



Львів 1-3 жовтня 2008 року



Lviv International Economic Forum

„European Partnership: Open Opportunities“

Wednesday, 1st October - Friday, 3rd October 2008

The annual meeting of high representatives of the Ukraine government, Ukraine regions and cities, Neighbouring-States, European Union, investors, experts etc. Important informations about infrastructure projects concerning EURO 2012 in Ukraine and Poland.

Informations about participation, sponsoring etc. at:
office@institut-ire.eu • www.institut-ire.eu • T +43 662 843 288 5017

VIII LVIV INTERNATIONAL ECONOMIC FORUM "EUROPEAN PARTNERSHIP - OPEN OPPORTUNITIES"

TO THE PARTICIPANTS OF FORUM



temporarily
Mikola Kmit'

For eight years of its existence, Lviv International Economic Forum and Investment Fair have improved its task of Lviv Oblast promotion exclusively within the cross-border region that also includes other oblasts of Western Ukraine and neighboring regions of Poland, Slovakia, Hungary and Romania. The Forum has now become an important event in Eastern Europe. The active

cooperation and open communication in public management, environmental protection, science, culture and business between Ukraine and EU countries of the last few years was the main reason for this.

Today Lviv International Economic Forum is positioned as one of central events on all-Ukraine scale. Lviv region and the city of Lviv are being turning to true 'gates' between Ukraine and EU countries. We are very pleased to mention this fact since it is completely in line with the main goals of the Strategy of Lviv Region Development till year 2015.

Lviv Oblast has everything needed to hold such an active communication here:

- road network including Pan-European highways;
- rich cultural, historic and art surroundings that will satisfy the most exigent connoisseur of art;
- talented and hard-working people – descendants of those who did significant contribution in development of the world sciences and culture;
- beautiful nature and inexhaustible minerals that make us consider our land to be the best place for rest and health spa.

Moreover, you will always feel yourself as a desirable and dear guest here.

About half of all castles and palaces of Ukraine are located in Lviv region. Our obligation before our descendants is to preserve these precious acquirments of not only Ukrainian but also all-European culture. As far as this year is proclaimed a Year of Castles and Palaces of Galychyna in Ukraine, the central theme of Lviv International Economic Forum is the attraction of state-of-art technologies to preservation of historic and architectural heritage. Another central topic of the Forum derives from an



**Lviv City Mayor
Andriy Sadovyy**

Lviv is an important political, economic, cultural, and scientific centre of Western Ukraine. Lviv is where the mysterious and irrational East mingled with the heroic and pragmatic West. This multiethnic and multicultural city has always magnetically attracted the most talented architects,

sculptors, artists, and merchants. They were tempted not only by its immeasurable and marvelous wealth, but also by its high cultural and educational level, as well as by its captivating intellectual life.

Contemporary Lviv is a city which has set an ambitious aim before itself: to return its former glory and become one of Europe's regional capitals. Having won the right to host matches for the European Football Championship in 2012, the city has received new prospects for development. That is why I invite you to join us in the restoration of glorious Lviv.

The City Council is ready to support your projects and facilitate the realization of your ideas, securing a positive climate for business and making the city comfortable for living and recreation.

I hospitably welcome you to a city whose history spans 750 years. Walking through ancient Rynok Square, visiting the celebrated Italian Courtyard and unique churches inscribed on the UNESCO World Heritage list, you will get an unforgettable impression and will be assured that Lviv is the reliable and perspective ground for the development of your business which you have been looking for so long.

Lviv is open to the world. L'viv is open to you.

exceptional opportunity of hosting Euro-2012 that gives us a chance to make a major step in the infrastructure development.

The sessions of Lviv International Economic Forum are planned in such a way to make the communication between interested parties as efficient as possible. Discussion of conceptual approaches is linked to particular investment projects presentations. All of them are displayed at Investment Fair and the best of them will be discussed at panel sessions. The events will be held in picturesque historic buildings of ancient Lviv.

After walking down the streets in the evening, you will never forget the atmosphere of romantic amorousness and everlasting juvenility that Lviv autumn gifts you.

You can be sure of a friendly welcome to Lviv region!



Lviv Region Council
Head
Myroslav Senyk

Dear Sirs,

Located on the East-West and South-North crossing of the trade-routes, Galychyna has been an important centre of trade and information exchange since middle ages. That is why so many nations and religions in our land have lived nearby and collaborated.

