Chairman of Ukraine's Competitiveness Council (NGO) and Member of Parliament

### 10:20 am – The Economic Crisis: Impacts and Responses by Sectors

- **Financial Sector Liquidity, Stability, and Credit Flows** – **Max Alier**, IMF Resident Representative in Ukraine
- **Private Equity Investors** – **Natalie Jaresko**, West NIS Enterprise Fund
- **The Business Community** – **Sasha Bezuhanova**, Regional Director Hewlett Packard for Central and Eastern Europe

### 11:00 am – Business Networking Break

### 11:30 am - Economic Impact and Responses by Specific Countries and Sub-Regions [Facilitated by Neal Nathanson (EE/EG/MT)]

- **Azerbaijan / Caucasus Region** – **Paul Davis**, USAID Azerbaijan
- **Serbia** – **Ana Trbovic**, Serbia Competitiveness Project
- **Russia** – **Victor Sedov**, Center for Entrepreneurship Moscow, Russia
- **Western Balkans** – **Dragana Radevic**, CEED Montenegro
- **Georgia** – **David Gosney**, USAID Tbilisi

### 12:15 pm – Lunch with Business Networking

### 1:30 pm – Advancing Competitiveness in the E&E Region

**Framework for the Analysis of Competitiveness: Using Competitiveness Indicators to Establish and Monitor a Policy Agenda** - **Margareta Drzeniek-Hamouz**, Principal Economist – World Economic Forum

**2:00 pm – WEF Indicators of Global Competitiveness**

- **Financial Sector and the Effect of the Global Financial Crisis** (Macroeconomic Stability and Financial Market Sophistication): **Dr. Edilberto Segura**, Partner & Chief Economist, SigmaBleyzer
- **Workforce Competitiveness** (Higher Education and Training; Labor Market Efficiency): **Erik Butler**, President, Human Investment Institute
- **Innovation and Competitiveness** (Technological Readiness and Innovation) – **Goran Radman**, Founder, Nautar (former Chairman of Microsoft South East Europe)

**3:00 pm – Coffee Break**

**3:15 pm – Split Parallel Sessions**

<b>Topic A: World Economic Forum Competitiveness Indicators and Policy Actions</b>
<ul style="list-style-type: none"><li>• Examining the indicator set for relevant reform targets</li><li>• Using WEF to gain attention of policy leaders</li><li>• Evidence and examples of success using WEF indicators for policy change</li></ul>
<u>Facilitator</u> - <b>Margareta Drzeniek-Hamouz</b>
<u>Discussants</u> - <b>Yuriy Poluneev, Paul Davis and Victor Sedov</b>
<u>Sharing Experiences</u> -
- <b>Jim Stein</b> , USAID Serbia
- <b>Amira Vejzagic - Ramhorst</b> , USAID Bosnia and Herzegovina
- <b>David Cowles</b> – Chief of Party, Kosovo Private Enterprise Project
- <b>Martin Raiser</b> , World Bank Country Representative for Ukraine

  

<b>Topic B: Access to Finance and FDI in the Global Economic Crisis</b>
<ul style="list-style-type: none"><li>• Access to financing for SMEs</li><li>• Foreign Direct Investment</li><li>• EU and other donor sources of funding for Economic growth and Competitiveness Projects</li><li>• Using Finance to Drive Systematic Private Sector Growth</li></ul>
<u>Facilitator</u> - <b>Peter Righi</b> , CEED Washington
<u>Discussants</u> - <b>Paul Marer, Natalie Jaresko, Max Alier, Jorge Zukoski and Tyco</b> Representative
<u>Sharing Experiences</u> -
- <b>Howard Ockman</b> , Chief of Party, USAID Local Economic Development Project
- <b>William Seas</b> – Chief of Party, Serbia Competitiveness Project
- <b>Artur Nowicki</b> – Unilob Poland
- <b>Mirjana Makedonska</b> – Macedonia Competitiveness Project

<b>Topic C: Workforce Competitiveness</b>
<ul style="list-style-type: none"> <li>• Supply and Demand for Skilled Labor in E&amp;E Markets</li> <li>• Educational System Adaptations to support markets for skilled labor</li> <li>• Effective strategies for new job creation</li> </ul>
Facilitator - <b>Erik Butler</b>
Discussants – <b>Sasha Bezuhanova, Goran Radman and Oleksandra Kuzhel</b>
Sharing Experiences -
- <b>Elizabeth Markovic</b> – Chief of Party, Montenegro STARS Project
- <b>Flora Arifi</b> and/or <b>Dardane Peja</b> – USAID Kosovo
- <b>Ana Trbovic</b> – Serbia Competitiveness Project
- <b>Dragana Radevic</b> – CEED Montenegro

