

Workshop II: Building Consolidated International Business Services

AE Network Meeting

Jordan

January 2015

Content

- 1 Introduction
- 2 What can the Network Deliver?
- 3 What should the Network Deliver?
- 4 Defining the Key Services
- 5 Conclusion

Workshop Objective

Objective of this workshop is to...

- **Experience sharing:** What works and what doesn't work
- **Discussion:** What type of services can be delivered
- **Brain storming:** What services should be prioritised by the Network?
- **Outcome:** Defining 2-3 international business services that the Network should focus on

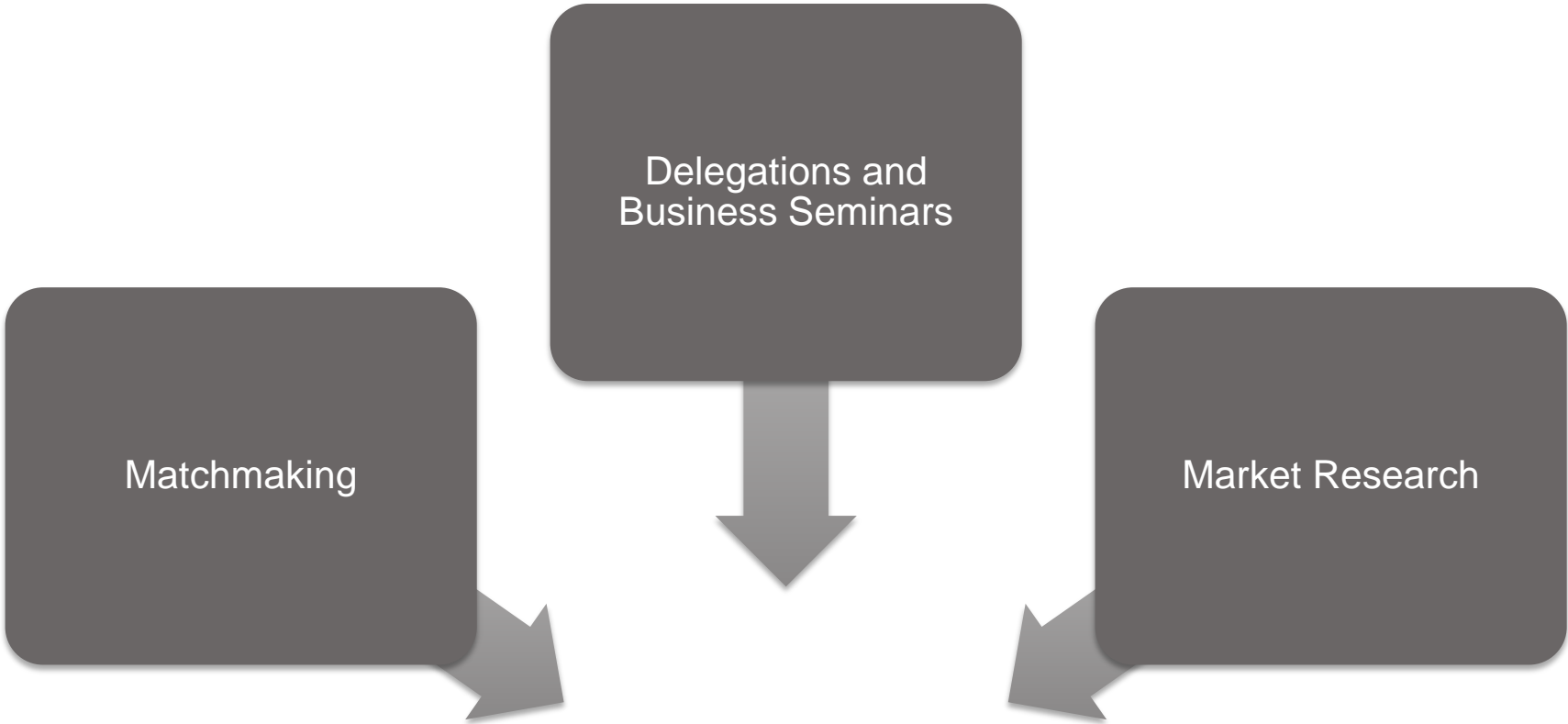
Agenda of workshop

Time	Content	Format
14:15-14:25	<ul style="list-style-type: none">• Workshop introduction	<ul style="list-style-type: none">• DI/JMW
14:25-14:45	<ul style="list-style-type: none">• Services demanded by businesses	<ul style="list-style-type: none">• DI/JMW
14:45-15:00	<ul style="list-style-type: none">• What other services could be delivered?	<ul style="list-style-type: none">• Discussion
15:00-15:30	<ul style="list-style-type: none">• Prioritizing the services	<ul style="list-style-type: none">• Group work
15:30-16:15	<ul style="list-style-type: none">• Defining prioritized services	<ul style="list-style-type: none">• Group work
16:15-16:45	<ul style="list-style-type: none">• Group presentation of services	<ul style="list-style-type: none">• Plenary
16:45-17:00	<ul style="list-style-type: none">• Summary of Workshop	<ul style="list-style-type: none">• DI/JMW

Content

- 1 Introduction
- 2 What can the Network Deliver?
- 3 What should the Network Deliver?
- 4 Defining the Key Services
- 5 Conclusion

Services in Demand from International Businesses



Purpose of Key International Business Services

Service	<u>Attracting business to MENA markets</u>	<u>Exporting business to other markets</u>
1 Matchmaking	1A Attract FDI and partnerships with foreign companies	1B Increase members exports
2 Delegations and Business Seminars	2A Increase foreign companies interaction with MENA markets	2B Increase members interaction with other markets
