

PRELIMINARY PROGRAMME

INTERNATIONAL BENCHMARKING FORUM 2011 and OPENCities Monitor Welcome Day (OCM)

Economic Policy for European Regions in a decade of scarce resources

Basel, September 8-9, 2011



PROGRAMME OVERVIEW

THURSDAY, SEPTEMBER 8, 2011

09:15	Welcome by BAKBASEL
09:20	Welcome addresses on behalf of the IBF patronage
09:40	International Benchmarking Database: Update 2011
10:05	Introduction to the forum theme
10:25	India – a new benchmark for services?
10:50	Networking & coffee break
11:30	A delegate from OECD, Paris
12:10	Patents for the future – results from the new patent database
12:30	Dataport – the new online-tool of BAKBASEL
12:45	Lunch
14:00	How expensive is good policy?
14:20	Traffic infrastructure and accessibility
14:40	Public debt and sustainable taxation
15:00	A seemingly successful case: economic policy in Austria
15:30	Networking & coffee break
16:00	Perspectives 2020 – scenarios and implications for Basel
16:30	Conclusions of the day & discussion
17:30	Hotel break
19:00	Drinks & dinner at Restaurant zum Goldenen Sternen

FRIDAY, SEPTEMBER 9, 2011

09:00	Introduction including a wrap up of the previous day
09:10	Openness during the recession
09:30	Immigration for growth
10:00	Attractiveness – Openness – Immigration – Integration The case of Gothenburg
10:30	Networking & coffee break
11:00	Immigration and Integration – a case for policy
11:20	Panel Discussion
12:20	Closing address
12:30	IBF Farewell-Lunch
14:00	Welcome
14:20	Presentation of the Monitor & Data Collection
14:40	Why I joined the OPENCities Monitor: City testimonials
15:15	Next steps at Q&A
15:50	Closing Address



ABOUT THE FORUM

The financial crisis of the year 2008 and the recession of 2009 are over. In 2010 the Western world regained overall growth rates which were often above long term potential, and also 2011 promises to be an exceptionally good vintage for most European regions. At a first sight this looks like an ideal start into the new decade.

A more thorough analysis, however, reveals a series of rather severe and persisting problems. Some of them originate from the last decade such as the large international imbalances especially regarding the USA, but which only recently affected the dramatic decline of the Dollar, or the expected decline in population in many parts of Europe. Others are (at least to some extent) consequences of the crises such as the skyrocketing public debts and deficits. Again others are the consequence of the economic recovery such as the emerging scarcity of well trained labour force, or the rising prices for raw materials including energy, which has even been further accentuated by the catastrophe in Fukushima and the turmoil in the Arab world.

Despite the positive development of GDP, economic policy is hardly in a position to take a nap. To further grant high economic growth rates, all European regions should invest in their international competitiveness and improve the quality of their location factors: Education, research and development, accessibility, taxation etc. If only there was not that binding constraint of fainting public finances!

- How can regional policy cope with the situation of scarce public funds?
- Where should public entities invest their money to get the highest return on investment (ROI) for the public?
- What are good and successful policies when there is not much money?
- What are cheap though promising strategies?
- What is efficient policy with empty pockets?

At this year's International Benchmarking Forum researchers and policymakers will share their thoughts on optimal policy in times of scarce public funds.

THURSDAY, SEPTEMBER 8, 2011: MORNING SESSION

09:15	Welcome by BAKBASEL Prof. Dr. Urs Müller, Director & Chief Economist, BAKBASEL
09:20	Welcome addresses on behalf of the patronage A member of the Swiss government/State secretariat of Economy
09:40	Who suffered most, who mastered the crisis best? Results from the International Benchmarking Database Update 2011 Martin Eichler, Senior Economist, Executive Board, BAKBASEL
10:05	Introduction: scarcities and how they will affect us Urs Müller
10:25	India – a new benchmark for services? Prof. Dr. Amit Kapoor, Director, Institute for Competitiveness, Delhi
10:50	Networking & coffee break

The 12th International Benchmarking Forum starts with two short welcome addresses and a presentation of the new international database (including time series up to 2010). Data will be used for an analysis of how well European regions have mastered the crisis. Who are the relative winners and losers after the 2009 downturn and the subsequent upturn in 2010? Is the picture dominated by national patterns or rather by regional specificities such as industry portfolio?

Economics is the science of scarce resources. However, some of them have become even scarcer over the last years: human capital, sustainable energy, public finances? How will this affect regional development in Europe and how can politics help achieving better results?

Many people in Europe and North America are realising, that China has become to a large extent the "factory of the world", and this not only when it comes to textiles or toys, but increasingly also in medium and even high tech production. Though, the next challenge is already ahead: India – apart from getting stronger in the second sector – is continuously building up capacities in the service sector. If this process goes on, what will be left for Europe? Amit Kapoor is the director of the Indian Competitiveness Institute in Delhi and knows both his country and our continent very well.



