

Public-Private Dialogue

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2009 Workshop

Vienna

Program

Organized and sponsored by:

The World Bank Group

Investment Climate Department - Investment Generation-Vienna Office

2009 Public-Private Dialogue Workshop

Tuesday April 28th 2009 : Overview on PPDs and Lessons Learned

08:45 – 9:00 **Opening remarks**

Presentation of the workshop program and activities

Benjamin Herzberg, Sr. Private Sector Development Specialist, World Bank

09:00 – 09:15 **The role of PPD in investment climate reform**

Karin Millett, Head, FIAS Investment Generation Vienna program

09:15 – 09:45 **Keynote address: On the benefits and risks of dialogue, lessons from Austria and the EU**

Thomas Wieser, Director General for Economic Policy and Financial Markets, Austrian Ministry of Finance

09:45 – 10:40 **PPD for private sector development, some lessons learned the past four years**

Benjamin Herzberg, Sr. Private Sector Development Specialist, World Bank

10:40 – 11:00 **Coffee break**

11:00 – 12:00 **Results of the independent evaluation of 30 business forums and investors councils sponsored by the World Bank Group**

Malcolm Toland, Consultant, World Bank

12:00 – 12:30 **Lessons learned from EBRD-sponsored presidential investors' councils**

Djoomart Otorbaev, Senior Adviser, EBRD

12:30 – 13:30 **Lunch**

13:30 – 15:00 **PPD Challenge: One Reform in 90 minutes**

PPD simulation exercise

Private sector, government, donors, and a PPD secretariat: Can all these different interest groups agree on defining one reform, and actually have it enacted in a mock-up Business Forum? Participants will be divided in groups each performing a different role and defending hidden agendas.

15:00 – 15:30 **Coffee break**

15:30 – 17:00 **Speed dating 1: Discussing PPD Initiatives in Practice**

Series of 30 minutes table discussions around country cases studies.

Every 30 minutes, attendees have to switch to a different table and therefore during the hour and half, can discuss three different cases of their choice.

Presenters remain at the table during the entire session and present and discuss their cases three times.

Table discussions should be organized as: Presentation (less than 10 minutes), and free table discussion on the case (20 minutes).

Table 1: **Bangladesh** – Discussed by Kamaluddin Ahmed, Executive Chairman, Board of Investment, Prime Minister's Office, Government of the People's Republic of Bangladesh and Mahbubur Rahman, President of the International Chamber of Commerce-Bangladesh, and Co-Chair of the BBBF's Business Entry and Operations Working Group.

Table 2: **Armenia** – Discussed by Lucine Haroutunian, Head, Armenia Business Support Council

Table 3: **Laos and Vietnam** – Discussed by Champa Khamsouksay, Deputy Director, Department of Planning and Investment, Champassak Province, Lao PDR; Doan Anh Quan, Director, Department of Planning & Investment, Hung Yen Province, Vietnam; Doris Becker, Chief Technical Advisor, SME Development Programme (SMEDP), GTZ Vietnam; Daniel Taras, Advisor on Private Sector Development, Human Resource Development for a Market Economy (HRDME) Programme, GTZ Lao PDR

Table 4: **Liberia** – Discussed by Wilama Bako Freeman, Program Coordinator Liberia Better Business Forum.

Table 5: **Mongolia** – Discussed by Amarsaikhan Khosbayar, Head of Secretariat, Mongolia Consultative Council on Investment Climate and Private Sector Development

17:00 – 18:30 **Speed dating 2: Discussing PPD Initiatives in Practice**

Series of 30 minutes table discussions around country cases studies.

Every 30 minutes, attendees have to switch to a different table and therefore during the hour and half, can discuss three different cases of their choice.

Presenters remain at the table during the entire session and present and discuss their cases three times.

Table discussions should be organized as: Presentation (less than 10 minutes), and free table discussion on the case (20 minutes).

Table 1: **Albania** – Discussed by Ms. Ramona Bratu, Regional Operations Director and SPI Albania General Manager, Convergence SPI Program

Table 2: **Timor Leste** – Discussed by Milissa Day, Associate Operations Officer, IFC and Bernardo dos Reis, Operations Analyst, IFC, coordinator Timor-Leste Better Business Initiative/Insiativa ba Negosiu Diak Liu

Table 3: **Aceh** – Discussed by Wan Putra, Associate Operations Officer and PPD coordinator, IFC - Banda Aceh

Table 4: **Kyrgyz Republic** – Discussed by Talaibek Koichumanov, Head of Secretariat, Kyrgyz Presidential Investor Council

Table 5: **Vanuatu** – Discussed by Marokon Alillee, Director General, Vanuatu Department of Trade, Commerce and Investment, and Ivan Nimac, Business Enabling Environment Program Manager, Pacific, IFC

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Wednesday April 29th 2009 : PPD guidelines for critical topics

09:00 – 9:15 **Opening remarks**

Presentation of the day, splitting into two groups.