3 Market research	3A Increase foreign companies understanding of MENA markets	3B Increase members understanding of other markets

1 Matchmaking



Purpose

1A

Attract FDI and partnerships with foreign companies

- I Detail approach to key market**
 - Determine key market facts (market size, # stores, must have locations, salaries, rent, competitors, regulations)
- II Partner identification**
 - Develop cross-list of potential partners
 - Develop prioritized list of potential partners
 - Background information on prioritized potential partners (financial statements, staff, organization, etc)
- III Partner selection**
 - Book potential partner meetings
 - Facilitate visit by foreign business (visa, translation, transportation, etc.)
- IV Partner negotiations**
 - Support negotiations between foreign business and national business

1B

Increase members exports

- I Detail approach to key market**
 - Desk top market assessment
 - Map legal regulations
 - Investment climate research
- II Partner identification**
 - Establish contact with BMO and other relevant contacts in other markets
 - Identify potential partners in other markets
- III Partner selection**
 - Facilitate contact with potential partners in other markets
 - Facilitate visit to other market
- IV Partner negotiations**
 - /

2 Delegations and Business Seminars



Purpose

2A

Increase foreign companies interaction with MENA markets

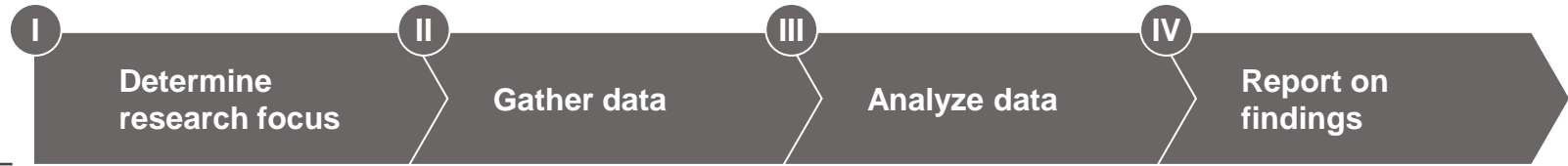
- | | | | |
|---|--|--|--|
| <ul style="list-style-type: none"> • Identify relevant sectors, business and actors to participate in visit with foreign delegation • Develop meeting schedule for foreign delegation | <ul style="list-style-type: none"> • Organize transportation • Facilitate visa applications • Organize translation services • Book hotels and meeting venues | <ul style="list-style-type: none"> • Participate in meetings and events • PR and media communication | <ul style="list-style-type: none"> • Facilitate follow-up contacts between relevant potential business partners • PR and media communication |
|---|--|--|--|