Today Galychyna is also a Ukrainian 'gate' to Europe owing to a considerable part of the state border with EU being in Lviv region. Traditions and geographic location bestow our region with an important mission of being a particular bridge between East and West, between Ukraine and the EU.

Lviv International Economic Forum is virtually called upon to further and to extend our contacts with Europe.

Certainly, the topics, the way they are fitted out to constitute the Forum, the experts of repute as well as the practical projects of Investment Fair are pledging to boost Forum's success. And so the result will contribute to the integration of Ukraine.

Indeed, with the huge scientific and business potential Lviv region has, we commonly with our friends and partners will make projects in favor of the development of Ukraine. What is more, Lviv region and the city of Lviv are known for its sightseeing. To all of the participants of the Forum I wish a sheer enjoyment of the beauty and positive excitement.



Prof. Dr. Franz Schausberger
President of IRE

The Lviv International Economic Forum has a long tradition and has become one of the most important economic meetings in central- and Eastern Europe. I am pleased that this year the Institute of the Regions of Europe (IRE) is one of the organisers of this important conference together with Lviv Oblast and the City of Lviv. It counts among the important aims and tasks of the IRE to support regions and cities in their political and economical development. A common Europe will only endure in the length of time if it is based on economically and politically strong regions, cities and municipalities.

Ukraine is perhaps European Union's most important partner regarding European Neighbourhood Policy. EU Commissioner for External Relations and European Neighbourhood Policy, Ms Benita Ferrero-Waldner, has formulated key areas in which EU shall reinforce European Neighbourhood Policy in the future: integration, mobility, energy as well as financial and technical aid. Similarly, EU aims for simpler, cheaper and faster visa issuing.

The mentioned targets should be reached by different forms of financial and technical support from EU funds. For the period from 2007 till 2013 there are funds from the European Neighbourhood Policy Instrument (ENPI) which has been increased by one third compared to its previous volume.

Funds that are intended for country programmes are matched with the needs and respective implementation possibilities of the individual states; however, they also depend on the introduction of agreed reforms (reward system).

Further emphasis is put on measures for regional and cross-border cooperation. Therein it is about cooperation between local and regional authorities on both sides of EU's external border. Likewise considerable funds are provided for government reforms, governance and promotion of investments. Not only because of EURO 2012 Lviv is a particularly attractive centre for economic investments. It opens up many opportunities for economic activities. To discuss this and make contacts between representatives of politics and economy of Ukraine and its neighbour-regions and interested investors is an important task of Lviv International Economic Forum. Therefore the motto is "European Partnership: Open Opportunities". Many prominent referees are going to provide participants with much valuable information.

I wish all participants of the Economic Forum an enjoyable stay in the beautiful historic City of Lviv and many interesting contacts.

Conference kindly sponsored by:



Media Partner:



**VIII. LVIV INTERNATIONAL ECONOMIC FORUM
EUROPEAN PARTNERSHIP: OPEN OPPORTUNITIES
1. UNTIL 3. OCTOBER 2008, LVIV, UKRAINE
PROGRAMME**

WEDNESDAY, 1 OCTOBER 2008

Potocki Palace, Lviv, Ukraine

19:00 COCKTAIL PARTY – Forum hosts welcome the guests of Lviv International Economic Forum

Mykola Kmit, *Head of Lviv Regional State Administration*
Andriy Sadovyi, *Lviv City Mayor*
Myroslav Senyk, *Head of Lviv Regional Council*

THURSDAY, 2 OCTOBER 2008

Ivan Franko Lviv National University

09:00 – 10:00 GRAND OPENING OF THE FORUM, WELCOMING SPEECHES

Viktor Yushchenko, *President of Ukraine*

Mykola Kmit, *Head of Lviv Regional State Administration*
Andriy Sadovyi, *Lviv City Mayor*
Myroslav Senyk, *Head of Lviv Regional Council*

Special guest of the Forum - Danuta Hübner, *European Commissioner for Regional Policy, Brussels, Belgium*

10:00 – 11:00 FORUM PLENARY SESSION I

Sustainable development of the regions as a foundation for the growth of competitive national economies

Speakers:

- **Yavuz Mildon**, *President of the Congress of Local and Regional Authorities of the Council of Europe*
- **Vasyl Kuybida**, *Minister for Regional Development and Construction of Ukraine*
- **Elzbieta Bienkowska**, *Minister for Regional Development of Poland*
- **Valentina Matvienko**, *Governor of St. Petersburg*
- **Eva Srejber**, *Vice-President of the European Investment Bank (EIB)*
- **André Küüsvek**, *EBRD Director in Ukraine*
- **Roman Bezsmertnyi**, *Deputy Head of the Secretariat of the President of Ukraine*

