



Annual Arab Banking Conference for 2025

The Growing Global Trend to Enhance the Role of the Private Sector in Driving the Development Process

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The MENA-OECD Initiative on Governance and Development

The programme

- **Launched in 2005**
- **Joint OECD–MENA platform** to advance inclusive, sustainable, and competitive growth through improved governance and business climates.
- Promotes **shared solutions to global challenges** such as **digital transition, climate resilience, and inequality** through **policy networks, working groups, peer reviews and capacity building**



Competitiveness for development

- Foster economic diversification, innovation and SME growth.
- **Improve investment and trade frameworks aligned with international standards.**
- **Encourage public-private dialogue** and business integrity reforms.

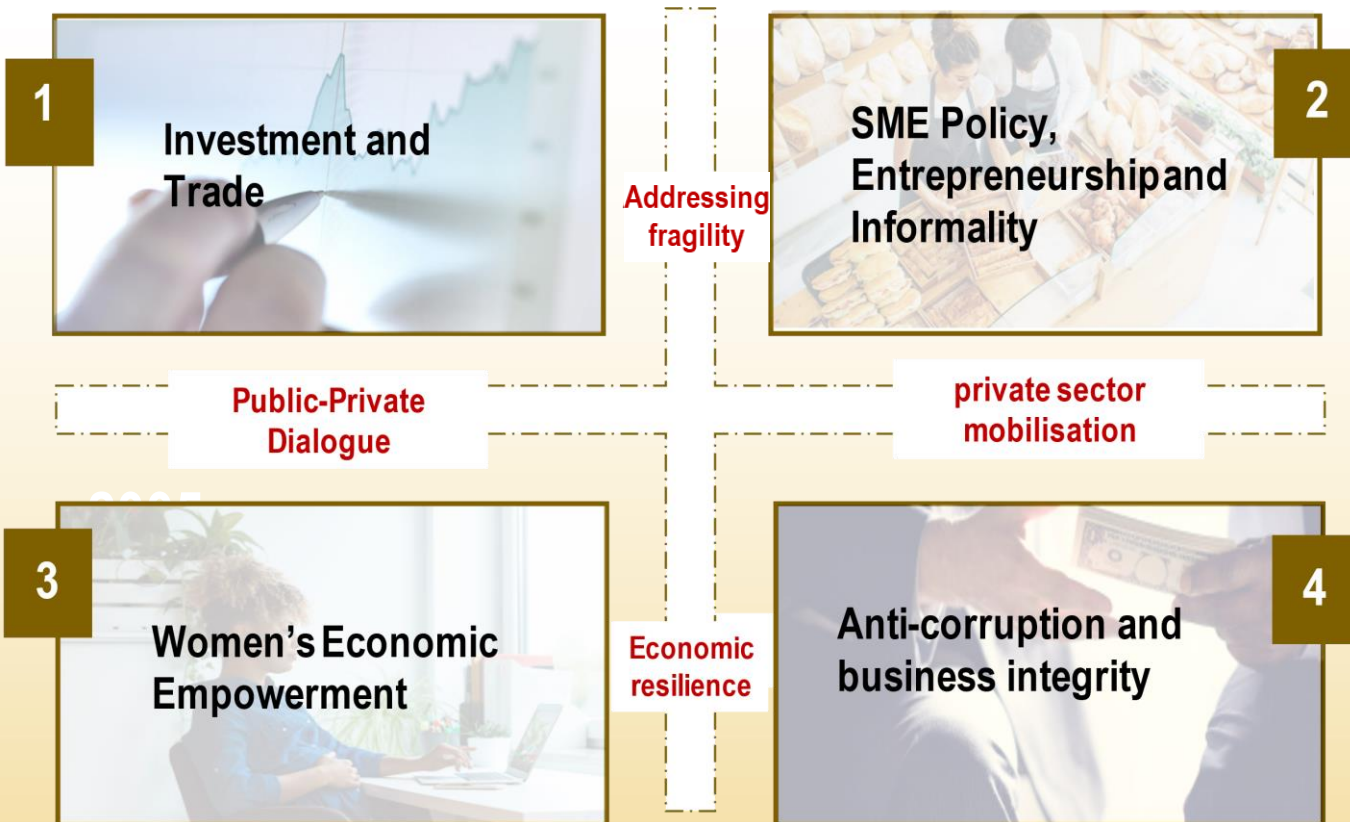


Governance for development

- Strengthen public institutions, transparency and accountability .
- Modernise public administration and service delivery.
- **Support evidence-based**, participatory policy-making.