2B

Increase members interaction with foreign markets

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none"> • Identify relevant sectors and destinations for export delegations • Establish contact with business and BMOs in destination • Develop meeting schedule for export delegation | <ul style="list-style-type: none"> • Organize transportation • Book hotels | <ul style="list-style-type: none"> • PR and media communication | <ul style="list-style-type: none"> • Facilitate follow-up contacts between relevant potential business partners • PR and media communication |
|--|--|--|--|

3 Market Research



Purpose

3A

Increase foreign companies understanding of MENA markets

- Market dynamics (size, demand, rent, salary levels)
- Regulations (investment, labor market, permits, etc.)
- Political risks (corruption, actors, events, security)
- Macro-economic developments (GDP, purchasing power, unemployment, etc)

- Desk-research
- Interviews with experts, public officials, businesses, etc.

- Compile data and identify key findings
- Develop recommendations for companies

- Develop presentations and/or reports tailored to the needs

3B

Increase members understanding of foreign markets

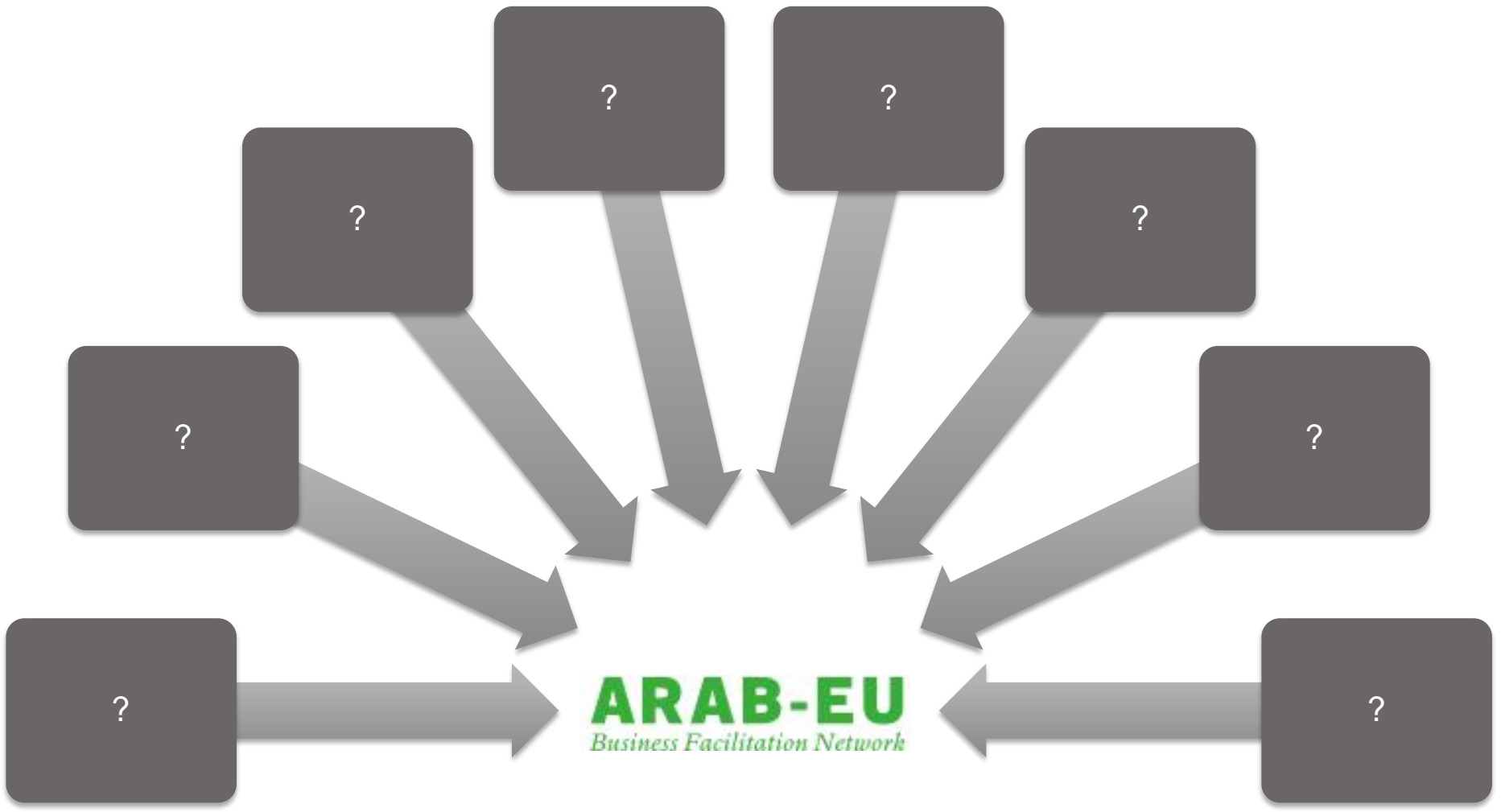
- Regulations (investment, labor market, permits, etc.)
- Political risks (corruption, actors, events, security)
- Macro-economic developments (GDP, purchasing power, unemployment, etc)

