



**3<sup>rd</sup> Meeting of**

**Working Group on SME Policy, Entrepreneurship  
and Human Capital Development**

**FOSTERING ENTREPRENEURSHIP AND  
ENHANCING ACCESS TO FINANCE**

**Date**

**26 October 2009**

**Organised by**

**The MENA-OECD Investment Programme**

**Venue**

**OECD Conference Centre**

**Room CC9**

2, rue André Pascal

Paris, France

The **MENA-OECD Investment Programme** invites you to take part in the third regional meeting of Working Group on SME Policy, Entrepreneurship and Human Capital Development.

### **Background: Working Group on SME Policy Entrepreneurship and Human Capital Development**

The aim of the Working Group is to build upon the requests of the MENA Ministers and to deepen the policy dialogue and common agreements as initiated within the October 2008 Steering Group of the MENA-OECD Investment Programme, and recalling the final Declaration of MENA-OECD Ministers in Cairo in November 2007 stressing,

*“...the importance of promoting positive interactions between foreign investment and local enterprise development through measures such as development of skills, local entrepreneurship, industrial clusters and SME access to finance.”*

Furthermore, in Cairo the Ministers expressed,

*“Support for the Declaration on ‘Fostering Women’s entrepreneurship in the MENA region’ presented by the Women Business Leaders Forum and call for its implementation in order to enhance women’s participation in MENA economies.”*

To this end, **the MENA-OECD Investment Programme** invites participants to this third meeting to explore these issues and to agree on the outputs for the Business Forum, Women Business Leaders Summit, and the next MENA-OECD Ministerial Conference to be held on the 22nd and 23rd of November 2009 in Marrakesh, Morocco.

### **Participation and Documentation**

MENA and OECD participants are invited to send experts in the areas of SME policy, equity financing, skills development, and women’s entrepreneurship. As in the previous meeting, other key partners, who are engaged in activities in these areas, are also invited, including Islamic Development Bank, Arab League, Inter-Arab Investment Guarantee Corporation, Union of Arab Banks, World Bank, UNIDO, UNDP, IFC PEP MENA, UNCTAD, European Commission and the European Investment Bank, Transparency International, IEMED and other partners. Private sector engagement is essential for the success of the Programme, as they can provide insights to issues affecting investment decisions and serve as a “reality check” for policy reform plans. Representatives from the Arab Business Council, Arab Investors’ Union, Union of Arab Banks, MENA-OECD Business Network, Business and Industry Advisory Committee to the OECD (BIAC) and Business Councils in MENA countries are invited to join the meeting. Experts from OECD countries and from the Secretariat will be present at the meeting.

The relevant meeting documents will be distributed at the meeting and posted on:  
[www.oecd.org/mena/investment](http://www.oecd.org/mena/investment)  
[http://www.oecd.org/pages/0,3417,en\\_34645207\\_34645726\\_1\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/pages/0,3417,en_34645207_34645726_1_1_1_1_1,00.html)

