

# GTECS

Group of Experts on  
Subnational Competitiveness

BARRANQUILLA

July 2025

## Agenda

OECD Local Development Forum  
2025 Annual Meeting

With the support of:

**GTECS** is part of the **OAS Inter-American Competitiveness Network (RIAC)**, which brings together ministers, high-level authorities and other stakeholders leading the competitiveness, innovation, and economic development agendas of the OAS Member States. The **RIAC** promotes policy dialogue, exchange of experiences and collaborative initiatives among decision-makers from the public, private, and academic sectors to foster integral development in the Americas.

The **GTECS** supports regions and localities in enhancing their competitiveness by fostering experience-sharing among experts, government officials, academia, and the private sector from **OAS** member states. This aligns with **OECD** principles on regional development, emphasizing innovation, improved business environments, strategic use of competitiveness indicators, the design of local and regional competitiveness agendas, cluster mapping, and the promotion of smart specialization.



**OAS|SEDI**



## **Parallel Session - 8 July, 2025**

This event is a meeting of the OAS GTECS. It is convened by the OAS with the support of ProBarranquilla, OECD, World Bank, the International Economic Development Council (IEDC), the National Center for Artificial Intelligence (CENIA), and AudacIA Center of Excellence in Robotics and AI of Simón Bolívar University (AudacIA). The focus is on key sectors and drivers of competitiveness and innovation that can improve capacities of subnational governments and foster sustainable economic development.

The program will provide a space for dialogue, exchange of experiences and perspectives from the public, private sector and academia leading subnational economies agendas. Participation is expected from all regions of the Americas and other key partners engaged in the OECD Local Development Forum.

## Group of Experts on Subnational Competitiveness (GTECS)

*(Invitation only)*

# ENABLING THE FUTURE OF INNOVATION-DRIVEN ECONOMIC DEVELOPMENT

### **Date:**

*Tuesday, July 8, 2025*

### **Two sessions:**

*Morning and Afternoon*

- **Morning session:** 9:30 AM to 1:00 PM
- **Afternoon session:** 2:30 PM to 5:30 PM

### **Capacity:**

*100-120 participants*

### **Registration:**

*Required in advance*

## **The sessions will address:**

- Digitalization and innovation agendas for subnational governments.
- Good Practices and Certification of Economic Development Leaders.
- Data-driven Subnational Competitiveness Reforms.
- Multisectoral Competitiveness (Connecting the Dots and Regional Economic Assets).
- Tools and roadmaps to leverage AI technologies by local authorities and institutions.

### 9.30 a.m.

#### Welcome Remarks



**Kim Osborne**

Executive Secretary for Integral Development, OAS



**Lamia Kamal-Chaoui**

Director, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD



**Vicky Osorio**

Executive Director at ProBarranquilla



**José Eusebio Consuegra Bolívar**

President, Universidad Simon Bolivar *(Invited)*



**Eduardo Verano de la Rosa**

Governor of Atlantico *(Invited)*

### 10.00 a.m.

#### Innovation and Digitalization Agendas for Subnational Governments

Digital transformation is a key driver to modernize subnational governments and enhance their competitiveness. This session aims to create an open space for sharing experiences, challenges, and opportunities related to the use of digital technologies in public management, service delivery, and data-driven decision-making at the territorial level.



**Norman Loayza**

Director, Global Indicators Group  
The World Bank



**Victor Di Renzo**

President Cordoba Connectivity Agency,  
Argentina

#### Importance of Good Practices and Economic Development Certifications

Building a shared language and professional standards in economic development is essential to strengthen collaboration between public and private actors. This panel will explore approaches and tools for professional certification that enhance technical capacities in local governments, development agencies, and multilateral cooperation networks among subnational competitiveness leaders.



**Nathan Ohle**

President & CEO, International Economic Development Council (IEDC)

### 11.30 a.m.

#### Driving Subnational Competitiveness with Actionable Data



**Gina Cardenas**

Private Sector Development Specialist,  
Subnational Business Ready, Global Indicators Group, The World Bank

#### Workshop/Interactive Session Investment Promotion for Subnational Governments

Building strong municipal capacity to attract foreign direct investment is key to driving local economic growth and competitiveness. This workshop will offer a hands-on space for sharing knowledge and practical tools focused on helping metropolitan-area municipalities attract and retain investment.

Participants will gain insights and resources to better understand investor needs and expectations, allowing them to provide strategic support in identifying and managing investment opportunities. The workshop aims to help local governments create more favorable conditions for investment, ultimately strengthening their ability to draw in capital and support sustainable economic development.

#### ProBarranquilla and OCO Global



**María Alejandra Henríquez**

Investment Promotion and Attraction  
Manager, ProBarranquilla



**Tatyana Orozco**

CEO de Consultia y Partner,  
OCO Global para América Latina

**2.30 p.m.**

**Multisectoral Competitiveness:**  
Connecting the Dots and  
Regional Economic Assets  
Americas Competitiveness  
Exchange (ACE)



**3.00 p.m.**

**A Roadmap to Leverage Artificial Intelligence for Subnational Governments**

Artificial Intelligence holds the potential to reshape how subnational governments design policies, manage data, and respond to new economic realities and challenges. This session will foster a forward-looking dialogue on how to incorporate AI tools and capabilities to advance subnational competitiveness. Some potential gains include increased productivity, new approaches to provide efficient services, innovative solutions to longstanding issues, and opportunities in rapidly evolving economic sectors. Public-private collaboration will be essential to build pathways for adoption and adaptation to AI technologies.



**Dell Gines**

Chief Innovation Office, International  
Economic Development Council (IEDC)

**Interactive Session for Subnational  
Authorities and key stakeholders**



**Loreto Aravena**

Directora de Comunicaciones y Alianzas  
Estratégicas, Centro Nacional de Inteligencia  
Artificial de Chile (CENIA)



**Juan Ignacio Stark**

Tech Transfer Lead, National Center of  
Artificial Intelligence of Chile (CENIA)



**Soledad Cofré**

Project Specialist, National Center of  
Artificial Intelligence of Chile (CENIA)

**AUDACIA,**

Universidad Simon Bolivar, Colombia

**5.00 p.m.**

**Closing Dialogue:**  
Priorities for Economic  
Competitiveness in the Americas

**Open Discussion:**

Local governments play a pivotal role in driving territorial competitiveness and integral development. This session will create a space for dialogue among representatives from cities and regions across Latin America and the Caribbean. Participants will share good practices, innovative strategies, and institutional lessons learned, with the goal of building stronger networks and cooperation mechanisms.

**OAS-SEDI, Pro-Barranquilla and  
Local Governments from Colombia**

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JULY 2025

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