11:00-11:15 Coffee Break

11:15 – 13:30 FORUM PLENARY SESSION II

ROUND TABLE:

Strategies to attract investments as a precondition for economic development of competitive regions

Moderator: Serhiy Tihipko, Co-chair of the Investors Council and Head of the Board of Swedbank in Ukraine

Speakers:

- **Mykola Kmit**, *Head of Lviv Regional State Administration*
- **Andriy Sadovyi**, *Lviv City Mayor*
- **Lev Holubets**, *Partner, PricewaterhouseCoopers*
- **Gregor Postl**, *Trade Ambassador, Austrian Chamber of Commerce, Kiev, Ukraine*
- **Siim-Valmar Kiisler**, *Minister for Regional Affairs of Estonia*
- **Representative of Dragon Capital**
- **Representative of Ukreximbank**
- **Representative of Erste Bank**
- **Representative of Invest Ukraine**

13:00 – 14:30 Press-conference

13:30 – 15:00 Lunch

SIMULTANIOUS FORUM SESSIONS: 4 PARALLEL SESSIONS

Ivan Franko Lviv National University

Scientist's Hall

INFRASTRUCTURE DEVELOPMENT AND FINANCIAL INSTRUMENTS

TOURISM, HISTORICAL AND CULTURAL HERITAGE, MARKETING OF REGIONS

15:00-17:00 Development of infrastructure and accessibility of territories as a precondition for an economic breakthrough: project examples

15:00-17:00 Using historical and cultural heritage to boost the growth of tourism market and hospitality industry of the region

Moderator: Vadym Gurzhos, *Head of the "Ukravtodor", State Road Service of Ukraine*

Moderators: Vyacheslav Negoda, *Deputy Prime-Minister for Regional Development and Construction of Ukraine* and **Mykola Yakovyna**, *Deputy Prime-Minister for Culture of Ukraine*

Issues to discuss:

Issues to discuss:

- Influence of the centralised tariff regulation policy on the development of regional infrastructure and cooperation with investors
- Implementation of the long-term projects to improve infrastructure – how the regions approach its implementation
- Action plan – from concept preparation to project implementation. Experiences of the cities and regions of Ukraine, international experience
- Project examples: Eurotrack, Airport "LVIV" – announcement of tender procedures, Railway Station infrastructure of Lviv Railroad, concession road

- How important is tourism for regional economies?
- Which strategies should be adopted and which investments should be attracted to the region and the city in order to ensure competitiveness in tourism?
- How to manage tourism activity of the region?
- How to maximise the historical and cultural heritage as a marketing factor of the region?
- Presentation of castle projects – Stare Selo, Tartaky and Svirzh

Speakers:

Speakers:

Zoltan Kazátsay, *Deputy Director General, European Commission Directorate-General for Energy and Transport, Brussels, Belgium*

Wolfgang Kippes, *CEO of Schönbrunn Palace Company, Austria*

Boguslav Liberacki, *Member of the European Parliament*

Peter Schneider, *Director of the Ukrainian-Austrian project "Galician Crown", PAN-PLAN GmbH, Austria*

Juliusz Engelhard, *Deputy Minister of Infrastructure of Poland*

Tomas Zinterl, *CEO Pousadas, Portugal*

Oleksandr Davydov, *Deputy Minister for Transport and Communications of Ukraine, Head of "Derzhaviasluzhba"*

Liliya Onyshchenko-Shvets, *Head of the Department for Preservation of Historical and Cultural Heritage of Lviv City Council*

Gerhard Hauser, *Architect, Austria*

Krszysztof Celinski, *Head of the Board of PKP Polskie Linie Kolejowe S.A.*

Vasyl Melnychuk, *Director General of "Ukrzaliznytsya"*

Brigitte Wunderlich, *Head of the Secretariat of the Pan-European Transport Corridor III*

Sue Barret, *Transport Director, EBRD*

Project Presentations

- **Railroad** – Eurotrack project
- **Highway construction** – the road Lviv-Krakovets
- **Airport development** – Lviv airport

15:00-17:00 Effective financial instruments: their role in ensuring sustainable development for cities and regions

Moderator: Terry Brown, *Member of the Board of Directors of EBRD, President of the EIB*

Issues to discuss:

