



METROPOLITAN REGIONS -- COMPETITIVENESS AND GOVERNANCE: The Cases of Buenos Aires and Sao Paulo

A Joint World Bank-Inter American Development Bank Workshop

October 18, 2007 | IADB Headquarters
1300 New York Av. NW | Washington DC, 20577
Enrique Iglesias Conference Center, Room CR – 2



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Metropolitan areas are very important for the economies of Latin America, generating a larger proportion of the national product than their share of the population. They are also nodes of complex social and environmental problems, which often have impacts beyond their borders. Extending over the jurisdictional territory of several sub-national governments, metropolitan areas pose a complex governance challenge. Most metropolitan areas in Latin America do not have adequate governance arrangements to ensure that they can provide a coordinated, efficient, and accountable platform for the expansion of competitive enterprises, deliver good services, and environmentally sustainable growth.

The workshop will discuss new evidences on how metropolitan areas can tackle these issues based on results from recent research and dialogue undertaken under on-going partnership between the World Bank, the Inter-American Development Bank, and their counterparts in Buenos Aires and Sao Paulo.

The Buenos Aires study focuses on identifying long term strategic guidelines for the development of the agglomeration, and proposes institutional arrangements to manage key areas of the urban development process. The guidelines cover issues impacting on the efficiency of the metropolitan area as a platform for economic development (transportation, energy, and ports), providing a good quality of life to the population, and expanding on an environmentally sustainable matrix. The study contains more detailed proposals for managing urban land development in the periphery and for setting up a system of metropolitan parks.

The Sao Paulo case focuses on key efforts towards strengthening economic growth, public services, and metropolitan governance. Through the perspectives of regional and municipal governments, it will present key underlying factors of the economic transition, cross-jurisdiction service delivery (infrastructure, environmental management, social programs), and metropolitan governance. It will also showcase some innovative policies, new institutional arrangements, and operational interventions to enhance competitiveness and investment climate, strengthen governance arrangements, and improve service delivery, particularly to the urban poor.

Through a panel discussion, the workshop will provide the opportunity to bring together the lessons from these two cases to help the Banks and their regional partners develop an agenda for strengthening competitiveness and governance in metropolitan areas in Latin America.

10:00 - 11:30 Opening Presentations | Chairs: Roberto Vellutini (Manager IADB) & Laszlo Lovei (Director FEU, WBG)

- **Metropolitan Governance: Issues and Options** -- Eduardo Rojas, *Inter-American Development Bank*
- **Metropolitan Competitiveness: New Outlook** -- José Luis Guasch, *The World Bank*



11:30 - 13:00 The Case of Buenos Aires | Chair: José Brakarz

(Senior Urban Development Specialist, Inter-American Development Bank)

- **Main Competitiveness and Governance Issues in Metropolitan Buenos Aires** --
- **Alfredo Garay**, Deputy Ministry of Urban Development and Housing of the Buenos Aires Province
- **Land Development in Metropolitan Buenos Aires**
- **Eduardo Rodríguez Villaescusa**, Catalan Consultant

14:00-15:30 The Case of Sao Paulo | Chair: Jose Guilherme Reis

(Sr. Private Sector Development Specialist, The World Bank)

- **Main Metropolitan Competitiveness and Governance Issues from the Perspective of the State Government of Sao Paulo** -- **Alberto Goldman**, Deputy Governor of the State of Sao Paulo
- **Governance and Competitiveness in the Metropolitan Region of Baixada Santista** -- **João Paulo Tavarez Papa**, Mayor of Santos Municipality,
- **Economic Restructuring, Governance and Competitiveness in the ABC Region**
- **Jeroen Klink**, co-Dean of the Federal University of the ABC Region, former Municipal Secretary for International Relations and Local Economic Development of Santo André

15:30 - 16:30 Panel Discussion | Chair: Caroline Kende-Robb, (Social Development Department Sector Manager, The World Bank)

Discussants:

- **Huascar Eguino**, Senior Urban Specialist, Inter-American Development Bank
- **Ivo Imparato**, Senior Urban Specialist, The World Bank
- **Ming Zhang**, Senior Economist, The World Bank