



Launch of the EU-OECD joint Programme on Promoting Investment in the Mediterranean

3 October 2016, 18:00-19:00
Hotel Le Palace Gammarth



This initiative is financed by the
European Union

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Launch of the EU–OECD Programme on Promoting the Investment in the Mediterranean

The EU-OECD Programme on Promoting the Investment in the Mediterranean was launched on 3 October in Tunis at the occasion of the MENA-OECD Ministerial Conference (see agenda below).

The session was attended by over 80 participants from MENA and OECD governments and regional and international multilateral organisations. It was opened by Mr. Fadhel Abdelkefi, Minister of Development, Investment and International Co-operation of Tunisia and Co-Chair of the MENA-OECD Competitiveness Programme. Mr. Angel Gurría, Secretary-General of the OECD, gave an introductory [speech](#). He was joined by Mr. Michael Köhler, Director of Southern Neighbourhood, DG NEAR-B, European Commission, and Mr. Angelos Pangratis, Senior Advisor, European External Action Service.

The Programme received very positive feedback from beneficiary's countries, including the Minister of National Economy from the Palestinian Authority, and high-level representatives from Egypt, Lebanon, Algeria, Jordan, and Morocco. Representatives from OECD countries and international organisations, including the European Bank for Reconstruction and Development, European Investment Bank and Islamic Development Bank, also expressed strong support and willingness to cooperate in the implementation of the Programme.

The flyer in English, French and Arabic was widely circulated during the launch event, with reference to the [webpage of the Programme](#).

This event also provided the opportunity to have preliminary meetings and discussions with some key stakeholders of the Programme, in particular representatives of Investment Promotion Agencies from Algeria, Morocco and Tunisia.

Scoping missions will now be organised in the key beneficiary countries (Algeria, Egypt, Jordan, Morocco and Tunisia) with a view to draft a complete inception report to be validated by the Programme's Advisory Group.





EU-OECD Programme on Promoting Investment in the Mediterranean

LAUNCH

3 October 2016, 18:00-19:00

Hotel Le Palace Gammarth, Tunis, Tunisia

Room "Diwan"



**PROGRAMME
ON PROMOTING INVESTMENT**
in the Mediterranean

Context:

The joint Programme on “Enhancing Investment Policies and Promotion in the Southern Mediterranean” is funded by the European Union and will be implemented by the OECD. Aiming at boosting private investment and job creation opportunities in the Southern Mediterranean region, it will support investment reforms to implement sound and attractive investment policies and establish effective institutions able to attract more and better investment.

The project is timely as it responds to the challenges faced by the region to revive investment for growth and job creation. Foreign direct investment (FDI) inflows to the region decreased by more than 50% between 2008 and 2015 due to the global financial crisis and the regional instability. Despite a slight rebound in 2015, prospects remain uncertain given the political and security situation in the region. Accompanying countries to pursue their reforms and engage into an effective dialogue is essential to attract investment and promote growth and stability.

This session marked the official launch of the Programme.

OPENING

H.E. Mr. Fadhel Abdelkefi, Minister of Development, Investment and International Cooperation of Tunisia

H.E. Mr. Angel Gurría, Secretary-General, OECD

Mr. Michael Köhler, Director for Southern Neighbourhood, European Commission

Mr. Angelos Pangratis, Senior Advisor, European External Action Service

SUCCINCT PRESENTATION OF THE PROJECT BY OECD

Ms. Ana Novik, Head of the Investment Division, Directorate for Financial and Enterprise Affairs, OECD

INTERVENTIONS OF THE BENEFICIARIES COUNTRIES

<i>Morocco</i>	H.E Mohamed Louafa , Delegate-Minister for General Affairs and Governance
<i>Palestinian Authority</i>	H.E. Ms. Abeer Odeh , Minister of National Economy
<i>Jordan</i>	H.E. Mr. Thabet El Wir , Head, Jordan Investment Commission
<i>Egypt</i>	Ms. Mona Zobia , Vice-Chair of General Authority for Investment (GAFI)
<i>Lebanon</i>	Ms. Alia Abbas , General Director, Ministry of Economy and Trade, Lebanon
<i>Algeria</i>	Mr. Abdelkrim Mansouri , Head of the National Agency for the Development of Investment (ANDI)

KEY PARTICIPANTS

<i>Egypt</i>	H.E. Mr. Magdy Rady , Assistant Minister of Foreign Affairs, Egypt
<i>France</i>	H.E. Mr. Pierre Duquesne , Ambassador of France to the OECD and Chair of the Governing Board of the OECD Development Centre
<i>Iraq</i>	Dr Sami Al Araji , Chairman of the National Investment Commission of Iraq
<i>Libya</i>	Mr. Ali Mahmoud , Libya Investment Authority
<i>Mauritania</i>	H.E. Mr. El Moctar Ould Jay , Minister of Economy and Finance of Mauritania
<i>Portugal</i>	H.E. Mr. Paulo Vizeu Pinheiro , Ambassador of Portugal to the OECD and Chair of the External Relations Committee
<i>Slovenia</i>	Mr. Robert Kokalj , Director-general for Economic and Public Diplomacy, Ministry of Foreign Affairs
<i>Spain</i>	Mr. Jesús Gracia Aldaz , Secretary of State for International Cooperation and Head of Spanish Agency for International Development Cooperation (AECID)
<i>Tunisia</i>	Mr. Khalil Laabidi , Director of ANIMA, Director of the Foreign Investment Promotion Agency (FIPA), Tunisia
<i>European Union</i>	H.E Mr Patrice Bergamini , EU Ambassador to Tunisia H.E. Ms Bettina Muscheidt , EU Ambassador to Libya Ms Armelle Lidou , EU Head of Cooperation to Tunisia
<i>UfM</i>	H.E. Mr. Sudqi Omoush , Deputy Secretary-General for business development, Secretariat's Spokesperson, Union for the Mediterranean
<i>EBRD</i>	Ms. Milica Delevic , Director for Governance and Political Affairs, European Bank for Reconstruction and Development
<i>EIB</i>	Mr. Bruno Denis , Head of Division, EU-Neighbouring Countries Sector Public South, European Investment Bank
<i>ITFC-IsDB</i>	Mr. Eng. Hani Salem Sonbol , CEO, International Islamic Trade Finance Corporation (ITFC), Islamic Development Bank
<i>ATU</i>	Mr. Fakhry Alhazaimah , Executive Director, Agadir Technical Unit
<i>WAIPA</i>	Mr. Bostjan Skalar , Executive Director, World Association of Investment Promotion Agencies

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