

**Conference on**  
**Entrepreneurship and Employment in South**  
**Eastern Europe**

**Bucharest, 26 & 27 May 2004**

**Venue**

**Chamber of Commerce and Industry of Romania**  
**and Bucharest**  
**2, Octavian Goga Blvd**

**Draft Agenda**

**Day One – Wednesday 26 May 2004**

**Opening Plenary Session**

- 09.00 Introduction**  
Mr. Stefan D. Popa, Vice-President of the Chamber of Commerce and Industry of Romania and Bucharest
- 09.05 Welcome Address**  
HE Elena Dumitru, Romanian Minister for Labour, Social Solidarity and Family
- 09.15 Introductory Remarks on behalf of SEECP**  
Bogdan Aurescu, State Secretary, Romanian Ministry of Foreign Affairs
- 09.20 Introductory Remarks on behalf of the Stability Pact for SEE**  
Erhard Busek, Special Co-ordinator
- 09.25 “Employment Generation in Small Open Economies”**  
Garret FitzGerald, former Prime Minister of Ireland
- 09.40 “Socio-Economic Cohesion in the Balkans”**  
Kristof Bender, European Stability Initiative
- 09.55 Objective and Format for Workshops**  
Bernard Snoy, Stability Pact, Director WT II
- 10.00 COFFEE BREAK**

**WORKSHOPS**

*Each Workshop will commence with two brief presentations on different aspects of the topic. This will be followed by a response from a panel of interested parties before the floor is open to all workshop participants for a general discussion. The workshop moderator will (in consultation with the panel) prepare outline conclusions on the key issues and proposals for specific actions to be presented in the final plenary session.*

*Two workshops will be held in parallel in the morning session and two in parallel in the afternoon.*

**Workshop I – Educating for “Employability” and Entrepreneurship - Why, Who? How?**

What workforce skills are in demand in SEE now? and in the future?  
Is it possible to foster a culture of entrepreneurship?  
How can education enhance employability?  
How best to broaden access to education?

**Objective**

Specific actions to advance relevant sections of the European Charter for Small Business further to the recent Tirana meeting and enhance Vocational Training.

**Moderator** Edward Tersmette, EC – DG Enterprise

**Keynote Speakers**

Anastasia Fetsi, European Training Foundation

R\_zvan Ciric\_, State Secretary, Ministry of Labour, Social Solidarity and Family, Romania

Boris Siseivic, National Observatory for Vocational Educational Training, Montenegro

**Panel**

Martin Stottele, SwissContact, Albania

Liz McKeon, USAID

John Moore, FAS, Ireland

Conrad Eckenschwiller, Business Advisory Council for SEE

Steve Wright, EIB

Franz Gundacker, ILO

**Workshop II – Improving the Business Climate for New Firms and SMEs – Who is responsible?**

What are the respective roles of central government, local government, banks, business community, civil society?

Can these parties work together?

How to ensure that efforts to develop employment policy and improve the business climate are mutually reinforcing?

**Objective**

Agreed Action on Critical Time Bound Reform Priorities (Investment Compact), Specific action to advance sections of European Charter for Small Business, Enhancement /Awareness of Local Enterprise Development Programmes, Input to the Development of Employment Policies in SEE in line with the Bucharest Declaration of October 2003.

**Moderator** Declan Murphy, Investment Compact, OECD

**Keynote Speakers**

Kieran Crowley, Small Firms Association, Ireland

Françoise Kempf, Council of Europe

**Panel**

Mihai Manoliu, Alliance of Romanian Employers Confederation

Gregor Gradev, ETUC

Ken Lanza, Director Europe, USAID

Elizabeth Wallace, EBRD

Neshat Zeneli, Ministry of Labour and Social Affairs, Albania

Florin Pogonaru, Association of Romanian Businessmen

**13.00**

**LUNCH**

14.30

## **WORKSHOPS continued**

### **Workshop III – SMEs will not survive on money alone! National and Local Perspectives**

Obtaining finance for SME development in SEE - Why are special actions required?

How can such financing be made available?

How accessible are the available credit lines?

Why is it important to provide credit lines AND technical assistance?

#### **Objective**

Highlight key factors for SME credit programmes, awareness of need for training, develop further role of the non-bank/NGO sector; provision of EU/EBRD SME credit lines to the Western Balkans based on those already available in accession countries.

**Moderator** Ken Lanza, USAID

#### **Keynote Speakers**

Charlotte Ruhe, EBRD

Elizabeth Wallace, EBRD

Edward Siegel, Senior Managing Director, International Project Management, ShoreBank Advisory Services U.K. Limited

Tina Ohmann, ShoreBank Romania

#### **Panel**

Chris Walker, Turnaround Management Programme

Carlo Borgomeo, President, West of Naples Industrial Revitalisation Programme and former Vice Chair of the OECD LEED Directing Committee

Peter Jungen, President of EBAN (European Business Angel Network)

Franz Gundacker, ILO

### **Workshop IV – Industrial Blackspots – Any tried and tested treatments?**

What lessons can we learn from transition economies?

Examples of successful industrial restructuring and labour redeployment

Is there a special role for socio-economic networks?

#### **Objective**

Increase awareness of different approaches to “blackspot” issues in SEE and other transition economies

**Moderator:** Kristof Bender, European Stability Initiative

#### **Keynote Speakers**

Constantin Stroe, Vice President Dacia

Greg Clark, Director, London Development Agency, Chair of the OECD LEED Forum of Cities and Regions

**Panel**

Mihai Manoliu, Alliance of Romanian Employers Confederation  
Gregor Gradev, ETUC  
Liz McKeon, USAID  
Sorin Maxim, Romanian Regional Development Agency  
Jirina Jakson, Director, Czech Institute for Sustainable Development  
Brian Quinlan, Enterprise Ireland

**17.30 Close of Day One**

**19.30 Reception, Lido Hotel  
5-7 Magheru Avenue**

hosted by LEED, the Local Economic and Employment Development Programme of the OECD

<b>Day Two – Thursday 27 May 2004</b>
---------------------------------------

**Plenary Session**

**09.00 Introduction**  
Mihai David, Co-Chair WT II

**09.10 Fostering Entrepreneurship and Job Creation: the role of regional and local actors**  
Is the success story of the Timisoara region replicable?  
Is there a role for intermediary institutions that enhance “employability” of specific groups  
What can we learn from the experience of others?

**Moderator** Bernard Snoy, Director WT II

**Keynote Speakers**  
Sergio Arzeni, Head, OECD, LEED Programme

**Panel**  
Paul Peter, Government of Switzerland  
Frederique Jacquemain, NATO

**10.30 COFFEE**

**11.00 Educating for “Employability” and Entrepreneurship - Why, Who? How?**  
Conclusions and Recommendations  
Edward Tersmette, EC – DG Enterprise

**11.15 Improving the Business Climate for New Firms and SMEs – Who is responsible?**  
Conclusions and Recommendations  
Declan Murphy, OECD

- 11.30 SMEs will not survive on money alone; National and Local Perspectives**  
Conclusions and Recommendations  
Ken Lanza, USAID
- 11.45 Industrial Blackspots – Any tried and tested treatments?**  
Conclusions and Recommendations  
Kristof Bender, European Stability Initiative
- 12.00 Proposal on Priority Recommendations /Actions**  
Bernard Snoy, Director WTII
- 12.20 Open Discussion**
- 12.50 Chairman's Conclusions**  
Bernard Snoy, Director WT II
- 13.00 CLOSE OF MEETING**