The MENA-OECD Competitiveness Programme: Driving competitiveness through private sector engagement

Turning structural issues into top development priorities: 4 overarching priorities and a cross-cutting lens of public private dialogue and resilience in the face of fragility



The MENA-OECD Competitiveness Programme is a **dynamic regional platform**, aligning MENA countries with OECD standards and supporting policy reforms across the region.

Role of the Business Advisory Board (BAB)

- A **regional platform** mobilising private actors to support public policy reform.
- **Strengthens peer learning** and capacity-building among business associations.
- **Improves understanding of MENA private sector** structures and spreads good practices in dialogue.
- **Enhances ownership and sustainability** of economic reforms.

Looking forward the MENA Competitiveness Programme: 3 pillars for private sector development

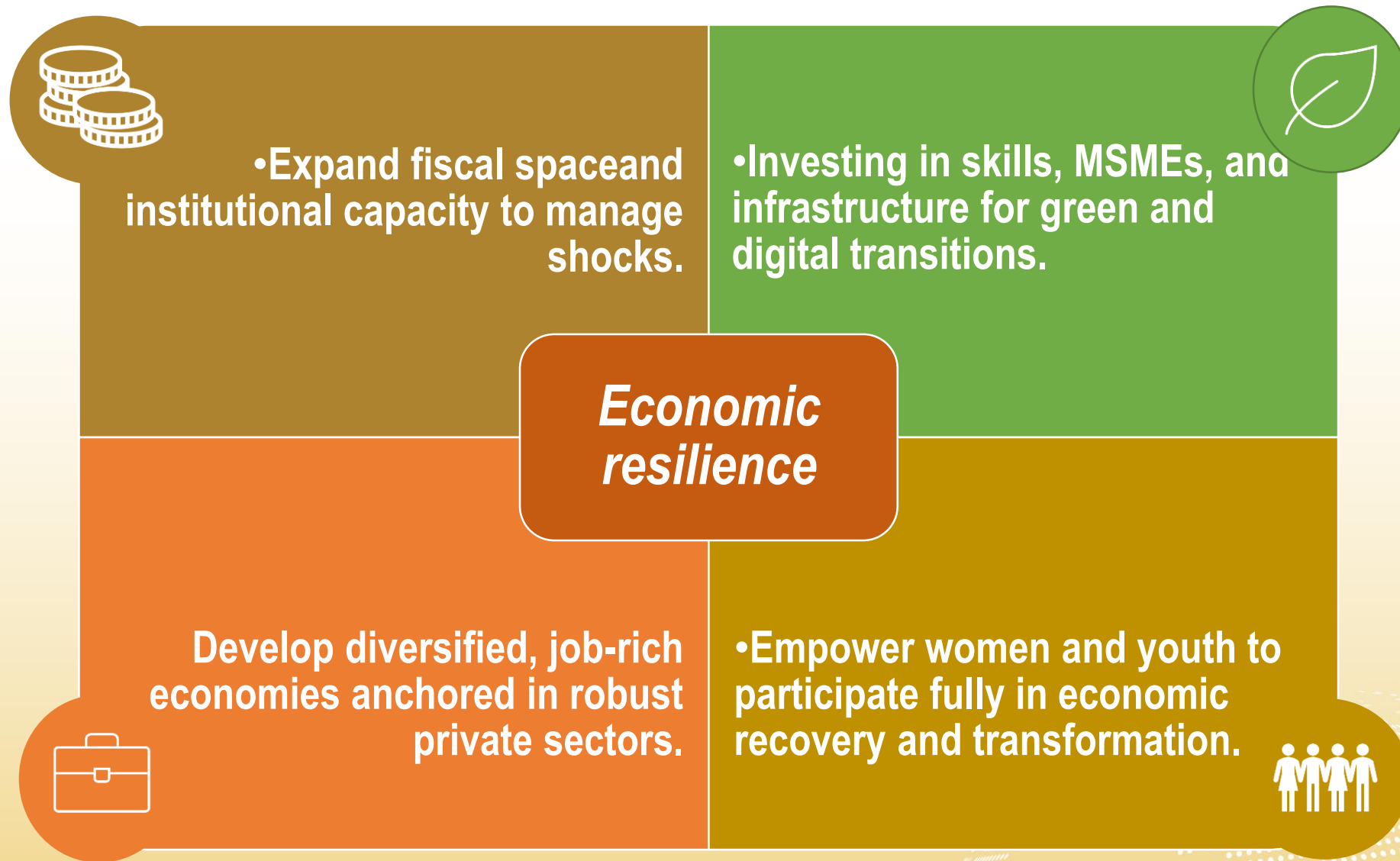


1) Resilience

2) Diversification

3) Connectivity

Looking forward: Enhancing economic resilience to secure lasting stability and inclusion