- Desk-research
- Interviews with BMOs and other relevant contacts in other markets

- Compile data and identify key findings
- Develop recommendations for companies

- Develop presentations and/or reports tailored to the needs

What other International Business Services or Service Lines could the Network Potentially Deliver?



Content

- 1 Introduction
- 2 What can the Network Deliver?
- 3 What should the Network Deliver?
- 4 Defining the Key Services
- 5 Conclusion

Key Questions to Consider when Prioritizing the Services

Key questions

- What financial resources would be needed to deliver the specific service e.g. work hours, special equipment needed, rent, etc.?
- What human resource capacity is needed to deliver the specific services e.g. technical expertise, number of staff, experience/seniority of staff, etc.?
- How much demand is there for the service by companies?
- Is the Network well-positioned to deliver this service or are other actors better suited to deliver this service?
- Does the Network and its members already have experience delivering this service?
- Can the service generate a source of income for the Network?

Prioritization of Key International Business Services

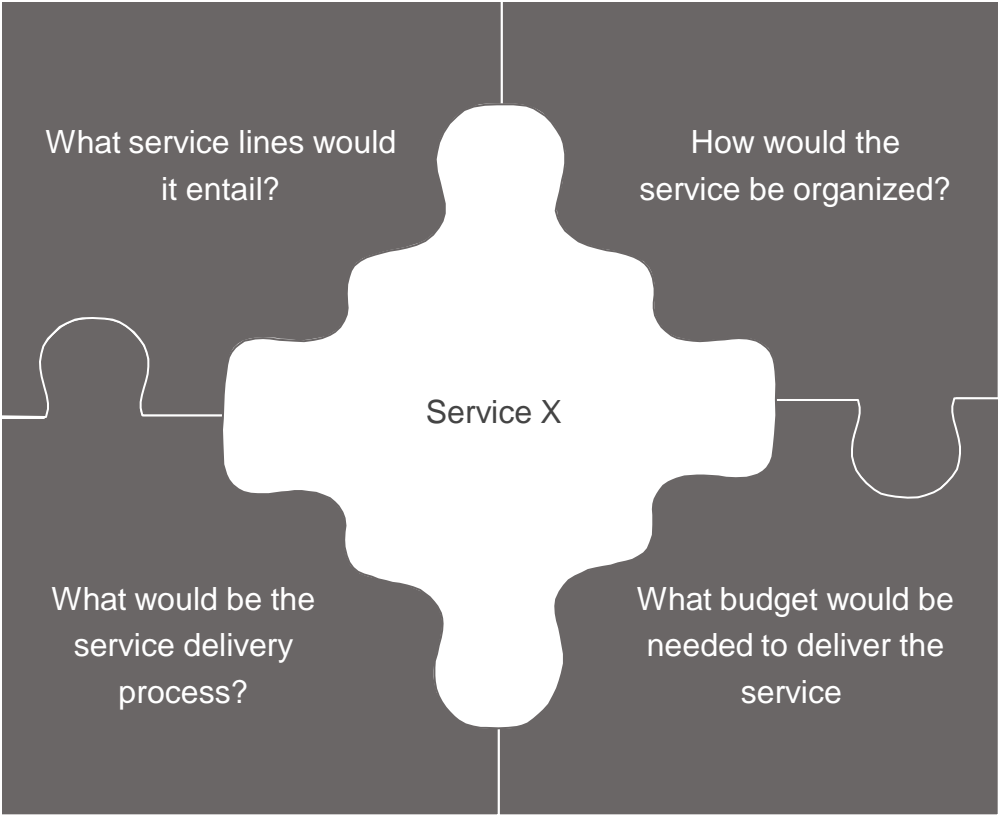
Scoring Scale 1 – 5 (1 = lowest priority, 5 = highest priority)

