

**Workshop on  
Support for Euro-  
Mediterranean industrial  
cooperation regarding  
Dimension 7 of the Euro-  
Mediterranean Charter for  
Enterprise: Public-Private  
Dialogue**

**IM 47955**

**organised in co-operation with**

Directorate General for Enterprise and Industry, European  
Commission and  
the Secretariat of the Union for the Mediterranean

**Venue :**

Palau de Pedralbes  
Avinguda Diagonal, 686

**Barcelona  
16-17 April 2012**

**For more information on TAIEX assistance and to download  
presentations of this event, please go to:**

<http://ec.europa.eu/enlargement/taieux>.

**Aim of the workshop:**

SMEs' interests have to be strengthened in the policy and law making process. Effective mechanisms enabling public-private consultation are essential to improve the quality of government policy towards the private enterprise sector. This workshop will examine the ways to enhance the capacity and efficiency of SMEs and their representatives in public decision-making.

## Day 1: Monday 16 April 2012

09.00	<b>Registration</b>
09.30	<p><b>Welcome</b></p> <p>Chair of the meeting, <b>Ms Victoria Petrova</b>, Head of Unit SME Policy Development and Crafts, Directorate General for Enterprise and Industry, European Commission (DG ENTR, COM)</p> <p>Welcoming speech, <b>Mr Lino Cardarelli</b>, Senior Deputy Secretary General of the Union for Mediterranean (UfM)</p> <p>Objectives of the workshop, <b>Ms Marie Corman</b>, International Affairs Unit, DG ENTR, COM</p>

## Session 1: Public – private consultations

09.50	<p><b>Framework for public-private consultation – first round table</b></p> <p>Chair: <b>Ms Victoria Petrova</b>, DG ENTR, COM</p> <p>Evaluation performed in 2008 : indicators, levels of performance, scores and findings, <b>Mr Antonio Fanelli</b>, Deputy Head, Private Sector Development Division, Directorate for Enterprise and Financial Affairs, OECD</p> <p>Consultation with EU SME business associations – practical examples, <b>Mr Wojciech Sopinski</b>, Policy officer, DG ENTR, COM</p> <p>The Jordanian experience in public-private consultation, <b>Ms Hana Uraidi</b>, Director Cross Cutting Support, Jordan Enterprise Development Corporation, Jordan</p> <p>Comments, <b>Ms Israela Mani</b>, VP Taxes and Economics, The Israeli Chamber of Commerce, Israel</p>
10.35	Debate
11.25	Conclusions: <b>Ms Victoria Petrova</b> , DG ENTR, COM
11.30	Coffee break
11.45	<p><b>Frequency of the consultations – second round table</b></p> <p>Chair: <b>Mr Fernando de la Fuente</b>, Director, Secretariat of the UfM (SUfM)</p> <p>Evaluation performed in 2008: indicators, levels of performance, scores and findings, <b>Mr Antonio Fanelli</b>, OECD</p> <p>The Tunisian experience, <b>Mr Noureddine Taktak</b>, Directeur Général Adjoint de l'Agence de Promotion de l'Industrie et de l'Innovation, Tunisia</p> <p>A practical example of the Catalan Business Council, <b>Mr Joan Romero</b>, Executive Secretary of ACC10, the Catalan Agency for Business Competitiveness, Spain</p> <p>Comments by <b>Mr Anwar Zibaoui</b>, Coordinator, ASCAME</p>
12.30	Debate
	Conclusions: <b>Mr. Fernando de la Fuente</b> , SUfM

13.30	<b>Lunch</b>
15.00	<p><b>Openness and transparency of the consultations – third round table</b> Chair: <b>Mr Antonio Fanelli</b>, OECD</p> <p>Evaluation performed in 2008 : indicators, levels of performance, scores and findings, <b>Mr Jacob Fexer</b>, Private Sector Development Division, Policy Analyst, OECD</p> <p>Luxembourg experience, <b>Ms Bernadette Friederici</b>, Luxembourg SME Envoy, Ministry of Small and Medium-Sized Businesses and Tourism, Luxembourg</p> <p>The Palestinian experience, <b>Mr Jafar Hdaib</b>, CEO, Palestinian Investment Promotion Agency, Palestinian Authority</p> <p>Comments by <b>Mr Abdelaziz Jaouani</b>, Specialist in Entrepreneurship and Enterprise Skills - Country Manager, European Training Foundation</p>
16.15	Coffee break
16.30	Debate
17.25	Conclusions by <b>Mr Antonio Fanelli</b>
17.30	End of 1 <sup>st</sup> day

## Day 2: Tuesday 17 April 2012

### Session 2: Enterprise networks and private business associations

09.00	<p><b>Advocacy functions and governance rules – fourth round table</b> Chair: <b>Ms Victoria Petrova</b>, DG ENTR, COM</p> <p>Evaluation performed in 2008: indicators, levels of performance, scores and findings, <b>Mr Antonio Fanelli</b>, OECD</p> <p>Swedish experience, <b>Mr Håkan Hillefors</b>, Head of Section, Division for Entrepreneurship, Ministry of Enterprise, Energy and Communications, Sweden</p> <p>Panel discussion:</p>
09.30	<p><b>Mr Hossam Hassanein Farid</b>, Secretary General, Egyptian Junior Business Association, Egypt</p> <p><b>Mr Rabih Sabra</b>, Director General, Chamber of Commerce and Industry, Beirut, Lebanon</p> <p><b>Mr Eduardo Royo</b>, Chairman's Representative for Euro-Mediterranean matters, European Association of Craft, Small and Medium-sized Enterprises (UEAPME)</p> <p><b>Mr Dirk Vantyghem</b>, Director, International Affairs, Eurochambres/Med Alliance</p> <p><b>Ms Helena De Felipe</b>, President, Association of organisations of Mediterranean Businesswomen (AFAEMME)</p> <p><b>Dr. Federico Bega</b>, Head of Mediterranean and Middle East Department, Promos – Milan Chamber of Commerce</p>
10.45	Debate
11.45	Coffee break
12.00	<p><b>Independent evaluation of policies and programmes – fifth round table</b> Chair: <b>Ms Victoria Petrova</b>, DG ENTR, COM</p> <p>Presentation, <b>Mr Jacob Fexer</b>, OECD</p> <p>Independent evaluation of SME programmes – Slovak experience, <b>Mr Daniel Pitonak</b>, Head of Unit, Business Environment Analyses Unit, The Slovak National Agency for Development of SMEs, Slovakia</p> <p>SME test and impact assessment- a view from business association, <b>Mr Dirk Vantyghem</b>, Eurochambres/Med Alliance</p> <p>Guidelines for evaluating enterprise policies and programs at national level (practical examples based on IEMed paper on Economic Policy Reforms in Egypt, Morocco and Tunisia), <b>Mr Andreu Bassols</b>, Director General, Institut Europeu de la Mediterrania (IEMed)</p>

12.50	Debate
13.30	Lunch
15.00	Continuation of Debate
15.45	Coffee break
16.00	<p>TAIEX presentation, <b>Ms Diletta Dischinger</b>, DG Enlargement, European Commission</p> <p>Summary of the workshop, <b>Mr Wojciech Sopinski</b>, DG ENTR, COM</p> <p>Evaluation of workshop, dissemination of results and next steps, <b>Ms Marie Corman</b>, DG ENTR, COM</p> <p>Closing remarks, <b>Mr Roger Albinyana</b>, Expert in Business Development and Funding Coordination, SUfM</p>
17.15	Closing remarks by the workshop Chair, <b>Ms Victoria Petrova</b> , DG ENTR, COM
17.30	End of workshop