

1st Webinar in the Rethinking Regional Attractiveness Series



What makes a region attractive in the new global environment? How to measure and monitor

29 November 2021, 16:30-18:00 CET (Paris time)

Register: <https://meetoecd1.zoom.us/meeting/register/tJ0ufuCurj8jGddKxGL-U2LB2jyBZV9gDdq3>

Organised by the OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE), with support from the European Commission (DG REGIO), this webinar represents the first in a series on *Rethinking Regional Attractiveness*. It will inform the OECD's work on *Rethinking territorial development policies in the new global environment*, and the wider CFE activity on *Regions in Globalisation*. It will enable participants to learn more and exchange views on the OECD's innovative approach to helping policy-makers understand and assess the international profile of regions, as well as their attractiveness to international investors, talent, visitors, and exporters. It will bring experts and policy makers, including from participating regions and countries, together with representatives from the private sector, and international institutions, to share expertise, experiences, and good practices in measuring and monitoring the attractiveness of places.

DRAFT AGENDA

16:30-16:35: Opening Remarks

Nadim Ahmad | Deputy Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

16:35-16:40: An innovative OECD approach to measuring and monitoring regional attractiveness

Claire Charbit | Head of Unit, TDM, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

16:40-17:30: Panel discussion on key issues affecting the international positioning and attractiveness of regions in the post-COVID environment

Dr. Alessandro Alasia (Moderator) | Chair of the OECD Working Party on Territorial Indicators, and Assistant Director, Centre for Special Business Projects, Statistics Canada

Panellists will provide 5 minute interventions followed by Q&A, with a focus on key determinants of regional attractiveness in the new global environment (specific to investors, talent and visitors), highlighting key indicators to measure and monitor (supply of data), followed by available levers to adjust the international profile of regions (use of data).

Investors

- **Pio Parma (Italy)** | Senior Consultant, Scenario & Intelligence, Ambrosetti, will discuss how the Global Attractiveness Index's use of indicators to profile country attractiveness, dynamism and sustainability, can be adapted to assess a region's ability to attract inward investment.
- **Sabrina Losio** | Head of Unit, Cooperation and International Promotion of Territories, Business France, will highlight how data is used to attract, inform and support foreign investment at the regional level in France.

Talent

- **Robert Barnard** | Co-founder, Youthful Cities, will discuss measuring attractiveness and quality of life from a youth/talent perspective and how cities and regions can understand and utilise open data sources.

Visitors

- **Sérgio Guerreiro** | Chair of the OECD Tourism Committee, and Senior Director, Knowledge Management & Innovation, *Turismo de Portugal*, will outline key issues influencing international visitor choices and how data can be used to inform decision-making to help regions stand-out from the crowd.
- **Ximena Castro** | Regional Director of Tourism, Magallanes Region and Chilean Antarctica, will discuss the use of tourism attractiveness indicators to inform territorial marketing activities.

17:30-17:55: Discussion

Dr. Alessandro Alasia (Moderator) | Chair of the OECD Working Party on Territorial Indicators, and Chief, Data Exploration and Integration Lab, Statistics Canada

Opportunity for further discussion including questions from the floor

17:55-18:00: Conclusions and next steps

Nadim Ahmad | Deputy Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

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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