



29-30.11.2011, אשקלון

# כמנוע לצמיחה כלכלית

הקשר בין תכנון לפיתוח כלכלי עירוני

The City as an Engine of Economic Growth



## The Ashkelon-Merhav Conference on Urban Economic Development

### Background, Tracks and Issues to be Addressed:

In order to grow the Israeli economy and develop her cities, the conference will emphasize the critical connection between city planning and Local Economic Development (LED).

In the conference, the natural advantages of the city as an engine of economic growth will be presented, the deficiencies in policies and planning which create barriers to economic development will be clarified, and tools to overcome them will be presented.

A central component for achieving quality of life is the ability to create sustainable economic prosperity accessible to all. In the world today, the professional discourse on local economic development focuses on cities. Contrary to the perception in Israel that sustainable economic prosperity is a national or regional issue, world experts recognize that cities are the true engines for economic growth and that any strategy to achieve economic success that does not focus on cities will have difficulty succeeding.

Realizing the vision of a prosperous Israel with high quality of life for all, is dependent on recognizing and leveraging the critical role of cities to sustainable economic success.

## The City as an Engine of Economic Growth

| The Natural Advantages Cities for Economic Development<br><b>Theory, Experience and Principles for Implementation</b>   | Urbanism for Economic Development, Social Justice and Sustainability<br><b>Policy Tools and Planning Tools</b>  | <b>Local Government and Its Role as the Leader of Economic Development Programs</b>   |
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| <p>History of Local Economic Development and Lessons on the Critical Role of Cities</p> <p>The Theory – Urban Economics and the Natural Advantages of Cities in Catalyzing and Strengthening Economic Development</p> <p>Urban Design to Enhance the Economic Advantages of Cities</p> <p>Sustainable Transportation to Enhance the Economic Advantages of Cities</p> | <p>What Brought on the Israeli Housing Crisis and What can be Done Differently</p> <p>Sustainable Economic Development by Intensification and Infill of Existing Cities while Conserving the Environment</p> <p>Tools for Housing + Transportation Affordability and the Importance of Social Diversity for Economic Development</p> <p>Tools for Financing Municipal Economic Development Projects</p> | <p>The Local Government as Leader of Tri-Sector Collaboration</p> <p>Building New Neighborhoods versus Renewing Neglected Neighborhoods and Creating Vibrant City Centers</p> <p>The Role of the Central Government in Economic Development Lead by the Local Authority</p> <p>Capacities Necessary at the Local Authority to Lead Economic Development</p> |

### Guest Speakers from Abroad:

**Shelly Poticha**

Director of Sustainable Housing and Communities at the US HUD

**Somik Lall**

Lead Urban Economist 2009 World Development Report core team member World Bank

**Scott Bernstein**

President and Co-Founder of the Center for Neighborhood Technologies

**Glenn Yago**

Executive Director of Financial Research Milken Institute

**Dhiru Thadani**

Board Member and Charter Member of the CNU – Congress for the New Urbanism

**Joe Montgomery**

CEO Europe of the ULI - Urban Land Institute

**Conference Structure:** Plenary Sessions, Lectures and Discussions in Panels, Workshops, Tours of Ashkelon, Urbanism Awards, Cocktail Party and Networking.

***The Social Struggle for Equal Opportunities Will be Decided at the Source of Opportunities – the Cities***