

# Public-Private Dialogue

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## Vienna Global Workshop

### Program

**Organized and sponsored by:**  
The World Bank Group  
Investment Climate Department

# 2010 Public-Private Dialogue Workshop

## Public-Private Dialogue Global Workshop

Vienna, Austria

June 1, 2 and 3, 2010

Public-Private Dialogue (PPD) initiatives are beneficial to improving business environments, stimulating 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.

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 (business registration, licensing and tax regimes, trade logistics), increasing the delivery of services to the private sector and encouraging competitiveness of specific sectors. They also serve to create a sense of ownership of reform programs among the business community, which makes policies more likely to succeed in practice, and reduces the communication gap between the private sector and the government.

With the objective to develop knowledge and to better support PPDs on the ground, the World Bank Group has organized a series of annual workshops since 2006 (1st PPD Workshop in February 2006 in Paris, France, 2nd PPD Workshop in April 2007 in Douala, Cameroun, 3rd PPD Workshop in April 2008 in Dakar, Senegal, and 4th PPD Workshop in April 2009 Vienna, Austria), gathering stakeholders, practitioners and donors to work on case studies, understand good practice and set guidelines and tools for PPDs.

The 2010 workshop intends to take stock of recent developments in PPD knowledge, discuss specific PPD cases, explore critical PPD related topics, and help build capacity to effectively manage and monitor a PPD process.

This 5th PPD Workshop will be co-sponsored by the PPD practice group of the World Bank Group's Investment Climate Department and the Investment Climate Department's Vienna Office, which is dedicating some of its Investment Generation activities towards promoting public-private dialogue processes and facilitating advocacy mechanisms for investors' advisory councils across the central Europe and central Asia regions and globally.

Participating will be about 80 representatives of 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).

Specific themes that will be explored during the 3-day PPD workshop:

1. How do PPDs relate to clusters and competitiveness initiatives?
2. How do PPDs address gender issues?
3. What are the best appropriate exit strategies?
4. Relevance of communication strategies for PPDs
5. What is the most effective way of measuring and monitoring progress?

The workshop will last for two days, with a third optional day offered for participants who desire to get detailed questions answered about their particular PPD initiative by the PPD Global Product 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 Product Team, which will address their particular issues.

Vienna, June 1-2-3, 2010

**Workshop venue:**

**Hilton Am Stadtpark**

Am Stadtpark  
1030 Vienna, Austria  
Tel: 43-1-717-000  
Fax: 43-1-713-0691

**Workshop dates:**

2 day workshop: Tuesday June 1 and Wednesday June 2, 2010  
1 optional day (open clinic) Thursday June 3, 2010

All the materials will be posted on <http://www.publicprivatedialogue.org/workshop%202010/>

**Contact Information:**

Benjamin Herzberg  
Senior Private Sector Development Specialist  
Investment Generation-Vienna  
The World Bank Group  
Strauchgasse 3  
1014 Vienna, Austria

Tel: +43 1 535 53 82 21 18  
Mobile: +43 664 831 00 10  
Email: bherzberg@worldbank.org

Margit Mischkulnig  
Program Coordinator  
Investment Generation-Vienna  
The World Bank Group  
Strauchgasse 3  
A-1014 Vienna, Austria

Tel: + 43 1 535 53 82 21 17  
Mobile: + 43 664 831 00 43  
mail: mmischkulnig@worldbank.org

## 2010 Public-Private Dialogue Workshop

### Program

Day 1: PPDs in practice	Day 2: Key developments and tools for making PPDs work	Day 3 (optional): PPD Clinic
<p>Lessons learned</p> <p>PPD case study</p>	<p>Key Developments in PPD</p>	<p>PPD Clinic (personalized advice for your PPD)</p>
<p>Lunch</p>	<p>Lunch</p>	<p>Lunch</p>
<p>PPD Challenge: one designing a PPD in 90 minutes</p>	<p>Tool and Techniques to Improve a PPD</p>	<p>PPD Clinic (personalized advice for your PPD)</p>
<p>PPD initiatives in practice (10 Cases)</p>	<p>Self-Evaluation</p> <p>Elaboration of 12-month action plans</p>	

