



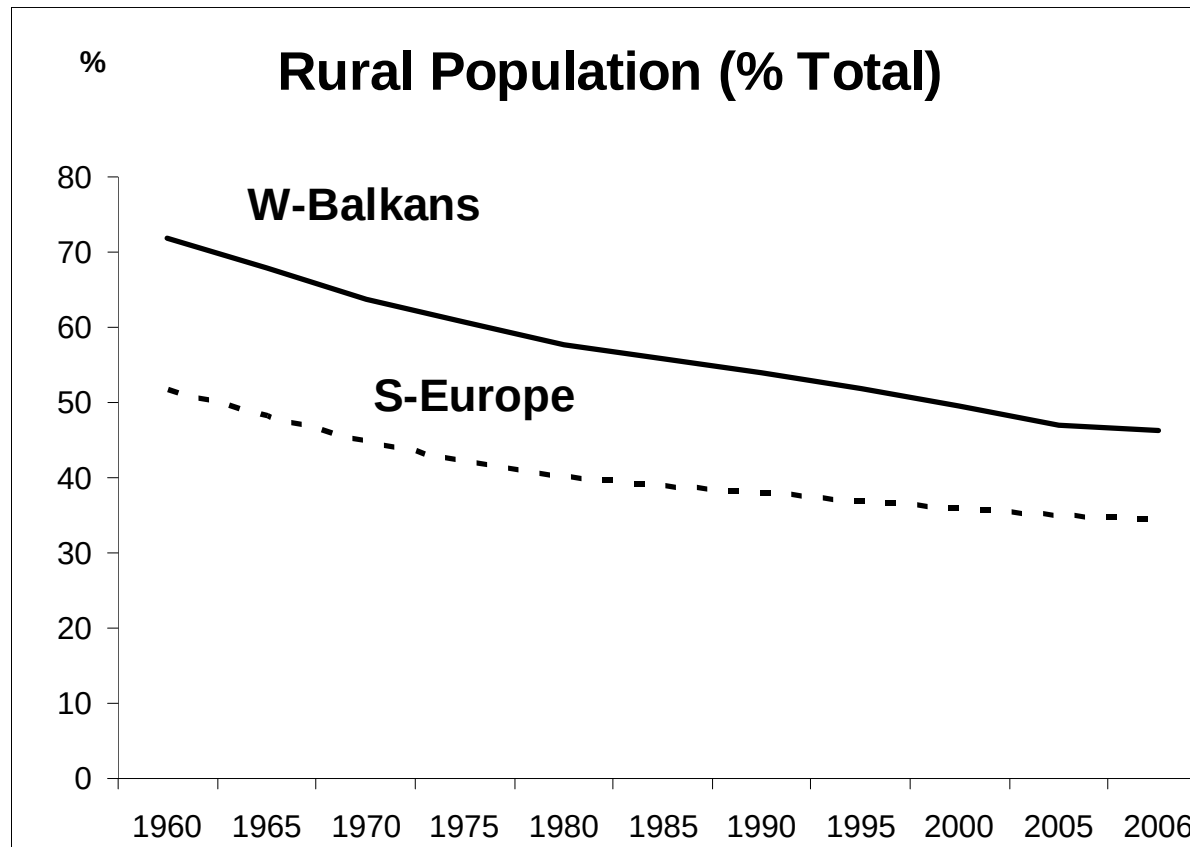
Meeting the Rural Development Challenge

A Policy Agenda for the Western Balkans

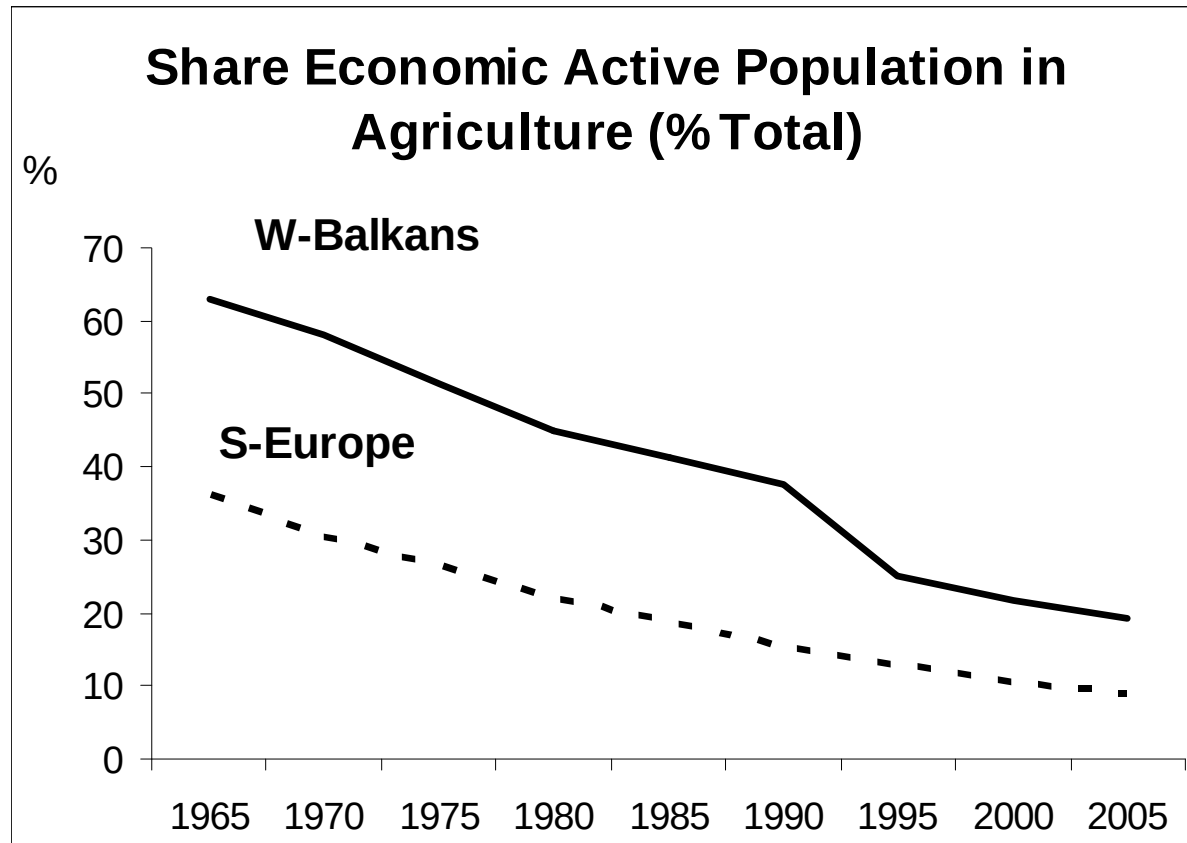
**Philip Van der Celen
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The World Bank**

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September 12, 2008

Profile Western Balkans Resembles Southern Europe 30 years Ago



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Promoting Diversified and Knowledge-Based Rural Economies: What to do?

- Establishing a Growth-Oriented Macro-Economic Framework
- Investing in Quality Production Factors
- Creating an Enabling Business Environment



Establishing a Growth-Oriented Macro-Economic Framework

- Open economy
- Low fiscal burden
- Flexible labor policies



Investing in Quality Production Factors

- Rural Infrastructure
- Human Capital
- Land Consolidation



Creating an Enabling Business Environment

- Access to Finance
- Efficient Business Registration
- Protection of Quality Labels and Geographical Indications
- Facilitating Business Partnerships and Professional Associations



Promoting Diversified and Knowledge-Based Rural Economies: How to do it?

- Align public policies with Pillar 2 of the future CAP
- Adopt a territorial approach to rural development
- Empower regional and local communities