



AGENDA

Enhancing regional attractiveness for resilient development: a dialogue amongst practitioners

Tuesday 24th October 2023 🕒 16:00-17:30 (CEST)

🗝 On-line participation

Interpretation in English, French, Italian, Portuguese and Spanish will be provided

https://meetoecd1.zoom.us/webinar/register/WN_49DSLmGQtaNj7CY_fVqdA

This webinar is organised by the **OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)**, with the support of the **European Commission (DG REGIO)**

Following the recent publication of the OECD flagship report on [Rethinking Regional Attractiveness](#) and [several regional case studies](#), this webinar will mobilise a **community of practice** that seeks to identify challenges and share international good practices to enhance the attractiveness of regions towards investors, talent and visitors. It intends to serve both current “champion regions” as well as those left-behind or struggling to become more attractive to these key target groups. All are concerned with climate, demographic and technological changes as well as with the evolution of globalisation towards more strategic objectives.

Participants in this webinar are practitioners and experts from regional governments, as well as from the private sector and the academia. They will be invited to share their experiences on how to manage the trade-offs of territorial attractiveness while utilising attractiveness policies to deliver more equitable and environmentally sustainable development across regions.

This first meeting of the *Regional attractiveness community of practice* will help to understand the priorities of policy-makers and the types of tools currently used, or needed, to enhance the attractiveness of regions, which in turn will inspire further dialogues.

16:00-16:07 Welcoming words and setting the scene

Claire Charbit | Head of Unit, Regional Attractiveness and Migrant Integration (OECD/CFE/RDG)

16:07-17:20 A dialogue with Practitioners: Regions in the spotlight: managing the trade-offs of attractiveness.

Moderator:



Andrés Rodríguez-Pose, Princesa de Asturias Professor and Professor of Economic Geography, Director, Cañada Blanch Centre. London School of Economics (LSE)

Practitioners will provide short insights followed by a moderated discussion and questions from the floor

I. ATTRACTING TALENT

Youth perspective



Mari Woien Meijer, Research Fellow at Nordregio, Norway

A perspective about local and regional governance



Hannah Degerman, Project Management for Population Growth and EU, Business Development Department, Piteå municipality, Norrbotten, Sweden

Business perspective



Francois Roche, Head of Sales at Virgil, France

Academia perspective



Paolo Veneri, Professor of Economic Policy at the Gran Sasso Science Institute, Italy



Interactive Moment: Q&A from the floor and a Quick poll on the main challenges and trade-offs faced by the audience regarding attracting and retaining talent.

II. ATTRACTING INVESTORS

A perspective about local and regional governance



Juliana Cardoso, Deputy Secretary of Economic Development, State of São Paulo, Brazil



Michelle Conaghan, Regional Manager, IDA Ireland North West Region, Ireland

Business perspective



Inés Amenabar – Responsible Development Manager at Pantaleon Group, Guatemala

Academia perspective



Graziella Luisi, Director of the University of Corsica's Foundation, Università di Corsica Pasquale, France



Interactive Moment: *Q&A from the floor and quick poll on the main challenges and trade-offs faced by the audience regarding attracting investor for inclusive and sustainable regional development.*

III. ATTRACTING VISITORS and ENVIRONMENT

A perspective about Local and regional governance



Jorge Ortega I Director General National Association of Mexican World Heritage Cities, Mexico

Business perspective



Cristina Siza Vieira | Executive Vice President, Hotel Association of Portugal, Portugal

Academia perspective



Tara Duncan, Professor in Tourism, Dalarna University, Sweden



Interactive moment: *Q&A from the floor and quick poll on the challenges and trade-offs of sustainable tourism.*

Final Questions and comments from the floor (audience can address other questions and comments to speakers via the chat function)

17:20-17:25 Reflections and key takeaways

Andrés Rodríguez-Pose | Princesa de Asturias Professor and Professor of Economic Geography, Director, Cañada Blanch Centre. London School of Economics (LSE)

17:25-17:30 Closing Remarks and Call to Action

Claire Charbit | Head of Unit, Regional Attractiveness and Migrant Integration (OECD/CFE/RDG)

Note: The meeting will be recorded for the Secretariat's purposes only. All personal data will be processed in accordance with [OECD Personal Data Protection Rules](#).

CONTACTS

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