Benjamin Herzberg, Sr. Private Sector Development Specialist, World Bank

Each group will tackle one critical topic per track and after going through case studies, will elaborate a series of guidelines and indicators relating to how to best implement such topic for a given PPD.

09:15 – 12:30

Critical topic 1:

What best appropriate institutional arrangements for PPD secretariats, what entry and exit strategies?

Moderated by: Cecile Fruman, Manager, Investment Climate Department, World Bank

Critical topic 2:

How do PPDs relate to clusters and competitiveness initiatives?

Moderated by: Bretton G. Sciaroni, Senior Partner, Sciaroni & Associates, Chairman of the Cambodia International Business Club and AmCham, Co-Chair of the Law, Tax and Governance working group of the Cambodia Government Private Sector Forum (GPSF)

09:15 - 10:00 **Cambodia** – presented by H.E. Sok Chenda, Secretary General of Council for Development of Cambodia, and Lili Sisombat, IFC Coordinator, Cambodia Government Private Sector Forum

10:00 - 11:00 **South Sudan, Ethiopia, Zambia** – presented by James Brew, consultant, IFC; Daniel M'soka, Communication Officer, Private Sector Development Reform Program, Zambia Ministry of Commerce Trade and Industry; Sarah Kitakule, Policy Advisor, IFC

11:00 - 11:15 Coffee break

11:15 - 12:30 Discussion and guidelines elaboration

09:15 - 10:00 **Cambodia** – Presented by Van Sou Leng, Chairman of the Cambodia Garment Manufacturers Association and of the Cambodia Federation of Employers and Business Association, Co-Chair of G-PSF Working group on Export process and trade facilitation

10:00 - 10:45 **Uganda** – presented by Margaret Kigozi, Executive Director, Uganda Investment Authority

10:45 - 11:00 Coffee break

11:00 - 12:30 Discussion and guidelines elaboration

12:30 – 13:30 **Lunch**

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13:30 – 16:45

Critical topic 3:
How do PPDs address FDI-related regulatory issues and what role for PPDs in as aftercare mechanism in the FDI promotion toolbox?

*Moderated by: Karin Millett, Head, FIAS
Investment Generation Vienna program*

13:30 - 14:15 **Vietnam** – presented by Lien Anh Pham, IFC, Coordinator of Vietnam Business Forum
14:15 - 15:00 **Turkey** – presented by Mehmet Dundar, Department Head, General Directorate of Foreign Investment, Undersecretariat of Treasury (YOIKK Secretariat, Investment Council Secretariat)
15:00 - 15:15 Coffee break
15:15 – 16:45 Discussion and guidelines elaboration

Critical topic 4:
Integrating PPDs into the political process: Political cycle, stakeholder management and communication.

Moderated by: Djoomart Otorbaev, Senior Adviser, EBRD

13:30 - 14:15 **Bangladesh** – Presented by Syed A. Mahmood, Senior Program Manager, IFC BICF
14:15 - 15:00 **Sierra Leone** – presented by Mary Agboli, IFC
15:00 - 15:15 Coffee break
15:15 - 15:45 **Tajikistan** – presented by Sherali Zardov, Head of Secretariat, Tajikistan Presidential Investor Council
15:45 – 16:45 Discussion and guidelines elaboration

16:45 – 17:45 **Presentation of the guidelines for the four critical topics**
Presented by Critical Topics' moderators, 15 minutes each

17:45 – 18:30 **Wrap-up discussion**

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Thursday April 30th 2009: PPD Monitoring and Evaluation

These technical sessions will be conducted by a team composed of Lili Sisombat, Malcolm Toland, Perrine Toledano, Uriel Levy and Benjamin Herzberg.

This day is optional and is targeted at participants interested in technical training and practical tools for PPD management, monitoring and evaluation.

Participants who decide to follow these sessions have to register on day one and commit to attend the entire day.

Please note that one PC laptop needs to be brought in per PPD represented, so as to install the software and run the interactive exercises.

09:00 – 10:30 **The basics of Monitoring and Evaluation, Cost-benefit analysis & exercise**
Benjamin Herzberg, Sr. Private Sector Development Specialist, World Bank

10:30 – 10:45 **Coffee break**

10:45 – 12:45 **The PPD M&E tool**
Malcolm Toland, Consultant, IFC, Perrine Toledano, Consultant, IFC, Uriel Levi, Manager, Emerging Markets Consulting

Measuring a secretariat's effectiveness
Measuring the impact of a PPD on the reform process
Measuring economic impact
Self-evaluation exercise

12:45 – 13:45 **Lunch**

14:00 – 16:45 **The PPD Issue Tracking tool**
Perrine Toledano, Consultant, IFC, Lili Sisombat, Project Manager, IFC
Installing the software and running the tool
Presentation of features and functionalities
Exercise on mock report
Exercise on real cases
Customization exercise
(Coffee break integrated to the session)

16:45 – 17:45 **Elaboration of 12-month Action Plans**
Each PPD in attendance elaborate a 12 month action plan based on the PPD M&E framework and tools

17:45 – 18:30 **Next steps and closing remarks**