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Regional Competitiveness Initiative

COMPETITIVENESS IN THE NEXT DECADE EUROPE & EURASIA BUREAU - 4TH ANNUAL REGIONAL CONFERENCE ON COMPETITIVENESS AND ECONOMIC GROWTH



Kyiv, Ukraine
June 16 – 17, 2009

AGENDA

DAY 1 (June 16) – The Global Economic Crisis: Its Causes, Effects, and Responses [The main conference assembly will be in the Regency Ballroom on the first floor]

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

- United States Embassy in Ukraine, James D. Pettit, Chargé d’Affaires a.i.
- USAID Welcome, Michael Kaiser, Chief, Market Transition Division, Office of Economic Growth
- Anatoliy Maksiuta, First Deputy Minister of Economy

9:35 am – Short Break, Panel Change

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 – Alexander Pivovarsky, Ukraine Country Economist, EBRD
- Private Equity Investors – Natalie Jaresko, West NIS Enterprise Fund
- The Business Community – Violeta Jovanovic, Executive Director, National Alliance for Local Economic Development (NALED) Serbia

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)]

- Georgia – David Gosney, USAID Tbilisi
- Serbia – Ana Trbovic, Serbia Competitiveness Project (USAID)
- Russia – Victor Sedov, Center for Entrepreneurship Moscow, Russia
- Azerbaijan – Danilo Cruz - DePaula, Azerbaijan Private Sector Competitiveness Enhancement Program (USAID)
- Western Balkans – Dragana Radevic, CEED Montenegro

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, Chairman, SenseConsulting (former Microsoft Chairman ECEE)

3:00 pm – Coffee Break

3:15 pm – Split Parallel Sessions

Topic A: World Economic Forum Competitiveness Indicators and Policy Actions [<u>London Hall on the ground floor</u>]
<ul style="list-style-type: none">• Examining the indicator set for relevant reform targets• Using WEF to gain attention of policy leaders• Evidence and examples of success using WEF indicators for policy change
<u>Facilitator</u> - Margareta Drzeniek-Hamouz
<u>Sharing Experiences</u> -
- Aleksandra Zoric-Krzic, USAID Serbia
- David Cowles – Chief of Party, Kosovo Private Enterprise Project (USAID)
- World Bank Representative (Invited)

Topic B: Access to Finance and FDI in the Global Economic Crisis [<u>Regency Ballroom on the first floor</u>]
<ul style="list-style-type: none">• Access to financing for SMEs• Foreign Direct Investment• Using Finance to Drive Systematic Private Sector Growth
<u>Facilitator</u> - Peter Righi, CEED Washington
<u>Sharing Experiences</u> -
- Howard Ockman, Chief of Party, LINC Project Ukraine (USAID)
- William Seas – Chief of Party, Serbia Competitiveness Project (USAID)
- Mirjana Makedonska – Macedonia Competitiveness Project (USAID)

Topic C: Workforce Competitiveness [Paris Hall on the ground floor]
<ul style="list-style-type: none"> • Supply and Demand for Skilled Labor in E&E Markets • Educational System Adaptations to support markets for skilled labor • Effective strategies for new job creation
Facilitator - Erik Butler
Sharing Experiences –
- Elizabeth Markovic – Chief of Party, Montenegro STARS Project
- Cullen Hughes / Margareta Lipkovska – USAID Macedonia
- James Riordan – Chief of Party, Albania Competitiveness Competitive Enterprise Development Program (USAID)
- Ana Trbovic – Serbia Competitiveness Project (USAID)
- Dragana Radevic – CEED Montenegro

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

Aleksandra Zoric-Krzic – USAID Serbia
 Amira Vejzagic – Ramhorst, USAID Bosnia and Herzegovina
 Douglas Griffith, Moldova Competitive Enhancement and Enterprise Development Project (USAID)

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

DAY 2 (June 17): A Focus on Industry, Sector and Cross-Sector Competitiveness
[The main conference assembly will be in the Regency Ballroom on the first floor]

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

- 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 (USAID)
- 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:
 - Dina Krylova – Executive Director, of Non-profit partnership “All Russian Union of Business Associations “OPORA”
 - 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

11:45 am - Regional Trade and Services, Opportunities and Challenges [Facilitated by Filip Stoyanovich, RCI]

- What do the regions have to do to prepare for FDI attraction after the current crisis? – Dusan Kulka, Ukraine LINC Project (USAID)
- Importance of Destination Marketing and Destination Management for the Regions – Susan Warren, SNV Montenegro
- Regional / National Tourism Portals – Sasha Gavrilovic, Exploring Macedonia

12:30 am – Light Lunch with Business Networking

2:00 pm – Split Parallel Sessions

Topic A: Regional Cooperation in the current Global Economic Crisis [<u>Regency Ballroom on the first floor</u>]
<u>Facilitator</u> - Neal Nathanson
<u>Sharing Experiences</u> -
- George Logush, Vice President Kraft Foods, Area Director: Ukraine and New Markets Eastern Europe and Central Asia – Regional markets and trade opportunities between regions
- Fazal Choksi, General Manager, Tyco Electronics Ukraine Ltd. – Impact of the Crisis on Foreign Direct Investment
- Peter Righi, CEED Network – Assisting businesses from the region to network and collaborate cross border and across regions
- Ivaylo Georgiev, ESI Centre Eastern Europe – Using quality IT companies and solutions from the whole region to make traditional industries more competitive globally

Topic B: International Standards and Certifications [<u>Sydney 1 Hall on the second floor</u>]
<u>Facilitator</u> - William Seas
<u>Sharing Experiences</u> -
- Donald Niss, Competitive Armenia Private Sector Project (USAID)
- Dan Berkshire, Chief of Party, Georgia SME Support Project (USAID)

Topic C: Regional Tourism Cooperation [<u>Sydney 1 Hall on the second floor</u>]
<u>Facilitator</u> - Filip Stoyanovich
<u>Sharing Experiences</u> -
- Sergey Pryadko, Director, Select Black Sea Ltd., Tourism Opportunities: Crimea and the Black Sea
- Alexander Babinov, 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]

Michael Kaiser – USAID E&E Bureau Office of Economic Growth

David Cowles – Kosovo Private Enterprise Program (USAID)

David Gosney – USAID Georgia

5:00 pm – End of Day 2

DAY 3 (June 18), 9 am

Internal Discussion - for USAID Missions and Projects Representatives