



WHICH RELOCATION STRATEGIES FOR RESILIENT REGIONAL DEVELOPMENT?

THE CASE OF NEARSHORING



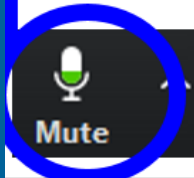
Zoom

By clicking on **Participants**

- Right click on your name, select “**More**” then “**Rename**” as COUNTRY + LAST NAME + FIRST NAME
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Participants 1



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Participants (1)

P- PORTUGAL - Sergio Guerreir... (Me)

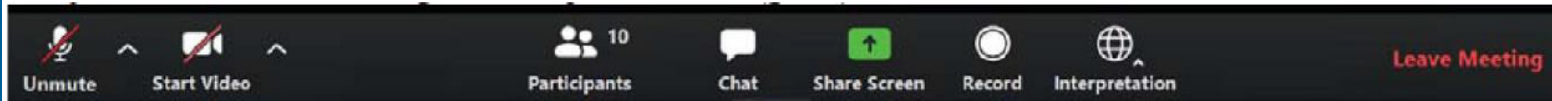
Unmute Me **Raise Hand** Claim Host



Zoom interpretation

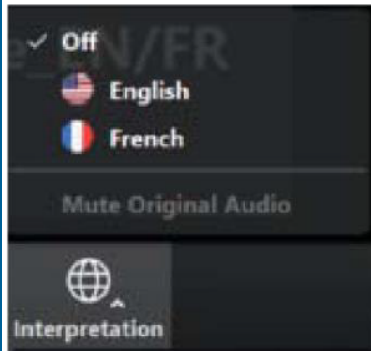
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Welcome session & Introduction of the discussion



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OECD Centre for Entrepreneurship, SMEs, Regions & Cities (CFE)
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Which relocation strategies?



Offshoring*

Process by which a company relocates part of its production process, as well as internal aspects of the company, to other geographical areas.

Reshoring

Considered together with offshoring - can be strictly defined as the *return of previously offshored production or assembly activities* (Mouhoud, 2017). It involves a change of model where, starting from offshoring production (far away), it is committed to bringing production back to the country where its market is.

This term is however also used to refer to a continuum of actions (backshoring, nearshoring, rightshoring, etc.) which can be defined according to the objectives targeted.

Nearshoring

It is the model by which a company, since its creation, decides to produce close to its location, where its market is. or local reshoring) allows emerging countries to position themselves as closer and more reliable alternatives than more distant and sometimes uncertain suppliers

* A distinction should be made between "vertical" offshoring, defined as the departure abroad of a part of production activities, and the creation of new activities abroad (or "horizontal offshoring") with the aim of moving closer to a local market (for example the Chinese market). Only the first is problematic in that it is the direct cause of the hyper-fragmentation of value chains.



Experience-sharing



Chile
Marcelo Canobra Miranda
Regional Director
Dirección Regional Corfo
Magallanes y Antártica Chilena



Colombia
Johana Padilla
Manager of the Regional
Commission for Competitiveness
and Innovation of Valle del Cauca



Spain
Mónica Paya
Internationalization Area
Valencia Community



France
Jean Marc Dessapt
International/Europe Operational Director -
Export - Attractiveness
AD'OCC, Regional Economic Development
Agency, Occitanie / Pyrénées-Méditerranée
Region



Morocco
Said Khairoun
Special Advisor to the Head of
Government



Moderator
Vicente Ruiz
Economist, Territorial Development
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The point of view of private actors



Morocco

Adil Raiss

*President of the Regional
Directorate of Tangier-Tétouan-Al
Hoceima of the General
Confederation of Moroccan
Enterprises - CGEM*



Mexico

Juan Carlos Baker Pineda

*CEO and Partner Ansley International
Consultants*



Colombia

Alejandro Ossa

*Executive Director
Invest Pacific*



Moderator

Claire Charbit

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Thank you! / Muchas gracias! / Merci Beaucoup!

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