



ISO CaRP 40th World Congress:
Management of Urban Regions
Geneva: September 16-22, 2004

MAYORS SUMMIT

21 September, 2004



Geneva



Swissotel Geneve Metropole Hotel



University of Geneva - UniMail

PROGRAMME

13:00 Lunch Reception for Mayors
(Swissôtel Métropole)

Transfer to Summit Venue
(University of Geneva - UniMail)

15:00 MAYORS SUMMIT

Welcome by Pierre Muller, Mayor of Geneva
Address by Alfonso Vegara, ISO CaRP President
Interventions by Mayors (10 mins each)

- Antwerp Mayor Patrick Janssens
- Bilbao Mayor Iñaki Azkuna
- Bordeaux Mayor Alain Juppé
- Casablanca Mayor Mohamed Sajid
- Curitiba Former Mayor Jaime Lerner
- Dakar Minister Seydou Sy Sall
- Dublin City Manager John Fitzgerald
- Geneva Mayor Pierre Muller

Open Discussion

18:00 End of Summit.

18:30 Cocktail Reception for Mayors and
ISO CaRP members. (City Hall)

Notes:

1. Summit Participants will be accommodated at the Swissôtel Métropole Geneva.
Quai Guisan 34
1204 Geneva, Switzerland
Tel: +41-(0)22-318-3200
Fax: +41-(0)22-318-3300
2. Mayors will be met at the airport, and all local transport will be provided.
3. The Summit will be in French and English with simultaneous translations provided.
4. The proceedings of the Mayors' Summit will be published.



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Patrick Janssens

Since 2003, Mr. Janssens has led the 55 member Council for the City of Antwerp. Mr. Janssens started his career in 1985 as General Director of Dimarso, a market research and public opinion polling firm. Later, Mr. Janssens entered the world of advertising with BBDO World Wide as Director of Strategic Planning and Managing Director in 1991, completing his advertising career as Chairman in 1997.



In 1999, Mr. Janssens became Chairman of the Flemish Socialist Party, a post he held until 2003 when he entered municipal politics as City Councillor of Antwerp. In 2003, Mr. Janssens also became Member of Parliament and in July 2003, he was elected Mayor of the City of Antwerp.

The City of Antwerp is responsible for a range of services, including waste management, local infrastructure (parks, street lighting, street cleaning), pre-primary education, social services, housing, and cultural affairs. City Council is made up of 55 members. In response to the election results of the late eighties and early nineties, the City has been significantly restructured; it is now divided into nine districts, each with its own district hall and district council, although the major responsibilities for running the city still lie with the City Council.

Antwerp

Fast Facts	City	Metro Area	
POPULATION	446,525	935,381	
AREA	203.80km ²	1000 km ²	
GDP (EUROS) PER CAPITA	33,090	23,289	
MAJOR ECONOMIC SECTORS	port industries, petrochemical, diamond trade	automotive industry, telecommunications, pharmaceutical industries	

The City

Antwerp is the largest city in Flanders in the northern region of Belgium. Approximately 60% of the 10 million Belgians are Flemings. Most speak Dutch, and the region has its own distinct parliament and government. The City of Antwerp is divided into nine diverse administrative districts and is a city of neighbourhoods representing one of the most multicultural cities in Europe.

In the 16th century, Antwerp was the Manhattan of Europe, with 150,000 inhabitants. After religious conflicts, more than 100,000 people fled the city. In addition, notwithstanding the destruction which occurred during the World Wars, Antwerp has managed to protect many of its historic monuments.

Recently, the city has begun an impressive planning and development programme, with major projects in progress or near approval: a futuristic courthouse designed by British architect Richard Rogers; development of the old docks, known as "Het Eilandje", similar to the London Docklands; the new district "Het Nieuw Zuid" with a new park; and development of the majestic Central Station into an international high speed rail station with platforms on three levels and tunnels under the city center. In addition, a completely redesigned road plan is also adding transportation network efficiency to the city.

