

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.



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.

AGENDA

Tuesday, July 8

Morning session: 9:30 a.m. to 1:00 p.m.

9.30 a.m.

Welcome Remarks



Executive Secretariat 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

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



Discussant

Juan Carlos Montoya

Permanent Mission of Honduras to the OAS

10.00 a.m.

Atlantico building the Future



Eduardo Verano de la Rosa

Governor of Atlantico

10.15 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

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.

Workshop by 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.

Remarks from the OAS Executive Secretary for Integral Development on the GTECS and Subnational Competitiveness



Kim Osborne

Executive Secretary for Integral Development, Organization of American States

2.45 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)



Andre Coy

Associate Dean for External Engagement of the Faculty of Science and Technology, University of the West Indies at Mona, Jamaica

Interactive Session for Subnational Authorities and key stakeholders



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)



Reynaldo Villarreal

Director, Center of Excellence in Robotics and Artificial Intelligence AUDACIA, Universidad Simon Bolivar, Colombia



Silvia Moreno Trillos

Professor and Researcher, Audacia, Universidad Simon Bolivar, Colombia



Steffen Cantillo

AI Researcher and Developer, 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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