

INNOVATIVE CITIES: GLOBAL DIALOGUE

Cities as Engines of Economic Growth: Enhancing Sub-national Investment Climate

June 22-23, 2010
Washington, DC

Venue: MC13-121

Background—An Emerging Paradigm

Even before the completion of the urban transition this decade, local governments and regions around the world were in the process of responding to new forces of globalization, including the rise of competitive pressures on cities. Middle and large cities alike—now totaling around 1,000, of which half are in the developing world—are taking on new roles and alliances in reaction to an evolving industrial structure, a liberalized trade environment, and shifting production strategies. These changes present a host of challenges, and to meet them, many cities are creating a new paradigm in city management as they seek to power up the engines of economic growth.

Global Dialogues

Global Dialogues is a series of events sponsored by the World Bank that features emerging issues, new perspectives, and innovations that are emerging in cities around the globe. Dialogues will explore selected thematic or geographic areas and will be held periodically, and where possible, in partner cities. The aim of the Dialogues is to capture the essential lessons—insights, strategic moves, management styles, partnerships—that in the eyes of practitioners and knowledgeable observers are vital to city success. The harvest of these lessons—in this and future Dialogues—will form case material to be compiled by WBI and partners for use in training curriculum and knowledge exchange.

Enhancing Sub-national Investment Climate: Views from City Hall and the Corporate World

As the inaugural international event in the series, this Dialogue will focus on enhancing the sub-national investment climate in such cities as Ahmedabad, Curitiba, Marikina, Ningbo, Dar-es-Salaam, Marseille, Washington, Pittsburgh, among others. The aim is to hear first-hand from policy makers and practitioners in public and private sector, with fresh perspectives from corporate partners—from Cisco, IBM, Siemens, and others from global finance, services and infrastructure. These and other perspectives will view the key breakthroughs made in the effort to transform city economies by creating an attractive business climate, gaining better position in investment and credit, and establishing sustainable growth. Panels will address selected issues that typically arise in the search for sustainable and competitive places.

Dialogue Design—Perspectives on Change

A series of six panels consisting of cities and corporate and civic players will each offer a perspective on key aspects of creating or sustaining a sea change in urban and regional economy. Each panel will encompass several presentations made by city representatives who are knowledgeable about or took part in city efforts to change. The cities will focus on two or three specific areas, including finance, partnerships, and sustainability. Corporate and civic actors will offer their own perspective, engaging in direct dialogue with city leaders and each other about how innovations were conceived, how arrangements with private players were

struck, the range of applications across the spectrum of city and regional business, and ramifications for long term sustainability. The aim is to draw out lessons about key challenges and major achievements, as well as to identify take aways from the experiences.

The six panels are designed to accomplish two goals: to cover most, if not all, of the key issues facing cities; to understand the distinct advantages and depth of challenge for cities in the developing world. A final Round Table will sum up the lessons and draw conclusions that pinpoint the main factors common in the winning strategies to development sustainable economic development.

Symposium Program **22-23 June 2010**

DAY ONE

Breakfast and Registration	8:45 to 9:15
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<p style="text-align: right;">9:15 to 10:00</p> <p>Welcome Sanjay Pradhan, Vice President, World Bank Institute</p> <p>Opening Remarks Bruce Katz, Vice President and Director, Metropolitan Policy Program, Brookings Institution</p>	
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<p style="text-align: right;">10:00- 12:00</p> <p>Session 1: “Intra-Urban Competition in Large Metropolitan Regions”</p> <p>This session explores the intensity of competitive business climates where it is most visible: within the confines of a single metropolitan area. The session will hear about the dynamic tension and competitive pressures that arise in metro Washington, DC, where neighboring governments sometimes find themselves in a struggle against one another to offer the most appealing investment climate. Each of the local (county) governments surrounding Washington, DC, as well as the District government itself, will share their perspectives on the competition to attract business into their jurisdiction. Is metropolitan competition always a zero sum game? Are there examples, and lessons, from cooperative behavior among the local governments? How do local governments work together to achieve the common infrastructure they need? In turn, a representative of the corporate world will offer the reasoning often used in locational decisions.</p> <p>Panel Stephen S. Fuller, Ph.D., Dwight Schar Faculty Chair and University Professor, Director, Center for Regional Analysis, School of Public Policy, George Mason University Gerald Gordon, Executive Director, Fairfax County Economic Development Authority Steve Silverman, Executive Director, Montgomery County Department of Economic Development Richard Reinhard, Deputy Executive Director, Downtown DC BID, Washington DC Megan Campion, Director, Corporate Philanthropy, Lockheed Martin Corporation</p> <p>Discussion</p>	
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Lunch	12:00 to 1:15
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<p style="text-align: right;">1:15 to 3:15</p> <p>Session 2: “The Fortune at the Bottom of the Pyramid”</p> <p>Very large numbers of urban poor represent an untapped market for present and prospective goods and services, yet much needs to be done to adapt or invent products and services to meet the needs of the</p>	
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poor. The session explores a deeper meaning of inclusiveness in business climate and economic development. How do cities integrate the informal sector and create the space and incentives for the poor to express their entrepreneurship and energy? Opportunities and challenges will be presented by cities of Dar-es-Salaam and Dakar. What approaches show promise, what still needs to be done to tailor investment climate and job creation to those citizens at the bottom of the pyramid? What role does the private sector and foundations play? Additional perspectives will be offered by the growing efforts of the Bill and Melinda Gates Foundation.