The Economy

The Belgian economy is particularly geared towards exports. Belgian exports are five times as large as Japan's per capita and seven times as large as the USA's. More than one third of all the Belgian exports are produced in the Antwerp region. After Houston, Antwerp has the world's highest concentration of chemical industries.

The economic success of the Antwerp region can be attributed to its excellent transportation infrastructure. Large tonnage canals and the Schelde river provide links with all European inland waterways. The Antwerp harbour is Belgium's main railroad junction and Europe's second largest and busiest port after Rotterdam.

In addition, Antwerp's fashion and diamond industries also occupy a leading position in the world. The diamond market produces about 60% of the world's rough and finished stones.



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Iñaki Azkuna

Iñaki Azkuna studied at the University of Salamanca Medical School and became Doctor of Medicine and Surgery in 1971. In 1973 he began a career in education as Profesor de Medicina Física and radiología at the University of País Vasco. In 1973 he became Assistant Doctor for the Hospital de Cruces, later becoming the head doctor and head of Radiology until 1986. During that time, in 1979, Mr. Azkuna acquired appointed as President of the Hospitals Committee of the Association of Doctors in Bizkaia (the Basque Region). In 1981 his experience in medicine and hospital operations lead him to become Director of the Hospital de Cruces and in 1982 Director of Hospitals for the Basque Government.




In 1989-91 Mr. Azkuna's political career took off with an appointment in the Basque Government as Consejero-Secretario for the Office of the Basque Regional Prime Minister. In 1999 his wide experience in public health and regional politics led him to run for the Mayorship of The City of Bilbao where he has successfully led since 1999.

The Town Council of the City of Bilbao is led by the Mayor who is both president of the municipal corporation and head of the local administration. The 29 member Council is elected every four years by constituents, and have responsibilities for finance, planning and development approvals, waste, environment, municipal regulations and orders, and other governance issues. The Mayor is elected from a vote by Council every new term.

Bilbao

Fast facts	City	Metro Area
POPULATION	375,000	865,000
AREA	41.25km ²	500km ²
GDP (EUROS)	19,648	17,512
PER CAPITA		
MAJOR ECONOMIC SECTORS	financial services, banking, commerce, tourism	Port Industries, light Manufacturing



The City

Bilbao, is the largest city and port on the north coast of Spain. The metropolitan area of Bilbao is the largest urban agglomeration of the Basque Country and the fifth largest in Spain, after Madrid, Barcelona, Valencia and Sevilla.

Metropolitan Bilbao comprises 30 municipalities, with a total area of close to 500 square Kms. This agglomeration represents 4/5ths of the total population of the province of Bizkaia and close to 50% of the total population of the Basque Autonomous Community (BAC).

The quality of life in Bilbao is regarded as one of the best in Spain, and the Metropolitan Area is currently experiencing a tremendous period of urban regeneration. A number of modern large scale projects are slowly transforming Bilbao's urban fabric into *the city-region metropolis* for northern Spain, connecting the rest of Europe to the Iberian Peninsula. To date, many developments, such as the new Metro, the Guggenheim Museum, the city-wide Tramway, the Port of the Abra, and the Airport expansion, to name a few, have been initiated. One of the most important projects is the 35-hectare Abandoibarra area which has been designated for a new mixed-use redevelopment project which will accommodate new housing, business, industry, park land, and public urban spaces.

The Economy

Bilbao is the industrial hub of northern Spain, and the political capital for the Basque region. Shipping, shipbuilding, and the steel industries have made it prosperous, which has resulted in strong financial and industrial sectors. Among cities of the Basque region, Bilbao has the highest population and is one of the most affluent regions in Spain. The GDP of Metropolitan Bilbao represents half of the total GDP of the entire Basque Autonomous Community.

A traditional port city, this area has been and still remains an industrial heartland highly specialised in heavy manufacturing, notably steel and shipbuilding, metal products and basic chemicals, together with a strong specialisation in financial services.