## **Tuesday June 1<sup>st</sup> 2010 : Overview on PPDs and Lessons Learned**

- 09:00 – 9:15 **Introduction**  
Presentation of the workshop program and activities  
*Benjamin Herzberg, Sr. Private Sector Development Specialist, PPD Global Product Leader, World Bank Group).*  
Words of welcome  
*Cecile Fruman, Manager, World Bank Group; and Ivan Nimac, Head, Investment Generation Vienna Office, World Bank Group*
- 09:15 – 09:45 **Keynote address: Public-Private Dialogue in Austria and in the European Union**  
*Alfred Katterl, Head, General Economic Policy, Economic Policy and Financial Markets Directorate, Federal Ministry of Finance, Republic of Austria*
- 09:45 – 10:40 **PPD for private sector development: the past five years, the next five years**  
*Benjamin Herzberg, Sr. Private Sector Development Specialist, PPD Global Product Leader, World Bank Group*
- 10:40 – 11:00 **Coffee break**
- 11:00 – 13:00 **How PPD works for sector competitiveness in Austria: the case of the Automotive cluster**  
*Panel: Automotive Cluster PPD coordinator, Automotive Private Sector Representative, Automotive Public Sector Representative*
- 11:00 – 11:10 How the PPD works for the Automotive Cluster  
*Thomas Eder, Manager, Automotive Cluster Upper Austria*
- 11:10 – 11:15 Benefits for private sector of the Automotive Cluster PPD  
*Thomas Eder, Director, Fronius International (same name but different speaker from speaker 1)*
- 11:15 – 11:20 Benefits of the Automotive Cluster PPD on Innovation  
*Daniel Heim, University of applied science*
- 11:20 – 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 20 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 Challenge: Diagnosing and Designing a PPD in 90 minutes**  
PPD simulation exercise
- Private sector, business associations, sector chambers, municipal authorities, ministries, top-level government officials, donors, and existing but dysfunctional PPD mechanisms... Can all these different interest groups agree on designing a new PPD mechanism for the great country of Literavia – one that would have the most chance to yield some results in 12 months? An initial meeting is planned, at which four consulting companies (the audience, divided in four groups) will have to present a diagnostic of the current situation, their design of the new partnership, and what the expected results are. The local stakeholders, despite their differences, will have to vote on the best design.

## 2010 Public-Private Dialogue Workshop

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 five. 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: **Vietnam** – *Discussed by Nhat Hoang Do, Director General, Vietnam Foreign Investment Agency, Ministry of Planning and Investment; 2) Bich Ngoc Nguyen, Manager, Policy Department, Vietnam Foreign Investment Agency, Ministry of Planning and Investment; and Lien Anh Pham, Operations Officer, World Bank Group Vietnam*

Table 2: **Timor Leste** – *Discussed by Vicente Ximenes, Executive Vice President, Private Sector, Chamber of Commerce and Industry of Timor-Leste; José Maria De Jesus Luis Guterres, Principal Adviser, Office of The Minister of Economy & Development, Ministry of Economy & Development; and Bernardo dos Reis, Operations Analyst, IFC, coordinator Timor-Leste Better Business Initiative (Insiativa ba Negosiu Diak Liu)*

Table 3: **Kenya** – *Discussed by Caroline Kariuki, CEO, Kenya Private Sector Alliance; Sarah Ochieng, Programme Coordinator, Public Service Transformation, Office of the Prime Minister; Emmanuel Lubembe, Secretary, Public Service Transformation, Office of the Prime Minister; and Fred Zake, Coordinator, Kenya Investment Climate Program, World Bank Group*

Table 4: **Ethiopia** – *Discussed by Yayehyirad Abate Terfassa, Deputy Secretary General and Advocacy Department Manager, Ethiopian Chamber of Commerce and Sectoral Associations; and James Brew, PPD Global Product Team, World Bank Group*

Table 5: **Nepal** – *Discussed by Pratap Kumar Pathak, Secretary, Ministry of Industry; Bhisma Prasai, Deputy Inspector General of Police, Eastern Regional Police Office; Kishore Pradhan, Acting President, Eastern Regional Chamber of Industry and Commerce; Bimal Koirala, Consultant, World Bank Group; and Taneem Ahad, Associate Operations Officer, World Bank Group*

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 five. 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: **Tajikistan** – *Discussed Davlatali Saidov, Chairman, State Committee on Investments and State Property; and Zafar Hotamov, Head, Secretariat of the Investment Council on Improvement of the Investment Climate*

Table 2: **India + South Africa Auto Cluster PPD** – *Discussed by Natascha Weisert, Industrial Development Officer, Clusters and Business Linkages Unit, Private Sector Development Branch, UNIDO; and Riccardo Mesiano, Program Officer, UNIDO India field office.*

Table 3: **Mozambique** – *Discussed by Claire Zimba, Private Sector Supporting Department Directorate, PPD division, Ministry of Industry and Commerce; Orlando da Conceição, Executive Director, Confederation of Business Associations; Seni Shaida, Senior Advisor, GTZ Mozambique; and Svenja Paulino, Coordinator, APSP Project, GTZ*

Table 4: **Sierra Leone** – *Discussed by Franklyn Williams, Deputy Director, Sierra Leone Business Forum*

Table 5: **Egypt** – *Discussed by Eng. Hisham El Attal., Board Member, Alexandria's Business Association; Marwan El Sammak, Secretary General, Alexandria's Business Association; and Maha Hussein, Investment Climate Associate Operations Officer, World Bank Group*

**Wednesday June 2<sup>nd</sup> 2010: Key Developments, Tools and Techniques to Improve a PPD**

09:00 – 13:00 **Key developments in PPD**

This session will explore new developments in PPD based on stock-taking exercises done by the presenters, and illustrated by specific examples. Four sessions of 40 minutes will take place, with 10 minutes synthesis on the topic, 15 minutes case example, and 15 minutes Q&A.

