



# Public Private Dialogue Newsletter



## Signing Ceremony of the Consortium



After a first round table on October 25, 2017 with representatives of Business Membership Organizations from Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine on closer cooperation on the further development of the Regional Position Paper “Enhancing change and growth” on SME policy and the first steps to guarantee the implementation of the recommendations made by the business community the memorandum of understanding was signed by 15 associations on October 26, 2017.

The signatories reconfirmed Vladimir Karyagin as the speaker of the consortium and agreed to proceed with the necessary steps to enlarge the group of signatories, propose an efficient structure of the consortium and to coordinate the work of the stakeholders. The members intend to meet again in April 2018 to discuss the work done, approve the structure and hold general elections for all post within the consortium (Speaker, Advisory Board and Management board).

### SME Assembly

Tallinn Creative Hub (Kultuurikatel)  
Pohja pst, 27a, 10415 Tallinn, Estonia

22-24.11.2017

<https://www.eu2017.ee/political-meetings/sme-assembly>

Contact: [info@eu2017.ee](mailto:info@eu2017.ee)

Registration: [accreditation@eu2017.ee](mailto:accreditation@eu2017.ee)

### Vladimir Karyagin reconfirmed as speaker of the Consortium:



With the speaker also the team to implement the agenda was confirmed. The members of the consortium thanked the coordinator Natallia Harbuz and the communication manager Katerina Safonova for the exceptional work they did and mandated them for the future.

### PUBLIC PRIVATE DIALOGUE Newsletter

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## The next steps of the Consortium

Attract members of the business community of the EU

- ⇒ Improve the communication of the Consortium
- ⇒ Assess the priorities of the business community for implementation
- ⇒ Propose a formal organizational structure for the consortium
- ⇒ Do a survey on project proposal from the business community
- ⇒ Secure a sustainable financing for the consortium
- ⇒ Create an assessment system for Business Membership Organisations

## People of the Week

### Mr. Mario Ohoven



Mario Ohoven is the president of CEA-PME and the German Mittelstand Association of Small and Medium-Sized Enterprises ([BVMW](#)).

For over 30 years the trained banker is successful in the field of investment banking and asset management. In leading positions, he has been instrumental in the development of tax-optimized investments. His group of companies is amongst the market leaders in its field with a total investment of more than 4 billion Euro.

He is a respected keynote speaker at distinguished events and symposiums. His book "The Magic of Power-Selling" was a bestseller for over 3 years, and is published in its 13th edition and was translated into 9 languages.

Since 1998 he is President of BVMW, the most powerful of the non-statutory SMEs-associations. BVMW represents over 270,000 enterprises with about 9 million employees. He is a member of the Board of Trustees of the "[Europa Union](#)", the German chapter of the [Union of European Federalists](#).

### Viktoryia Vasilevich



Victoryia Vasilevich is CEO & co-Founder of the CEE- Business Council, a member of public advisory councils, advocacy in the field of services, education, labor relations, health, etc., participates in the development of public-private dialogue between the Eastern Partnership countries and the European Union.

The main occupation is the launch of new small and medium-sized enterprises, the representation of interests of small and medium-sized businesses in the government. Work experience - more than 25 years.

She actively participates in the programs of cooperation between the European Union and the Eastern Partnership countries. She pays special attention to digitizing the interaction of private business and government, ensuring electronic integration of SMEs for EU projects in the Eastern Partnership countries.

### Marina Kaas



Vice president of the Estonian Association of SMEs EMEA

She deals with Enterprise policy and SME support measures in Estonia

- ⇒ Member of the Board at the professional association Estonian Consultants' Association
- ⇒ Executive Partner – **ManNet Partners Baltics Ltd.**

Specialisation:

Preparation of development projects of private and public sector for funding from EU and other donor organisations. Business development consultancy.

**The 4th Eastern Partnership Business Forum “Digital Economy: Innovative Platform for Transparent Borderless Business”** successfully took place on 26-27 October in Tallinn. It showed the achievements of the partnership between the EU and the Eastern Partnership countries from the perspective of businesses and discussed on how to strengthen links between businesses from the EU and EaP countries.

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The 565 participants came from different institutions, sectors and professions. Companies and experts from the field of IT and digital economy were the main target group of the event. The President of the Republic of Estonia, Kersti Kaljulaid opened the Forum together with EU commissioner Johannes Hahn.



In parallel to speeches, presentations, workshops and seminars B2B meetings were organized. On 20 tables business had 20 minutes to know each other and find out if there was common interest.

**PPD activity on the EAP Business Forum:**

Stakeholders of Public Private dialogue met for a first round table on October 25, 2017. Representatives of Business Membership Organizations from Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine discussed how to increase the number of associations participating in the implementation of the Regional Position Paper “Enhancing change and growth” on SME policy.

More than 15 organizations joined the Consortium on October 26, 2017 by signing the Memorandum.

Business membership organizations from Estonia, Lithuania and Germany showed interest in this initiative and expressed their desire to join the effort.



The Regional Position Paper drafted by around 200 business associations from the Eastern Partnership countries was praised by Commissioner Johannes Hahn in his welcome speech as an important milestone towards a better business environment especially for SMEs. Later, during the closing session Veronique Willems, General Secretary of UEAPME informed the audience more in detail about the challenges businesses face in the EaP countries and what business associations recommend to improve the situation.



An important role in the improvement of the business climate is played by the European Business Associations. Both the Georgian and the Moldovan EBAs signed the memorandum and will actively participate in the future activities.

## Technical Assistance - Projects

In the Regional Position Paper "Enhance change and growth" on SME Policy the associations from the Eastern Partnership countries took a critical look on the projects in different aspects. Are they relevant, efficient, well designed, well coordinated, well implemented and what could the business community do to improve them. The taxpayers money should be used efficiently.



The recommendations of the Regional Position Paper are a valuable source for project ideas. How to best use donor money to address the priority issues raised by the business community and how to involve the business community through their representations (business associations) in the process.

In November 2017 the Consortium of the Public Private Dialogue Network will start to collect your ideas for all 5 priority areas of the Regional Position Paper and the Public Private Dialogue Action Plans. The 5 priority areas are: Access to Markets, Access to Finance, Skills & Innovation, Taxes and Customs and last but not least the Investment & the business environment. We will also collect ideas for a project on how to improve Public Private Dialogue, Lobbying, Advocacy and capacity building for business associations.

For more information please contact: [projects@ppd-network.org](mailto:projects@ppd-network.org)

## OECD Eurasia week 2017



Measuring progress in the reform process -  
The OECD Eurasia week 2017.

The 4th OECD Eurasia week took place this week in Almaty. It was the first week outside of Paris and directly in one of the target countries of the activities.

For the Eastern Partnership countries the SME Policy Index is at the center of their interest and attention. It allows not only to measure progress in one country but also to compare with the situation and progress in the others. There were considerable efforts and improvements made in all 6 countries and the next round of assessments will start soon and this gives the opportunity to business associations to get involved.

Advocacy is very often seen only as the process to initiate laws. But it is much more than that. Advocating the interest of SMEs needs to go much further. It needs to include the impact assessment of draft laws, the assessment the impact of existing laws, the regulations based on laws and the implementation. The SME Policy index measures some of these elements. For this, it is important for the business community through its associations to participate in the process of data collection, assessment and interpretation of the results.

Business Associations have participated in the past assessments. They are invited to do so also in the future to make the SME Policy Index an even stronger driver of reform.

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