Panel

Hon. Khalifa Ababacar Sall, Mayor of Dakar
Hon. Jerry William Silaa, Deputy Mayor of Dar es Salaam
Bijal Bhatt, Coordinator, Mahila SEWA Housing Trust
Melanie Walker, Bill and Melinda Gates Foundation

Discussion

Break

3:15 to 3:30

3:30-5:30

Session 3: “Moving up the Value Chain”

Recent history of urban economic development shows a clear pattern of economic evolution—cities moving from one point on the value chain, for instance, assembly to another, higher value position, for instance, design, as their labor forces acquire new skills, new talent, and new capital. What innovations and strategic steps of reform or improvement in the business climate accompany these transitions? This session will examine the experience of four cities that know the process well. Marikina, although known as the shoe capital of the Philippines, has experienced rapid growth in information and communication businesses such as call centers. Ahmedabad, Seattle and Pittsburgh each have a rich history of economic diversification. What role have the cities played? How have they incorporated business partners in the move up the value chain? Who takes the lead and what lessons can be drawn from the process? The Director from CISCO will offer a corporate view from one of the companies positioned at the high end of the value chain.

Panel

Hon. Maria Lourdes Carlos Fernando, Mayor, City of Marikina
Capt Dilipkumar J. Mahajan, Deputy Commissioner of Ahmedabad
Dennis Yablonsky, CEO, Allegheny Conference on Community Development, Pittsburgh
Relina Bulchandani, Director, CISCO

Discussion

Reception and Dinner

6:00-8:00

DAY TWO

Light Breakfast	8:30 to 9:00
Recap and Introductions	9:00 to 9:15
	9:15 to 10:00
<i>Hon. Shaun Donovan meets with President Zoellick</i>	
Keynote Address	
The Honorable Shaun Donovan, Secretary, Housing and Urban Development	

	10:00 to 11:30
Session 4 “Smart Growth and Smart Cities”	
<p>How does intelligent planning and pervasive connectivity enhance the business climate? This session presents cases from two cities in Asia that have adopted different versions of smartness. Da Nang, owing to its investments in physical infrastructure and investment support services, is considered the business and tourism hub in Central Vietnam and has recently engaged with CISCO to explore the large-scale upgrading of its ICT platform to further improve its connectivity. How have the cities drawn on planning and technological innovation to contribute to smartness in growth as well as in management and the business environment? What vision does the high tech sector like IBM have for smartness in the future? Industry panelists will reflect on these cases and address the potential for guiding and providing “Smart Cities” with high tech tools and services.</p>	
Panel	
Hon. Phung Tan Viet, Vice Chairperson, Da Nang, Vietnam	
Gu Yang, Ph.D., Advisor to the Governor for International Cooperation, China Development Bank	
Gerard Mooney, General Manager, IBM, Global Government and Education	
Debra Lam, Senior Policy Consultant, ARUP	
Discussion	

Break	11:30 to 11:45
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	11:45 to 1:15
Session 5: “Urban Transport and Regional Infrastructure”	
<p>Surface connectivity is as important as virtual links to sustain a vibrant business environment. Cities around the world are implementing new and more serviceable systems—bicycles, electric cars, light rail, and high speed trains—that offer access to residents and businesses alike at different geographic scales. Curitiba’s famed bus rapid transit forms part of the foundation for a new stage of planning that looks at longer term strategic growth options for the city. What challenges have European cities faced in implementing a network of high speed rail? Does the system answer the needs of businesses and city economies? New York’s Regional Planning Association is leading the high speed rail campaign for mega-city regions in the U.S., an effort that underpins long term economic revival in the U.S. Siemens global practice in transit will give a comparative view of factors in the business climate of markets in the developed and developing world.</p>	
Panel	
Oliver Hauck, CEO Mobility Division, Siemens USA	
Giselle Rosario Medeiros Krzyzanowski, Advisor to the President, Curitiba Institute of Urban Planning and Research	
Bob Yaro, President, Regional Plan Association, New York	

Franck Geiling, Director, Urban and Architecture, Euroméditerranée, Marseille

Discussion

Lunch

1:15 to 2:15

Session 6: “Taking Measure of the Business Environment”

2:15 to 4:00

Because cities are increasingly engaged in a competitive race for business, cities and corporations alike attach importance to measures of business environment. This session will present two distinct views about measure of the business climate: MasterCard’s ranking of cities and novel measures by the Gallup Organization that make use of behavioral economics as explanatory variables for business climate. The city of Melbourne, a city that made MasterCard top rankings, will provide a view from a users perspective. Do rankings help? Do rankings reflect the quality of business climate in a city? What metrics should be used?

Panel

Shahid Yusuf, Senior Consultant, World Bank

Anthony Pellegrini, Ranking Cities by MasterCard

Justin Bibb, Associate Partner, Director of Community Strategies, The Gallup Organization

Bill Stafford, President, Trade Development Alliance, Seattle

Yehudi Blacher, Secretary, Department of Planning and Community Development, Melbourne Investment Finance Corporation

Discussion

Break

4:00 to 4:15

Session 7

Roundtable: Summing up the Deliberations—Take Aways in Policy and Practice

4:15 to 5:00

Zoubida Allaoua, Director of Finance, Economics and Urban Development, Sustainable Development Network, World Bank

Bruno Laporte, Director Thematic Knowledge & Learning, World Bank Institute, World Bank

Abha Joshi-Ghani, Manager, Urban Development and Local Government Anchor, World Bank

Greg Clark, OECD, LEEDs Program

Closing Remarks

5:00 to 5:30

Inger Andersen, Director, Sustainable Development, Africa Region, World Bank