THURSDAY, SEPTEMBER 8, 2011: MORNING SESSION (continued)

11:30	A delegate from OECD, Paris
12:10	Patents for the future – results from the new patent database Beat Stamm, Economist, BAKBASEL
12:30	Dataport – the new online-tool of BAKBASEL Marc Bros de Puechredon, Executive Board, BAKBASEL
12:45	Lunch

Scarce resources imply that the optimisation process becomes even more important. Should all regions pursue the same policy path in building an optimal portfolio of location factors? Are there similar strategies for similar regions? How can we identify the optimal policy mix?

Although not only, technology regions depend primarily on innovation as drivers of productivity and competitiveness. Given the scarcity of energy and the challenges of climate change, innovations towards a greener economy may help keeping the technological advantage. Our latest analysis on the region of Veneto gives an insight into such an innovation region.

One aspect of particular importance for a technology region is new applicable knowledge which leads to a competitive advantage over other regions. Patents are a good indicator for applied research results which may serve as an input in the production process.

THURSDAY, SEPTEMBER 8, 2011: AFTERNOON SESSION

14:00 **How expensive is good policy?**
Urs Müller

14:20 **Traffic infrastructure and accessibility**
Claudio Segovia, Economist, BAKBASEL

14:40 **Public debt and sustainable taxation**
Martin Eichler, BAKBASEL

15:00 **A seemingly successful case: economic policy in Austria**
Dr. Christoph Schneider, Wirtschaftskammer Österreich

15:30 **Networking & coffee break**

Empty pockets require better strategies or more phantasy. There might be some policy options which are very effective but also very costly. Others might be less effective but also less costly. Efficient policy has to consider both aspects. It may well prove that good governance and regulation is much more important than high expenditures on research and development.

To aspects shall be highlighted: The accessibility of a region depends on both the geographical position and traffic infrastructures and services. What is the impact of the two components for economic prosperity? And what can we expect taxation to move over the coming years given the fact, that many public entities are highly indebted?

An interesting case study over the last decade is Austria; the question to answer is: Were they good or just lucky? Our guest from Vienna is an expert for Austrian economic policy.



THURSDAY, SEPTEMBER 8, 2011: AFTERNOON SESSION (continued)

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- 16:00 **Perspectives 2020 – scenarios and implications for Basel**
Prof. Dr. Urs Müller, BAKBASEL
Dr. Christoph Koellreuter, BAKBASEL
Christoph Kuhn, BAKBASEL
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- 16:30 **Conclusions of the day & discussion**
Chaired by Greg Clark, Cities & Regions, London
A delegate from the Government of the City of Amsterdam
A delegate from the Government of the United Kingdom
A delegate from the Ministry of Economics, Madrid
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- 17:30 **Hotel break**
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- 19:00 **Drinks & dinner at Restaurant Goldener Sternen,**
Sankt Alban-Rheinweg 70, 4052 Basel, T + 41 61 272 16 66



Longer term forecasts and simulations of relevant alternatives may complement discussions of relevant locations factors. Quantitative perspectives for the metropolitan area of Basel for the year 2020 reveal where the more and where the less important developments are, and where policy should primarily look at.

The first day of the 12th International Benchmarking Forum rounds up with a discussion of the conference topics. How do they rate the outcomes of the different sessions? What are optimal strategies for economic policy in times of scarce resources? Which priorities should be set? What can regional politicians do? These issues will be discussed by policymakers from different European countries.

FRIDAY, SEPTEMBER 9, 2011: MORNING SESSION

09:00	Introduction including a wrap up of the previous day Urs Müller, BAKBASEL
09:10	Openness during the recession Greg Clark, Cities & Regions, London
09:30	Immigration for growth Prof Dr. George Sheldon, University of Basel
10:00	Attractiveness – Openness – Immigration – Integration The case of Gothenburg Dr. Andrea Wagner, Economist, BAKBASEL
10:30	Networking & coffee break
11:00	Immigration and Integration – a case for policy Simonetta Sommaruga, Head of the Federal Department of Justice and Police, Switzerland (asked)
11:20	Panel Discussion Chaired by Greg Clark, Cities & Regions, London Oliver Freeman, Intercultural Management Consultant Guido Jansen, British Council, Berlin (asked) A delegate from the City of Gothenburg
12:20	Closing address Prof. Dr. Urs Müller, BAKBASEL
12:30	IBF Farewell-Lunch

When human capital and public funds are scarce, good governance becomes even more important. But how shall we attract talents with empty pockets? In recent years, not only attractiveness and immigration but increasingly also openness and integration have gathered attention. Policymakers are slowly getting aware that immigration per se is neither good nor bad; rather, integrated immigrants add to welfare while not well integrated immigrants add to costs.

The second day of the Forum concentrates on the openness issue. Good policy is hardly costly but may add much to a regions economic and social development. What are the main issues, chances and risks in such a policy? What is a successful openness and integration policy? The panel discussion includes experts and policymakers from different places in Europe facing different challenges when it comes to immigration and integration.