**4:30 pm – Wrap-up: Key Observations and Comments on Day 1** [Facilitated by **Steve Eastham** (EE/EG/MT)]

**Sarah Wines** – USAID Ukraine

**Jim Stein** – USAID Serbia

**Paul Davis** – USAID Azerbaijan

**Amira Vejzagic - Ramhorst**, USAID Bosnia and Herzegovina

**Douglas Griffith**, USAID Moldova Competitive Enhancement and Enterprise Development Project

**5:00 – 6:00 pm** Welcome Reception, **End of Day 1**

## **DAY 2 (June 17): A Focus on Industry, Sector and Cross-Sector Competitiveness**

### **9:00 am – The Economic Crisis as Viewed from the Private Sector [Facilitated by Paul Marer]**

- **Impact of the Crisis on Foreign Direct Investment** – Representative of **Tyco**, Ukraine
- **Competitiveness Partnership: How to Deal with the Crisis?** – **Jorge Zukoski**, President of the Chamber of Commerce in Ukraine
- **Impact of the Crisis on Farms and Agribusinesses** – **James Maxwell**, Chief of Party, Macedonia AgBiz Project
- **Impact of the Crisis on Small Business Owners** – **Oleksandra Kuzhel**, Head of the State Committee on Regulatory Policy and Entrepreneurship Development, Ukraine
- **Responses to the Crisis by Business Community:**
  - **OPORA Russia**, All-Russian Public Opinion Research Center
  - **Violeta Jovanovic**, Executive Director, National Alliance for Local Economic Development (NALED) Serbia
  - **Dmitry Lisitsky**, CEO, Global Logic and President of the IT Ukraine Association

### **10:30 am – Business Networking Break**

### **11:00 am - International Standards and Certifications to Improve Market Access for Products [Facilitated by Goran Radman]**

- **CMMI and ITMark, Experience from Moldova** – **Douglas Griffith**, Chief of Party, USAID Moldova Competitive Enhancement and Enterprise Development Project
- **Regional IT Standards in Central Eastern and South East Europe, and Caucasus** – **George Sharkov**, Executive Director of the European Software Institute for Central and Eastern Europe
- **Project Management Certification for Construction Industries, Information Technology, and Manufacturing** – **William Seas**
- **Agricultural and Food Safety Standards** – **James Maxwell**

### **12:00 am - Regional Trade and Services, Opportunities and Challenges [Facilitated by Filip Stoyanovich, RCI]**

- **Regional markets and trade opportunities between regions** – Regional Head of **Kraft Industries**
- **The Effectiveness of Promoting a Region** – **Lynn Ackerson**, National Geographic Traveler
- **Regional / National Tourism Portals** – **Sasha Gavrilovic**, Exploring Macedonia

### **12:30 am – Light Lunch with Business Networking**

**2:00 pm – Split Parallel Sessions**

<b>Topic A: Regional Cooperation in the current Global Economic Crisis</b>
<u>Facilitator</u> - <b>Neal Nathanson</b>
<u>Discussant</u> - <b>Kraft Industries</b>
<u>Sharing Experiences</u> -
- <b>CEED Representative</b> , CEED Network: assisting businesses from the region to network and collaborate cross border and across regions
- <b>Ivaylo Georgiev</b> , ESI Centre Eastern Europe , Using quality IT companies and solutions from the whole region to make traditional industries more competitive globally
- Regional Trade Opportunities, TBD

<b>Topic B: International Standards and Certifications</b>
<u>Facilitator</u> - <b>William Seas</b>
<u>Discussants</u> - <b>George Sharkov, Douglas Griffith and James Maxwell</b>
<u>Sharing Experiences</u> -
- <b>Juan Estrada-Valle</b> , Chief of Party, Albania Agriculture Competitiveness Project, GlobalGAP Standards: Assistance to Clients in Albania
- <b>Dan Berkshire</b> , Chief of Party, Georgia SME Support Project, Georgia's Development in Meeting International Standards

<b>Topic C: Regional Tourism Cooperation</b>
<u>Facilitator</u> - <b>Filip Stoyanovich</b>
<u>Discussants</u> - <b>Lynn Ackerson, Sasha Gavrilovich and Elizabeth Markovic</b>
<u>Sharing Experiences</u> -
- <b>Serhiy Pryadko</b> , Director, Select Black Sea Ltd., Tourism Opportunities: Crimea and the Black Sea
- <b>Susan Warren</b> , SNV Montenegro, Destination Marketing and Destination Management
- <b>Alexander Babinov</b> , VEGA Consulting, Tourism Standards - Regional Quality Mark Initiative

**3:30 pm – Business Networking Break**

**4:00 pm – Conference Wrap-up: Follow-up and Next Steps [Facilitated by **Paul Marer**]**

**Sarah Wines** - USAID Ukraine

**David Cowles** – Kosovo Private Enterprise Program

**David Gosney** - USAID Georgia

**Maureen Dugan** - Director USAID E&E Bureau Office of Economic Growth

**5:00 pm – End of Day 2**