Service	<u>Attracting business to MENA markets</u>	<u>Exporting business to other markets</u>
1 Matchmaking	<p>1A Attract FDI and partnerships with foreign companies</p> <p>Score: _____</p>	<p>1B Increase members exports</p> <p>Score: _____</p>
2 Delegations and Business Seminars	<p>2A Increase foreign companies interaction with MENA markets</p> <p>Score: _____</p>	<p>2B Increase members interaction with other markets</p> <p>Score: _____</p>
3 Market research	<p>3A Increase foreign companies understanding of MENA markets</p> <p>Score: _____</p>	<p>3B Increase members understanding of other markets</p> <p>Score: _____</p>

Content

- 1 Introduction
- 2 What can the Network Deliver?
- 3 What should the Network Deliver?
- 4 Defining the Key Services
- 5 Conclusion

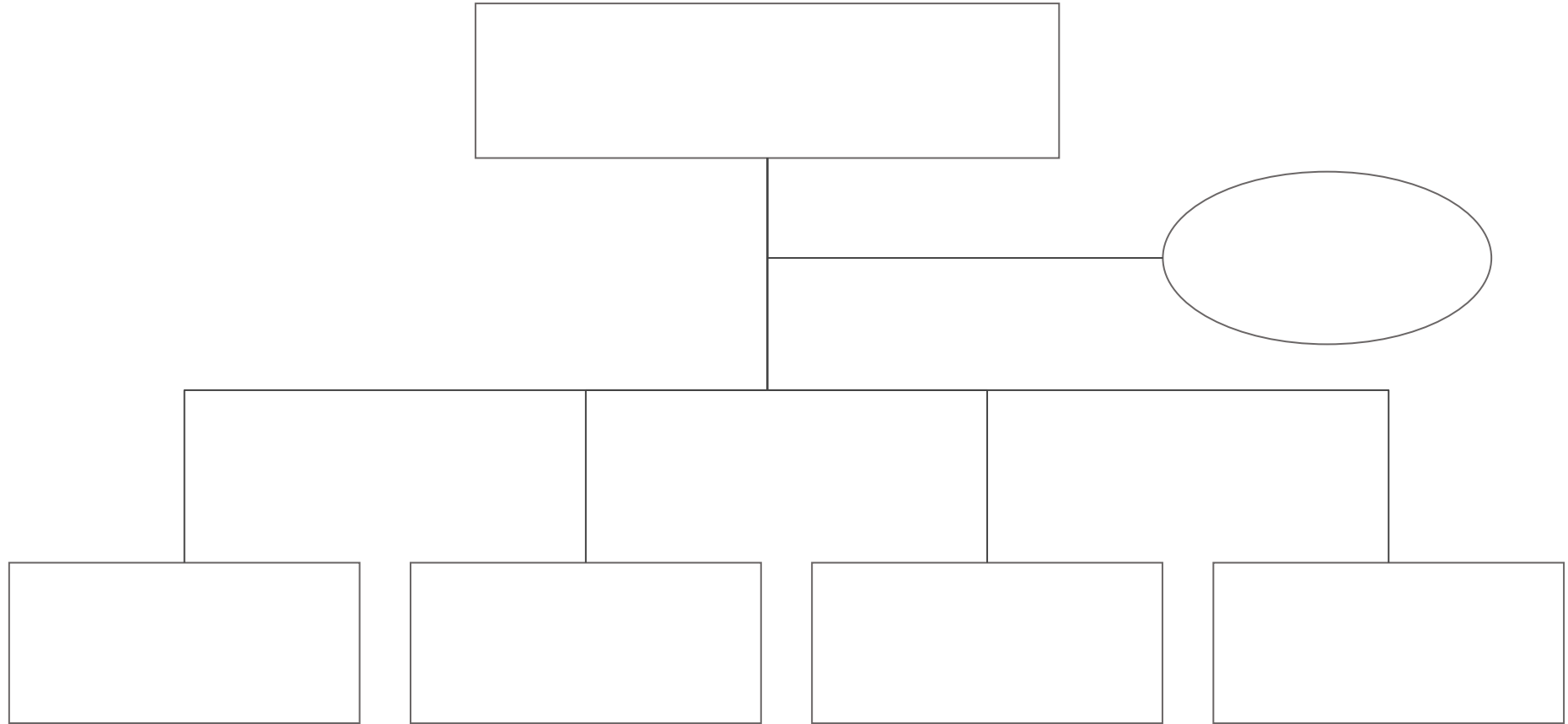
Group Work: Define the Services



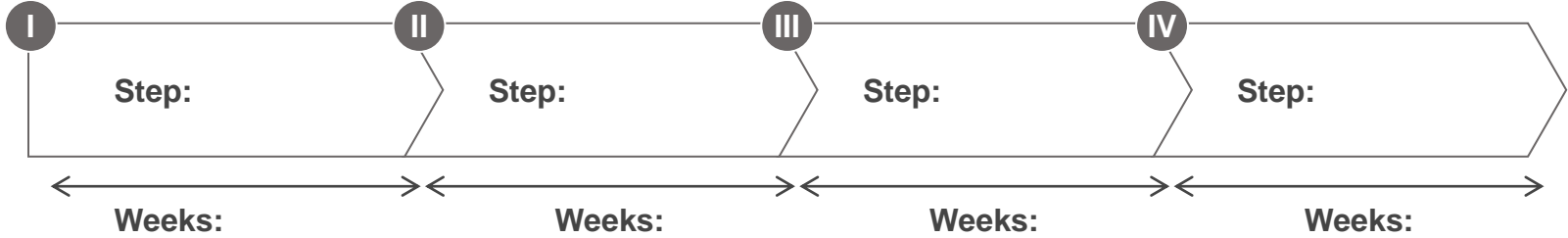
What Service Lines would it Entail?

Service line	Purpose	Key activities	Target audience	Price
Title:	• [Text]	• [Text]	• [Text]	• [Text]
Title:	• [Text]	• [Text]	• [Text]	• [Text]
Title:	• [Text]	• [Text]	• [Text]	• [Text]

How would the Service be Organized?



Service Delivery Process



Objective

- [Text]
- [Text]
- [Text]
- [Text]

Activities

- [Text]
- [Text]
- [Text]
- [Text]

Outcomes

- [Text]
- [Text]
- [Text]
- [Text]

What Budget would be Needed to Deliver Service?

Annual
(USD)

Expenditure	
<i>Salaries</i>	
Staff 1:	XXX
Staff 2:	XXX
Staff 3:	XXX
Staff 4:	XXX
Staff 5:	XXX
<i>Administrative cost</i>	
Rent:	XXX
Office equipment	XXX
Other	XXX
<i>Other costs</i>	
...	XXX
...	XXX
Total expenditure	XXX
Income	
<i>Service fees</i>	XXX
<i>Other:</i>	XXX
Total Income	XXX
Result	XXX

Content

- 1 Introduction
- 2 What can the Network Deliver?
- 3 What should the Network Deliver?
- 4 Defining the Key Services
- 5 Conclusion