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Alain Juppé


Born in 1945, Mr. Alain Juppé entered politics as member of the Gaullist Rally for the Republic (RPR), and took professional office in the Inspection des Finances in 1972. A protégé of Jacques Chirac, he was in charge of the Paris city budget during Chirac's mayoralty and later followed his mentor into national office. During Chirac's prime ministership, Juppé was France's budget minister (1984–86) and government spokesman (1986–88).



In 1993 Juppé became foreign minister under Édouard Balladur, then succeeded him as premier in 1995. That year he was also elected RPR president and mayor of Bordeaux, giving him strong national and local power bases. In 2002 he became chairman of the Union for the Presidential Majority, the successor of the RPR.

Bordeaux City Council has 61 members who are elected for a six-year mandate. The current mandate runs from 2001 to 2007. Some of the former activities of the City Council have been transferred to the Urban Community of Bordeaux (C.U.B, la Communauté Urbaine de Bordeaux) which includes 27 communes of the Bordeaux Region. Mayor Alain Juppé is also President of the C.U.B.

Bordeaux

FAST FACTS	CITY AREA	METRO AREA	
POPULATION	218,948	800,000	
AREA	44.55km ²	552 km ²	
GDP (EUROS) PER CAPITA	24,252	20,893 (Region of Aquitaine)	
MAJOR ECONOMIC SECTORS	Wine industry, Tourism, Financial services	Port industries, agriculture, vineyards	

The City

Bordeaux is the largest metropolitan area along France's Atlantic Coast. Located on the Garonne River, Bordeaux, is the capital of the Aquitaine Region and one of the world's most important wine-producing areas.

The Bordeaux region is a major cultural center and transportation hub between southern France and Spain. In recent years, like many ports and coastal towns around the world, Bordeaux has had to deal with the effects of declining shipping-related activities. One of the ways Bordeaux has sought reinvention has been through broad regional planning projects. So far, the city has initiated the major redevelopment of some of its industrial lands and buildings along the Garonne River, transforming underutilised lands into a highly used waterfront promenade. However, the waterfront is not the only priority. Significant social, economic, and infrastructure improvement projects have also been started, such as, the development of one of Europe's latest network of trams and the rehabilitation of many of the city's 18th and 19th-century buildings.

Much of this new construction and urban revival is leading to a significant transformation of the city's historic core and waterfront into one of the great urban aesthetic triumphs of western France.

The Economy

Bordeaux is a major economic and cultural center, and a busy port accessible to ships from the Atlantic through the Garonne River. Although Bordeaux has important shipyards and industries, its principal source of wealth is the wine industry. Bordeaux wine is the generic name of the wine produced in the Bordelais region, which is dotted with châteaux that give their names to many vineyards.

The Port of Bordeaux is seventh on the list of France's largest ports, with an average traffic of nine million tonnes per year, essentially hydrocarbons, cereals and timber. The substructures extend over 100 km along the estuary, from le Verdon, the number one Atlantic container port to as far as the centre of the city of Bordeaux.




Mohamed Sajid

The City of Casablanca is headed by Mayor Mohamed Sajid. The Grand Casablanca Area is organised as a two-tiered municipal government system. With the creation of the Casablanca Urban Community (CUC) in the early 1980's, Grand Casablanca has financial autonomy and legal authority over the 28 smaller urban communes (lower-tier municipalities) in the region. The CUC coordinates the functions of the communes and the redistribution of services and financing for the coordination of the urban communes throughout Grand Casablanca. The Council of the CUC is made up of 170 elected representatives of which 28 are presidents of their respective communes.