- How can the regions finance long-term projects to improve infrastructure?
- Which sources of funding are currently available, on which conditions are they working? International financial institutions – "lifesavers" or "debt traps"?
- Preparing the infrastructure for EURO 2012 – proposals by EIB and EBRD

Speakers:

Christian Dorner, *Director of KfW Bank in Ukraine*

Eva Srejber, *Vice-President of the European Investment Bank*

Andriy Sadovyi, *Lviv City Mayor*

Mykola Kmit, *Head of Lviv Regional State Administration*

Ivan Kylichenko, *Dnipropetrovsk City Mayor*

Aleksander Aigner, *Alaris Group, Austria*

Anatoliy Blyzniuk, *Head of Donetsk Regional Council*

André Küüsvek, *EBRD Director in Ukraine*

Oleksandr Lukyanchenko, *Donetsk City Mayor*

Marcus Pfeffer, *Senior Loan Officer, European Neighbour and Partner Countries Department, EIB*

Oleksandr Kruskiv, *Director of "Archeological and Architectural Services", Lviv Utility Enterprise*

Andrzej Wyzykowski, *Chief of Urban Complex Revitalisation and Development Office of Krakow City, Poland*

Vecherskyi Viktor, *National Academy for Visual Arts and Architecture*

Dihtyar Yakiv, *Deputy Head of "Derzhkulturspadshchyna"*

Matsypura Anatoliy, *Director of State Historic and Architectural Reserve in Zbarazh*

15:00-17:00 Positioning the regions and cities – how to create effective reality through proper management?

Moderator: Roberto Ferigno, *Vice-President, Weber Shandwick EMEA*

Issues to discuss:

- Which positioning strategies are being used by successful regions for European and world competition?
- Strategies to create a positive reputation of the city and the region for the target audience

Speakers:

Franz Schausberger, *President of the Institute of Regions of Europe (IRE), Salzburg, Austria*

Martins Zemitis, *Director, Baltic-Europe Consultancy*

Christian le Blanc, *Board member ProCluster Association in Baltic Region*

Andrea Sharon, *National Park Services, the USA*

Representative of the Irish Tourism Agency

Representative of Scotland Business Development Council

Representative of the International Management Institute, Switzerland

Daniel Dermont, *Gent City Mayor*

Leonid Chernovetskyi, Kyiv City Mayor

Representative of Erste Bank

Leisure time: 21:15-23:00

The concert of classical music - Symphony Orchestra of Lviv Philharmonic Society,
Dominican Cathedral

FRIDAY, 3 OCTOBER 2008

Ivan Franko Lviv National University

9:30 – 11:00 ROUND TABLES

PUBLIC-PRIVATE-PARTNERSHIP – NEW OPPORTUNITIES OR NEW ILLUSIONS?

Stefan Eder, DLA Piper, Vienna, Austria

Vegorg Stefon, consulting company Dreberis

Bernd Schützeneder, Marketing Director and Spokesperson of AVE Group, Linz, Austria
„Successful PPP Projects of AVE Group in CEE”

Valeriy Nedbay, KPMG

Representative of Invest Ukraine

Representative of EBRD

Representative of KPMG

CROSS-BORDER COOPERATION

Krzysztof Grabczuk, Marshall of the Lubelskie Voivodship, Lublin, Poland

Radu Bud, Prefect of Satu-Mare Region

Elzbieta Bienkowska, Minister for Regional Development of Poland

Vasyl Kuybida, Minister for Regional Development and Construction of Ukraine

Marta Gajicka, Vice-President, EBRD

Representatives of Border Regions of Ukraine

Istvan Sértö-Radics, President of RELEX, Committee of the Regions (CoR), Hungary

11:00 – 12:00 CLOSING PLENARY SESSION

Strategies for the growth of competitive regions

Speakers:

- **Bogdan Danylyshyn**, Minister for the Economy of Ukraine
- **Nataliya Izosimova**, Director of “Effective Management” Foundation
- **Grigoriy Yavlinsky**, Community Leader

12:00 – 12:30 CLOSING SPEECHES BY FORUM HOSTS

Mykola Kmit, Head of Lviv Regional State Administration

Andriy Sadovyi, Lviv City Mayor

Myroslav Senyk, Head of Lviv Regional Council

12:30 – 20:00 INVESTMENT FAIR (free admission for Forum participants)

Institute of the Regions of Europe (IRE) private Foundation
Franz-Josef-Kai 1, 2. OG, 5020 Salzburg, AUSTRIA

www.institut-ire.eu