9:00 – 9:05 Introduction

9:05 – 10:00 **PPD for sector competitiveness**  
*Uriel Levy, PPD Global Product Team, World Bank Group*  
Case examples - *Discussed by Amy Cogan-Wares, Consultant*

10:00 – 10:50 **PPD and gender**

## 2010 Public-Private Dialogue Workshop

*Malcolm Toland, PPD Global Product Team, World Bank Group*  
The case of the **Pacific Islands** – Discussed by *Sevi Simavi, Operations Officer, World Bank Group*  
The case of **Bangladesh** – Discussed by *Shihab Ansari Azhar, Global Product Team, World Bank Group*

10:50 – 11:15 **Coffee break**

11:15 – 12:15 **Exit strategy for PPD**

*Uriel Levy, PPD Global Product Team, World Bank Group*  
The case of **Lao PDR** – Discussed by *Bounthavy Sisouphanthong, Vice Minister, Ministry of Planning and Investment; Oudet Souwannavong, Vice President, Lao National Chamber of Commerce and Industry; and Thippy Vongsay, Project Officer, Investment Climate Program, World Bank Group*

12:15 – 13:00 **Online tools and outreach strategies for PPD**

A review of the best PPD websites, and how to make an online and communication strategy work for a PPD  
*Shihab Ansari Azhar, Global Product Team, World Bank Group*

13:00 – 14:00 **Lunch**

14:00 – 18:00 **Making a PPD work**

The afternoon will be dedicated to tools and techniques to help a PPD secretariat function well. The aim of the afternoon is for each PPD present to review their past-year action plans, conduct a self-evaluation and draft an action plan for the coming 12 months.

14:00 – 14:30 **The Bang for the Buck: Monitoring and Evaluating a PPD**

This session will summarize four M&E tools for PPD projects: 1) Evaluation Wheel, 2) Reform process table, 3) PPD Scorecard 4) a logical framework for PPD projects that uses all the above.

*Malcolm Toland, PPD Global Product Team, World Bank Group; Product Team, World Bank Group; and Shokraneh Minovi, Knowledge Management Specialist, PPD Global Product Team, World Bank Group*

14:30 – 15:45 **Self-evaluation with the PPD Evaluation Wheel and Reform Process Measurement Tool**

Each PPD present will measure its secretariat's effectiveness & its impact on the reform process. A baseline score will be obtained at the issue of the session. **Please note that one PC laptop needs to be brought in per PPD represented, so as to install the tools and run the interactive exercises.**

*Malcolm Toland, PPD Global Product Team, World Bank Group; Product Team, World Bank Group; and Shokraneh Minovi, Strategy and Operations Analyst, PPD Global Product Team, World Bank Group*

15:45 – 16:00 **Coffee break**

16:00 – 16:15 **The PPD Issue Tracking tool**

*Uriel Levi, PPD Global Product Team, World Bank Group*  
Presentation of features and functionalities



16:15 – 17:00 **Elaboration of 12-month Action Plans**  
 Each PPD in attendance elaborate a 12 month action plan following a template, based on the PPD self-evaluation just performed.

17:00 - 17:45 **Action Plans Vs. Reality**  
 Discussion on real life events that derail action plans.  
*James Brew, PPD Global Product Team, World Bank Group*  
 The case of **Cameroun** - Discussed by *Moise Endene Eke* Permanent Secretary, Cameroon Business Forum

17:45 – 18:15 **Next steps and closing remarks**

### **Thursday June 3<sup>rd</sup> 2010: PPD Clinic**

This day is targeted at participants interested in receiving one-on-one consultations with the various members of the PPD Global Product 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. **Use the board outside the conference room to book the time slots of your choice.**

<b>PPD CLINIC</b>		
Room name	Bruckner	Mahler
Topic for PPD Clinic consultation	<b>Monitoring and Evaluation, Strategic Communication, Action Planning, Post conflict challenges, sub-national PPDs</b>	<b>General PPD issues, PPD for sector competitiveness, Exit strategies</b>
PPD Global Product Team	Malcolm Toland Shihab Ansari Azhar James Brew Maha Hussein Lien Ahn Pham	Uriel Levy Amy Cogan-Wares Benjamin Herzberg Shokraneh Minovi
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		
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