Casablanca

FAST FACTS	CITY AREA	METRO AREA
POPULATION	1,434,937	3.8 Million
AREA	77 km ²	868 km ²
GDP PER CAPITA (EUROS)	3,300 (National Figure)	N/A
MAJOR ECONOMIC SECTORS	phosphate exports, textiles, glass, electronics.	food processing, phosphate mining, brick exports



The City

Casablanca is a beautiful port city located on the Atlantic coast in western Morocco. Casablanca is Morocco's biggest city, principal port, and economic capital. The town of Casablanca was founded in 1515 by the Portuguese who had destroyed the original ancient town of Anfa years earlier. It was an important strategic port during World War II and hosted the Anglo-American Summit in 1943. The city is served by Mohammed V International Airport. Casablanca covers the richest and most sophisticated aspects of Morocco life, style, and architecture. What is less known, is that Casablanca boasts one of the most extensive and diverse displays of art deco architecture in the world.

The modern town of Casablanca is based upon the plans of the French architect Henri Prost, who designed a central node on the former site of the ancient market of Anfa. From this node of activity all main streets were constructed to radiate in easterly and southerly directions. Additional city plans followed in 1946 and 1984. Since 1985, a strategy of urban management was conceived to control, through amalgamation, the growth of Casablanca with its smaller communities into one metropolitan region. Through its new plan, Schéma Directeur d'Aménagement Urbain (SDAU), the city sought to plan for population forecasts of four million people, improving the quality of urban spaces and design, coordinated and improved infrastructure investments and management and, service delivery efficacy. To accomplish this, the region created PDA's (Plan Directeur d'aménagement) for each commune in the Greater Casablanca Area to provide zoning, land use planning and, financial tools for managing consistently throughout the region.

The Economy

Casablanca is the leading force in the economic development of Morocco and, represents the key economic trading node for the African-European region. Casablanca is by far, the industrial center of Morocco with more than half of the country's factories, investment and commerce operations. Half of all of Morocco's commercial banking transactions occur in Casablanca.

However, the vein of Casablanca's economy is in it's phosphate exporting industry for which it is one of the main global ports as well as, the administrative center for its trade. Casablanca also has the highest concentration of light and heavy industrial activity, food processing, textiles, leather production, and tourism, with a strong tertiary sector.



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Jaime Lerner

Jaime Lerner (1937, Curitiba, Brazil) is an inspiring planner. He was mayor of Curitiba three times (1971-75, 1979-83 and 1989-92) and turned that city into a paradigm of city planning, and not only for developing countries. He created an infrastructure in Curitiba that kept the city from bursting out of its seams despite its rapid growth.

In 1964, the French government granted Lerner a fellowship to study at the Centre Scientifique et Technique du Bâtiment, in Paris. After his studies, he worked at the Department of Urbanism, in Toulouse, and at George Candilis' studio for a short period of time.



Back to Curitiba, Lerner designed some buildings such as the Condomínio Mateus Leme (1964) and the Loureiro Fernandes School (1966).

In 1965, he was responsible for setting up and defining the structure of the Research and Urban Planning Institute of Curitiba (IPPUC). At the same time, he was involved with Curitiba's Master Plan to guide the City's physical, economic and cultural transformation.

As Mayor of Curitiba for three terms, Jaime Lerner consolidated the City's basic urban transformations and implemented an Integrated Mass Transport System during his first term. He was elected Governor of Parana State in 1994 and re-elected in 1998. As a UN urban planning consultant, he has been involved with planning designs, mass transportation programs and urban projects in several cities of Brazil, Latin America and Asia. Lerner has been awarded very important national and international awards.

Curitiba

FAST FACTS	CITY AREA	METRO AREA	
POPULATION	1.6 Million	2.4 Million	
AREA	432 km ²	13,528 km ²	
GDP (EUROS) PER CAPITA	8,108	4,254 (STATE GDP)	
MAJOR ECONOMIC SECTORS	Auto manufacturing, Service sector, Finance and Commerce	Soy Bean, Automotive, Meat, Coffee, Sugar,	

The City

Curitiba, located some 914 metres above sea level on the plateau of Serra do Mar, is the capital of the progressive state of Paraná, Brazil. Since the late 1800's, Curitiba's bracing climate and picturesque location have attracted immigrants of Portuguese, Slavic, German, and Italian origin.