Interpretation will be provided in *Arabic, English, and French*

<b>9.00 - 9.15</b>	<b>Introduction by Chairs</b> – <b>Dr. Mohamed Agrebi</b> , Directeur Général, Ministère de l'Industrie, de l'Énergie et des PME, Tunisia – <b>Mr. Pietro Masci</b> , Director, EIB, Balkans and Mediterranean, Department of the Treasury, Ministry of Economy and Finance, Italy
<b>9.15 - 9.30</b>	<b>Opening Remarks</b> – <b>H.E. Karen Kornbluh</b> , Ambassador, Permanent Representative of the United States to the OECD – <b>H.E. Senén Florensa</b> , Ambassador, Director General, European Institute of the Mediterranean (IEMed)
<b>Session 1: Women's entrepreneurship beyond the crisis : A catalyst for growth</b>	
<b>9.30 - 11.00</b>	<b>Panel I: Fostering Women's Entrepreneurship in the MENA Region</b>
<p>Through the “Declaration on Fostering Women's Entrepreneurship in the MENA Region”, adopted on the occasion of the 2007 Ministerial Meeting, ministers from MENA and OECD countries recognised the necessity to adopt “a targeted and integrated support approach...to accelerate the rate at which women in the MENA region are starting new businesses, growing their enterprises, creating employment, and participating fully in economic activity.” As a follow-up to this Declaration, the Working Group decided at the May 2009 meeting (Barcelona) to develop proposals to improve business skills especially for women entrepreneurs and to include this activity in the Work Programme. Participants will be invited to consider the preliminary results of the Draft Stocktaking Report on women's entrepreneurship in the MENA region and discuss concrete follow-up actions to the 2007 Ministerial commitment. The Women Business Leaders Summit, to be held on 22<sup>nd</sup> November 2009 in Marrakech, will build upon the key elements emerging from the exchange during this session.</p> <p><i>Moderator:</i> <b>H.E. Karen Kornbluh</b>, Ambassador, Permanent Representative of the United States to the OECD</p> <p><i>Introduction:</i> <b>Ms. Nicola Ehlermann-Cache</b>, Senior Policy Analyst, Private Sector Development Division, Directorate for Financial and Enterprise Affairs, OECD</p> <p><i>Presentations:</i></p> <ul style="list-style-type: none"> <li>– <b>Ms. Maali Qasem</b>, Managing Partner, Schema Tactical Thinking, Jordan</li> <li>– <b>Dr. Soukeina Bouraoui</b>, Executive Manager, Centre for Arab Women Training and Research, Tunisia</li> <li>– <b>Ms. Danièle Rousseau</b>, President, Association Dirigeantes, France</li> <li>– <b>Ms. Nina Luzzatto Gardner</b>, Director, Strategy International, Italy</li> </ul> <p><i>Conclusions</i></p>	
<b>11.00 - 11.15</b>	<b>Coffee Break</b>
<b>Session 2: Improving Access to Finance for SMEs</b>	
<b>11.15 - 13.00</b>	<b>Panel II: Access to Finance: An Analytical Framework</b>
<p>At the Barcelona meeting delegates exchanged views on the diverse policy responses that MENA governments are undertaking to mitigate the effects of the economic crisis, including those related to easing access to finance. Delegates agreed that the Working Group should provide policy recommendations on how to improve tools used for access to finance and provide information on the existing tools through pilot projects. A framework for Access to Finance under the <i>Business Climate Development Strategy</i> will be presented using key findings from pilots launched. Specific tools including credit guarantee programmes and credit reporting systems will be highlighted. MENA delegates will be asked to comment on the framework in a joint learning exercise.</p> <p><i>Introduction:</i></p> <ul style="list-style-type: none"> <li>– <b>Mr. Anthony O'Sullivan</b>, Head of Division, Private Sector Development Division, Directorate for Financial and Enterprise Affairs, OECD</li> <li>– <b>Dr. Sahar Nasr</b>, Lead Financial Economist, MENA region, World Bank</li> </ul> <p><i>Roundtable Discussion – MENA Delegates to the Working Group</i></p> <ul style="list-style-type: none"> <li>– <b>Dr. Hazem Shunnar</b>, CEO, Palestinian Standards Institution, Palestinian Authority</li> <li>– <b>Mr. Mohamed Adaweh Robleh</b>, Directeur du Développement des PME/PMI, Agence Nationale pour la Promotion des Investissements, République de Djibouti</li> <li>– <b>Sheikh Mohammed Al-Thani</b>, SME Development Committee, Ministry of Business and Trade, Qatar</li> </ul> <p><i>Conclusions:</i> <b>Dr. Mohamed Agrebi</b>, Directeur Général, Ministère de l'Industrie, de l'Énergie et des PME, Tunisia</p>	

