



COMPETITIVENESS
IN THE NEXT DECADE

EUROPE & EURASIA BUREAU - 4TH
ANNUAL REGIONAL CONFERENCE ON
COMPETITIVENESS AND ECONOMIC GROWTH

A G E N D A

JUNE 16-18.2009, KYIV, UKRAINE

RCI REGIONAL
COMPETITIVENESS
INITIATIVE

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)]

- 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
- Iryna Kriuchkova, 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

- Private Equity Investors – Natalie Jaresko, West NIS Enterprise Fund
- Financial Sector: Liquidity, Stability, and Credit Flows – Alexander Pivovarsky, Ukraine Country Economist, EBRD
- Impact of the Crisis on Small Business Owners – Oleksandra Kuzhel, Head of the State Committee on Regulatory Policy and Entrepreneurship Development, Ukraine
- 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, Chief of Party, Azerbaijan Private Sector Competitiveness Enhancement Program (USAID)
- Montenegro / Western Balkans – Dragana Radevic, CEED Montenegro

12:15 pm Lunch with Business Networking

1:30 pm Advancing Competitiveness in the E&E Region [Facilitated by Neal Nathanson (EE/EG/MT)]

- 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 [London Hall on the ground floor]

- 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

Facilitator · Margareta Drzeniek-Hamouz

Sharing
Experiences

- Aleksandra Zoric-Krzic, USAID Serbia
- David Cowles – Chief of Party, Kosovo Private Enterprise Project (USAID)
- Marius Vismantas – Country Sector Coordinator, World Bank (Ukraine, Moldova, Belarus)

Topic B Access to Finance and FDI in the Global Economic Crisis [Regency Ballroom on the first floor]

Access to financing for SMEs · Foreign Direct Investment · Using Finance to Drive Systematic Private Sector Growth · Equity finance, trade finance and SME lending

Facilitator Peter Righi, CEED Washington

Sharing
Experiences

- Howard Ockman, Chief of Party, LINC Project Ukraine (USAID)
- William Seas – Chief of Party, Serbia Competitiveness Project (USAID)
- Mirjana Makedonska – Macedonia Competitiveness Project (USAID)
- Danilo Cruz-DePaula, Chief of Party, Azerbaijan Private Sector Competitiveness Enhancement Program (USAID)

Topic C Workforce Competitiveness [Paris Hall on the ground floor]

- 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

Wrap-up: Key Observations and Comments on Day I [Facilitated by

4:30 pm Steve Eastham (EE/EG/MT)]

- Aleksandra Zoric-Krzic – USAID Serbia
- Amira Vejzagic - Ramhorst, USAID Bosnia and Herzegovina
- Douglas Griffith, USAID Moldova Competitive Enhancement and Enterprise Development Project
- Danilo Cruz-DePaula - Azerbaijan Private Sector Competitiveness Enhancement Program

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

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]

- 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)
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Responses to the Crisis by Business Community:

- Dina Krylova – Member of the Board and Executive Director of the All-Russian Non-Governmental Organization of SME “OPORA”
- Dmitry Lisitsky, CEO, Global Logic and President of the IT Ukraine Association

International Standards and Certifications to Improve Market Access for

09:45 am 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

10:30 am Business Networking Break

Regional Trade and Services, Opportunities and Challenges

11:00 am [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

12:00 pm Light Lunch with Business Networking

1:30 pm Split Parallel Sessions

Topic A Regional Cooperation in the current Global Economic Crisis [Regency Ballroom on the first floor]

Facilitator Neal Nathanson

- Sharing Experiences
- 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

Topic B International Standards and Certifications [Sydney 1 Hall on the second floor]

Facilitator William Seas

- Sharing Experiences
- Dan Berkshire, Chief of Party, Georgia SME Support Project (USAID)
 - Ivaylo Georgiev, ESI Centre Eastern Europe – Using quality IT companies and solutions from the whole region to make traditional industries more competitive globally

Topic C Regional Tourism Cooperation [Sydney 1 Hall on the second floor]

Facilitator Filip Stoyanovich

- Sharing Experiences
- 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

4:00-5:00pm 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
- Howard Ockman - LINC Project Ukraine
- Jorge Segura - RCI - SEGURA/IP3

DAY 3 (June 18)

Internal Discussion - for USAID Missions and Projects Representatives