Curitiba is held as a paradigm of urban planning excellence. Curitiba's transportation plan did not call for highways and the dismantling of neighbourhoods. Instead, it integrated transportation and land use planning: growth was directed to designated corridors that would be well served by public transit. Arterial roads containing public transit rights-of-way were complemented by high-density zoning. The system, used by 85% of Curitiba's population, has become the reference for other systems such as the TransMilenio in Bogotá, Colombia. The city is also remarkably successful in preserving and caring for its green areas, boasting 54 m² of green space per inhabitant.

Today, Curitiba is considered one of the best examples of urban planning on the planet. In June 1996, the chairman of the Habitat II summit of mayors and urban planners in Istanbul praised Curitiba as "the most innovative city in the world."

The Economy

The city of Curitiba derives its economic prosperity from its role as a commercial and processing center for the expanding agricultural and ranch areas in the interior of the state. The economic profile of Curitiba is similar to those of more developed cities of the world. The Gross Domestic Product (GDP) is characterized by an annual growth rate between 3% and 4%, enhancing the overall development of the city.

The performance of its industrial sector is one of the highest performers in the country, adding significant local economic growth. In recent years, the metropolitan area of Curitiba has had significant growth in automotive manufacturing. The metropolitan area of Curitiba is home to the second largest automotive cluster in Brazil, established during the last decade and which received investments of US\$4,2 billion in that period. Six assembly units, four engine factories and over 50 suppliers generate 17,500 direct jobs. The arrival of the assembly units, equipped with the world's most modern technology, caused a great technological leap and led to significantly better qualified manual and technical labour in the region.



John Fitzgerald

John Fitzgerald was appointed Dublin City Manager in mid 1996. He qualified as an Accountant while working in industry and then moved to Cork Corporation as City Finance Officer. He subsequently took up duty as Dublin City Treasurer and moved to the position of Dublin Assistant City and County Manager immediately prior to reorganisation of Local Government in Dublin. He was one of three Managers involved in formation of the three new Dublin counties and was appointed first County Manager with South Dublin County Council in January, 1994. He is Chair of The Steering Group which prepared and monitors the Strategic Planning Guidelines for the Greater Dublin Area. He contributes to the work of a number of agencies involved in promotion of local government in the Dublin region and nationally.



As City Manager, John Fitzgerald occupies the most influential Local Authority position in the state. He has responsibility for over 6,500 employees who work to serve over half a million people in the city. Mr. Fitzgerald also has overall responsibility for all functions of Dublin City Council including implementation of decisions of the Council.

The City Manager's Department is responsible for the provision of a range of services such as, water, drainage, refuse, fire brigade, cultural services offered by the libraries and Hugh Lane Gallery, and the Parks Department. Furthermore, It has been estimated that City Council's staff provide over 500 individual services to its citizens.

Dublin

FAST FACTS	CITY AREA	METRO AREA	
POPULATION	495,000	1.11 Million	
AREA	71.43 km ²	922 km ²	
GDP (EUROS) PER CAPITA	36,591	29,800	
MAJOR ECONOMIC SECTORS	Software, hardware Manufacturing Financial	N/A	

The City

Dublin is one of Europe's oldest capital cities, with a history reaching back more than 1,000 years. The historical city was founded around Christchurch, on the River Liffey. Medieval Dublin developed on the south side of the river in an unplanned and organic manner.

By the latter half of the 19th century, river pollution was an immense problem. Investment into a new sewage system at the turn of the century improved the situation. The 19th century also experienced the development of new transport systems which propagated further development of new quays. In 1914, a civic design competition was won by Patrick Abercrombie, which offered a vision of Dublin as a civic gateway. Although only partially implemented, it became the basic framework for planning until the middle of this century.

Today, Dublin is among the top five European cities in which to do business. The city has consistently ranked as one of the most livable cities in the world.