<b>13.00 - 14.15</b>	<b>Lunch (provided by OECD)</b>
<b>14.15 - 14.45</b>	<b>Update on the activities of the OECD Working Party on SMEs and Entrepreneurship:</b> <i>The Impact of the Global Crisis on SME and Entrepreneurship Financing and Policy Responses</i> – <b>Mme Marie-Florence Estimé</b> , Deputy Director of OECD Centre for Entrepreneurship, SMEs and Local Development
<b>14.45 - 15.45</b>	<b>Panel III: Credit guarantee Schemes – A Key Element of the Access to Finance Framework</b>
<p>Most governments in OECD and MENA economies, recognising the important contribution of SMEs to the economy, have established credit guarantee programmes as a means to correct market failures. Credit guarantees may be able to open up new avenues to access finance through shared-risk, but success depends on a number of conditions. MENA delegates are asked to present current guarantee programmes and their impact in improving access to finance. Discussants are asked to comment on how to measure key success factors in the design of credit guarantee programmes.</p> <p><i>Introduction:</i> <b>Mr. Pietro Masci</b>, Director, EIB, Balkans and Mediterranean, Department of the Treasury, Ministry of Economy and Finance, Italy</p> <p><i>Presentations:</i></p> <ul style="list-style-type: none"> <li>– <b>Mr. Mohannad Al-Rashdan</b>, Assistant Director General, Jordan Loan Guarantee Corporation, Jordan</li> <li>– <b>Mr. Abdelhakim Hamdi</b>, Président-Directeur Générale, La Société Tunisienne de Garantie, Tunisia</li> <li>– <b>Mr. John Khoury</b>, Director, European Palestinian Credit Guarantee Fund, Palestinian Authority</li> </ul>	
<b>15.45 - 16.00</b>	<b>Coffee Break</b>
<b>16.00 - 18.00</b>	<b>Panel IV: Beyond start-ups: promoting innovation financing through credit guarantees</b>
<p>Shortage of financing is one of the stumbling blocks to growth and innovation, given small firms' narrow equity base. At the Barcelona meeting, delegates agreed to identify innovative ways to improve access to finance. Discussants are asked to comment on how to measure key success factors in the design of credit guarantee programmes. Credit guarantee instruments will also be assessed as a tool to promote SME growth and innovation in the MENA region. MENA and OECD delegates will be asked to comment on draft guidelines for Credit Guarantees proposed by the Secretariat and to consider key success factors in their implementation in the MENA region.</p> <p><i>Key note presentation:</i> "Credit Guarantee Schemes: a tool to promote SME growth and innovation in the MENA Region"</p> <ul style="list-style-type: none"> <li>– <b>Dr. Stephen Roper</b>, Professor, Warwick Business School, United Kingdom</li> </ul> <p><i>Moderated by:</i> <b>Mr. Antonio Fanelli</b>, Deputy Head of Division, Private Sector Development Division, Directorate for Financial and Enterprise Affairs, OECD</p> <p><i>Presentations:</i></p> <ul style="list-style-type: none"> <li>– <b>Dr. Khater Abi Habib</b>, Chairman – General Manager, Kafalat, Lebanon</li> <li>– <b>Mr. Henry Savajol</b>, Directeur de l'Observatoire des PME, OSÉO, France</li> <li>– <b>Mr. Houcine Itaoui</b>, Directeur Général, Caisse Centrale de Garantie, Morocco</li> </ul> <p><i>Roundtable Discussion</i></p>	
<b>Session 3: The Work Programme</b>	
<b>18.00 - 18.15</b>	<b>Next steps in the Working Group</b>
<p>This session will decide on the next steps leading up to the 4th meeting of the Working Group tentatively scheduled for April 2009. Delegates are expected to finalise the outputs of the Working Group leading up to the Business Forum, Women Business Leaders Summit, and MENA-OECD Ministerial Conference to be held on the 22<sup>nd</sup> and 23<sup>rd</sup> of November 2009 in Marrakesh, Morocco and to define the Work Programme through 2010.</p> <p><i>Discussants:</i></p> <ul style="list-style-type: none"> <li>– <b>Mr. Anthony O'Sullivan</b>, Head of Division, Private Sector Development Division, Directorate for Financial and Enterprise Affairs, OECD</li> <li>– <b>Mr. Antonio Fanelli</b>, Deputy Head of Division, Private Sector Development Division, Directorate for Financial and Enterprise Affairs, OECD</li> </ul> <p><i>Endorsement of the Work Programme</i> <i>Endorsement of the Guidelines on Credit Guarantee Schemes</i></p>	
<b>18.15 - 18.30</b>	<b>Closing Remarks by the Chairs</b>