Looking forward: Promoting economic diversification

Economic Diversification



Harness the potential of women and youth



•Strengthen SME ecosystem

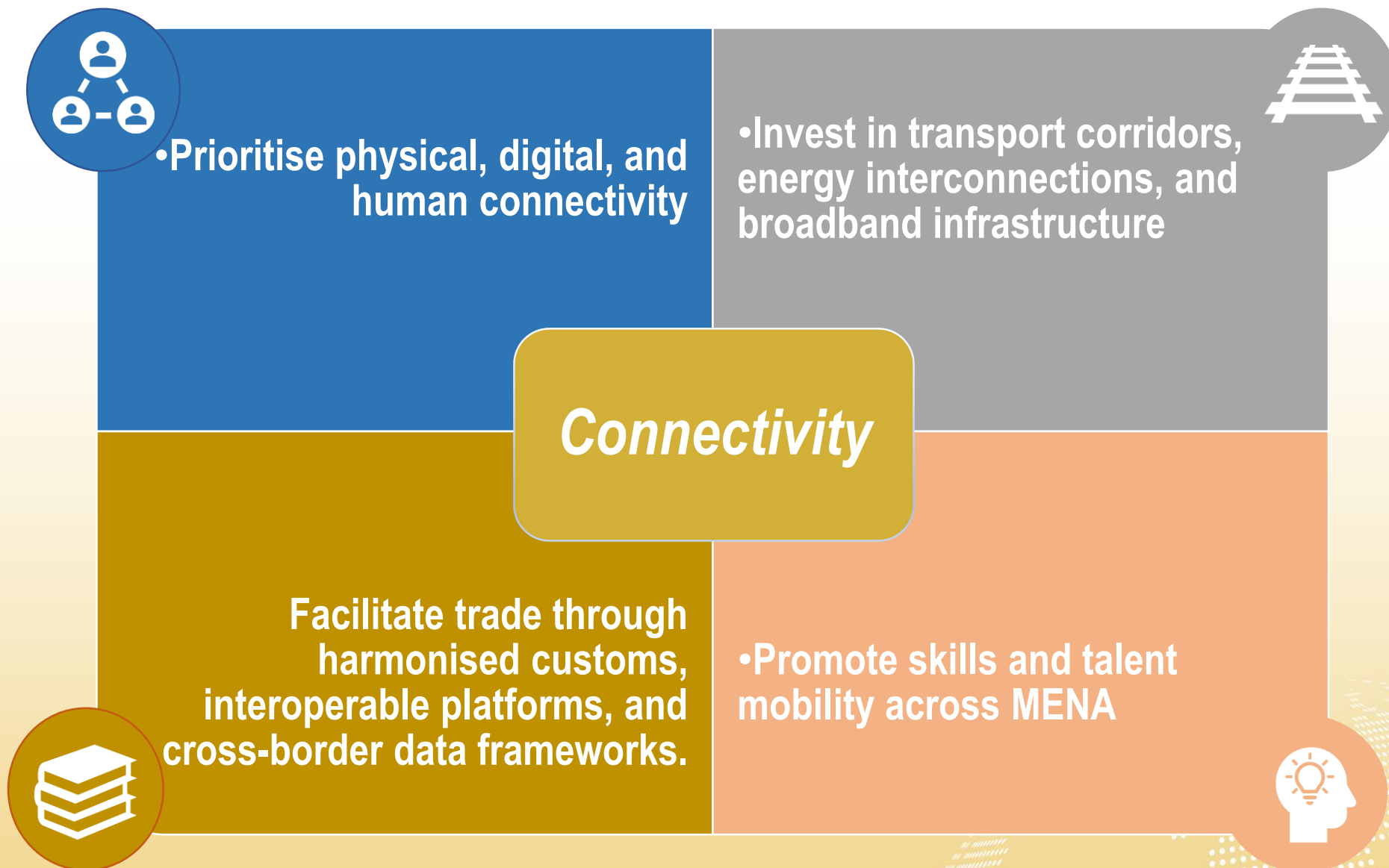


•Reform state-owned enterprises and enhance business integrity



•Promote innovation, digitalisation, and green transformation across industries.

Looking forward: Connectivity for linking markets, infrastructures and people



Driving competitiveness through private-sector engagement: “Supporting Policy Action via Public-Private Dialogue: A Practical Tool” to advance reform efforts

Purpose

- Empower the private sector as a core partner in shaping, implementing, and sustaining reforms for inclusive and competitive growth across the MENA region.

OECD impact on private sector engagement

- Establishes structured, sustainable platforms for government-business dialogue.
- Ensures inclusive representation – SMEs, women, and youth entrepreneurs.
- Promotes co-created policymaking based on transparency, accountability, and trust.
- Provides a methodology for effective Public-Private Dialogue (PPD): sequencing, facilitation, monitoring, and evaluation.

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Driving competitiveness through private-sector engagement: EU–OECD Programme on Investment in the Mediterranean to promote reforms in key sectors

Purpose

- To support **investment climate reforms** that drive **sustainable growth, quality job creation, and competitiveness** across Southern Mediterranean economies.
- Promotes sustainable **FDI** that supports the SDGs — job quality, skills, gender equality, and green transition.
- Strengthens **FDI statistics** and adoption of international standards (e.g., OECD BD4).