The IBF 2011 ends with the Farewell-Lunch. In the afternoon we are holding for the first time the OPENCities Monitor Welcome Day for all representatives of Cities participating, joining or interested in the OPENCities Monitor.

FRIDAY, SEPTEMBER 9, 2011

OPENCities Monitor Welcome Day (OCM)

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| 14:00 | Welcome
Carolina Jiménez, British Council, Madrid |
| 14:20 | Presentation of the Monitor & Data Collection
Andrea Wagner, BAKBASEL |
| 14:40 | Why I joined the OPENCities Monitor:
City testimonials <ul style="list-style-type: none">- Stefanie Bolten, Economic Development, International Affairs, City of Düsseldorf- A delegate from the City of Zurich- A delegate from the City of Sofia |
| 15:15 | Next steps and Q & A
Moderated by Marc Bros de Puechredon |
| 15:50 | Closing Address
Prof. Dr. Urs Müller, BAKBASEL |

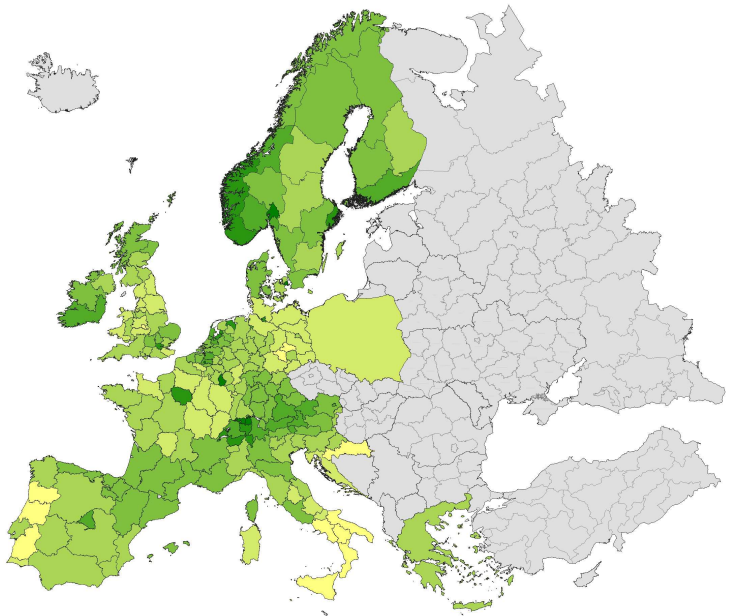
The aim of the OPENCities Monitor Welcome Day is to gather all the cities which are participating in the second phase of the project.

The International Benchmarking Programme (IBP)

The International Benchmarking Programme (IBP), established by BAKBASEL in the Mid-Nineties, provides tools on the regional level: the perception and early diagnosis of economic chances regarding strengths and weaknesses as well as the monitoring of opportunities and risks. Benchmarking is a means to compare and assess the multitude of regional location factors and the success of national and regional policy strategies to exploit their potential.

To assess the regional competitiveness, BAKBASEL developed a so far unmatched and unique database: the International Benchmarking Database (IBD). The IBD comprises the main indicators of economic performance as well as quantitative indicators on the quality of important location factors for more than 1500 regions and regional aggregates in 27 countries (Europe, USA and Asia), 45 industries and additional industry aggregates.

Sample: BAK Performance Index 2010





GENERAL INFORMATION

Registration Fee

- EARLY REGISTRATION: Euro 380.-
- REGULAR ADMISSION: Euro 480.- (excl. VAT 8%)
- Patronage reductions upon request

Admission Free of Charge

- Members of BAKBASEL's International Benchmarking Programme (IBP): Number of delegates according to contract
- Delegates of Research Institutes from BAKBASEL's International Benchmarking Network
- Speakers, Chairpersons, and Special Guests

Registration

- EARLY REGISTRATION BY JUNE 30, 2011
- Closing date for all registrations: August 31, 2011
- After this date no refund is given for cancellations
- Admission fees are due upon registration

Please note that delegates of regional/national governments and other institutions which are not members of BAKBASEL's International Benchmarking Programme, receive a refund of admission fees if they subscribe to the International Benchmarking Programme before December 31, 2012.

The Admission includes

- Forum Participation
- Forum documentation (paper version/CD)
- Light refreshments, coffee and luncheons
- Evening Programme

Language

- Forum language is English

Venue

- Auditorium Bâloise, Hilton Basel, Aeschengraben 31, 4051 Basel www.hilton.de/Basel (in walking distance from the central railway station and public transport)

Organisation

- BAKBASEL

PATRONAGE

SWISS CONFEDERATION



CANTON OF BASEL-STADT



COMMITTEE OF THE REGIONS OF THE EU (COR)

EUROPEAN UNION



Committee of the Regions

ASSEMBLY OF EUROPEAN REGIONS (AER)



European Association of Development Agencies (EURADA)



METREX



OPENCITIES