### About the MENA-OECD Investment Programme

**THE MENA-OECD INVESTMENT PROGRAMME** was established in 2004 at the request of Middle East and North African (MENA) countries to provide advice on improving the investment policy climate. Facing considerable competition from other regions and a growing pressure from the young workforce, several MENA countries are implementing significant economic and regulatory reforms to increase private sector participation in their economies.

**THE KEY OBJECTIVE OF THE INVESTMENT PROGRAMME** is to mobilise private investment – foreign, regional and domestic – as a driving force for economic growth and employment throughout the region. The Programme offers a forum for results-oriented policy dialogue bringing together MENA and OECD practitioners. It supports reform efforts of MENA governments to enhance the investment climate by:

- strengthening country capacity for designing, implementing and monitoring investment policy reforms;
- creating a network of dialogue between investment policy makers from MENA and OECD countries;
- creating a favourable environment for employment creation through investment climate improvements;
- assisting ministries and government agencies to co-operate and co-ordinate their work;
- reinforcing the impact of development initiatives supported by international, regional and bilateral donors.

### Working Group 2 Contacts:

**Anthony O’Sullivan**

Head  
Private Sector Development Division  
Directorate for Financial and Enterprise Affairs  
E-Mail : [anthony.osullivan@oecd.org](mailto:anthony.osullivan@oecd.org)  
Tel : +33 1 45 24 97 01

**Antonio FANELLI**

Deputy Head  
Private Sector Development Division  
Directorate for Financial and Enterprise Affairs  
E-Mail: [antonio.fanelli@oecd.org](mailto:antonio.fanelli@oecd.org)  
Tel: +33. 1 45 24 97 07

**Alexander Böhmer**

Head of Unit  
MENA-OECD Investment Programme  
Private Sector Development Division  
Directorate for Financial and Enterprise Affairs  
E-Mail: [alexander.boehmer@oecd.org](mailto:alexander.boehmer@oecd.org)  
Tel: +33 1 45 24 19 12

**Sara Sultan**

Policy Analyst  
MENA-OECD Investment Programme  
Private Sector Development Division  
Directorate for Financial and Enterprise Affairs  
E-mail: [sara.sultan@oecd.org](mailto:sara.sultan@oecd.org)  
Tel.: +33 1 45 24 98 97

### Women’s Entrepreneurship Contacts:

**Nicola Ehlermann-Cache**

Senior Policy Analyst  
MENA-OECD Investment Programme  
Private Sector Development Division  
Directorate for Financial and Enterprise Affairs  
E-Mail: [nicola.ehlermann-cache@oecd.org](mailto:nicola.ehlermann-cache@oecd.org)  
Tel: +33 1 45 24 17 48

**Korin Kane**

Policy Analyst  
MENA-OECD Investment Programme  
Private Sector Development Division  
Directorate for Financial and Enterprise Affairs  
E-Mail: [korin.kane@oecd.org](mailto:korin.kane@oecd.org)  
Tel: +33 1 45 24 97 56

For additional details, please refer to the following website [www.oecd.org/mena/investment](http://www.oecd.org/mena/investment)