Key areas of impact

- Enhances **sectoral investment** through national dialogues:
 - Renewable energy (Algeria)
 - Agri-food (Morocco)
 - ICT (Jordan)
 - Pharmaceuticals (Tunisia)
 - SME finance (Palestinian Authority)
- Builds **regional peer-learning networks** to share best practices and strengthen reform capacity.

Two examples of OECD's PPD implementation facilitation: Libya and Yemen

Libya: Building a national PPD platform

- **EU-OECD project on Promoting public-private dialogue in Libya** to support post-conflict recovery and economic diversification.
- **45 dialogue sessions** reaching over **200 public and private stakeholders** across 4 cities.
- Local PPDs in **five sector**: banking, ICT, infrastructure, transport and agriculture.
- **Peer-learning** exchange with Jordan and Italy.
- **Outcomes**: establishment of a national PPD platform and a technical steering committee of public and private representatives to endorse and follow up reform roadmaps.

Yemen: Institutionalising structured PPD for resilience

- **EU-OECD Project on Promoting Economic Resilience in Yemen**, alongside broader support to central economic institutions.
- **Virtual and in-person consultations** since 2023 between Yemeni public institutions and private sector actors to identify reform priorities
- Thematic focus on **renewable energy, investment climate and trade facilitation** as levers for recovery and job creation
- **Sectoral PPDs** held in Amman advanced dialogue on the viability of renewable energy in Yemen and reforms to investment frameworks needed to unlock private capital (June 2024).

Thank you for your attention

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