The Economy

Ireland continues to be the fastest growing economy in the European Union and the OECD and, despite a general world economic slowdown, is still generating growth figures well ahead of fellow European member states.

Dublin is the engine of Ireland's economic growth, with the leading sectors of the economy - software, electronics, financial services, and tourism - clustered in the greater Dublin area. The Greater Dublin Area accounts for 48% of the national Gross Domestic Product.

Dublin's strong performance is supported by a number of underlying factors in the Irish economy, including a strong social partnership model, and very positive demographics. In terms of demographics, Ireland is the youngest country in Europe. In addition, Irish labour costs are among the lowest in Europe, and also lower than the US average. More significantly, corporate business tax rates have been fixed at a standard rate of 12.5% for all businesses from 2003.



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Geneva



Pierre Muller

Pierre Muller entered politics with the Liberal Party of Geneva in 1987 and was elected to Geneva Municipal Council in 1990. In 1993 Mr. Muller was head of the Liberal Party of Municipal Council and was elected to Executive Council in 1995 and remained until 1999, acting as Vice President in his final year. Also in 1999, Mr. Muller was elected Mayor of the City of Geneva for a one-year term and in 2003, regained his position as Vice President of Executive Council until 2004 when he was again elected Mayor of Geneva. Mr. Muller is also head of the Finance and General Administration Department.




The City of Geneva municipal council is composed of 80 elected officials for a four-year term. The City of Geneva Council is a party political system with members from eight different parties being represented. Council meets once per month to discuss city issues which are tabled onto the public agenda through its standing committees. The council consists of 15 separate standing

committees that deal with more specific areas such as, finance, housing, employment, environmental management, and transportation etc.,. The standing committees review reports and hear deputations and vote on issues.

The City's Executive Council consist of 5 elected magistrates for a four year term with each heading one of the city departments. In turn, each year the Mayor is elected from the members of the Executive Council who chair the sessions of the Council each week that deal with larger city administrative management issue and future departmental guidance.

FAST FACTS	CITY AREA	METRO AREA (CANTON)
POPULATION	182,560	427,705
AREA	282 km ²	1,586 km ²
GDP (EUROS) PER CAPITA	N/A	32,700 (National)
MAJOR ECONOMIC SECTORS	Banking, insurance, consulting, trade, health sciences, biotech, tourism	Tourism, pharmaceuticals, chemicals



The City

Geneva is Switzerland's third-largest and most ethnically diverse city, with a third of the population originating from outside of the country. In the 2004 Annual Survey conducted by Mercer HR, Geneva tied with Zurich as the cities with the highest ranking for quality of life. However, this esteemed ranking has not occurred overnight. Geneva's tradition for creating a healthy livable society and urban environment dates back to 1859 with the work of people like businessman and humanitarian Henry Dunant, whose initiatives led to the establishment of the International Red Cross. Today, this tradition for humanitarianism has created a natural home base for leading international humanitarian organizations in Geneva.

An environmental city, Geneva is one of the first cities in the world to implement a sustainable development "model administration" by implementing an environmental management system, through training and an internal participatory process, raising public awareness of sustainable development, and creating sets of sustainable development indicators to assist with decision making.

The Economy

In addition to the abundance of international organizations, there are also many international corporations that are located in Geneva. Political neutrality and the privacy of the Swiss banking system make Geneva a very desirable business location. This brings many guest workers into the city that make up about 30% of the population.

More than 112 multinational companies have offices in Geneva, including 42 with European, Middle Eastern or African regional headquarters. Some of the world's largest commodity traders have long used Geneva as a base because of its neutrality, lenient customs and financial regimes and, plentiful supply of consultants and ancillary services. As a result, Geneva has become a major center for grain, cotton, sugar, and oil trading. According to unofficial estimates, Geneva based firms handle about 30% of the world grain trade, 20% of the sugar trade and 15% of the cotton traded outside the U.S. Additionally, tourism contributes greatly to the economy with many products produced in Geneva, such as clocks, watches, and jewelry.