

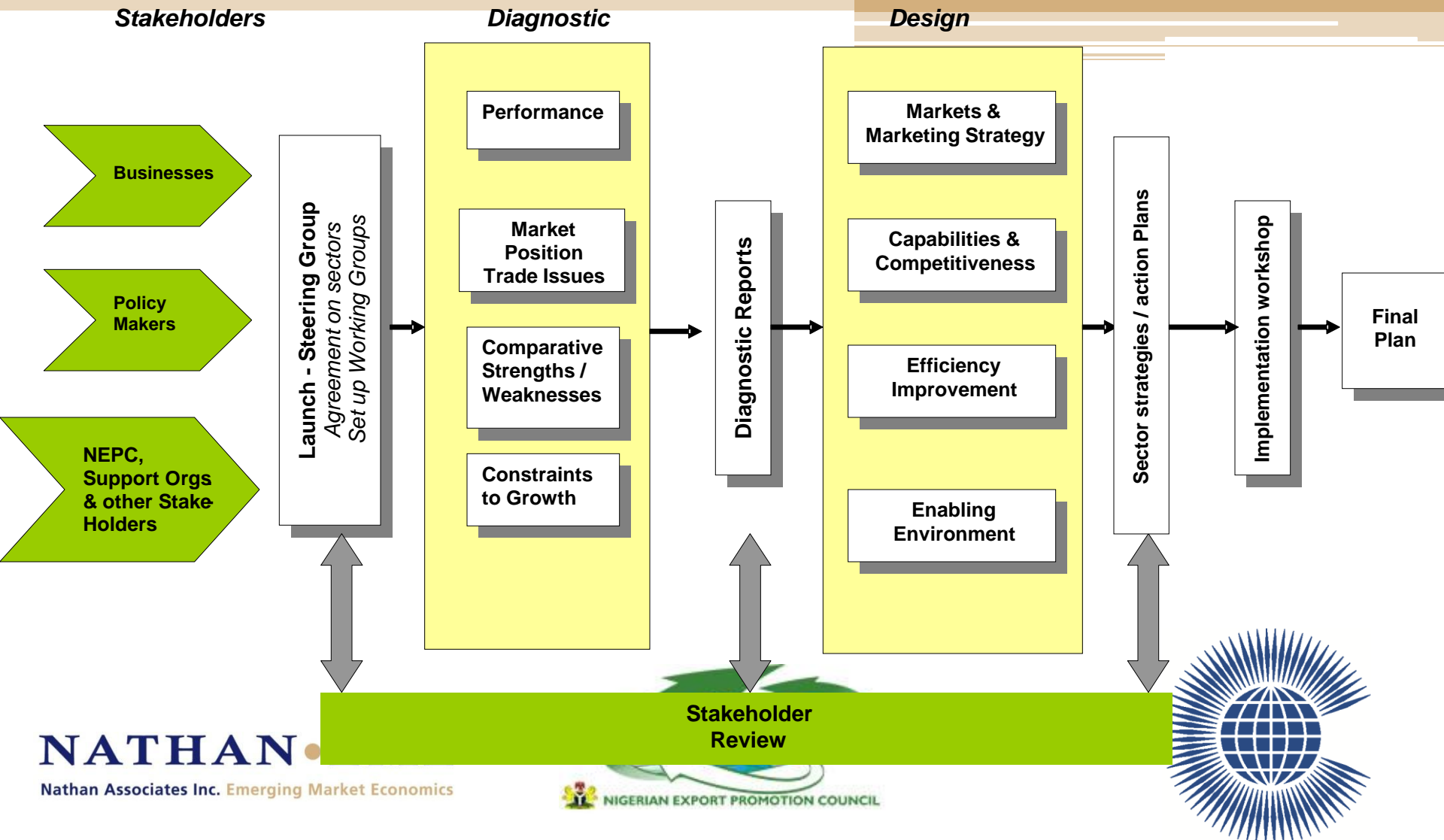
# Strategic Plan for Promotion of Professional Services Trade – The Process

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# Process of Developing the National Plan



# Project stage

- **Diagnostic stage**
  - Agree industry priorities/constraints
  - Assessing enterprise capability and cost
  - Evaluating the business environment
  - Market research in target markets
- **Review of findings**
  - Confirming Diagnostic results
  - Discussing options for design stage (implementation)
- **Draft Plan stage**
  - Agreeing strategy and action plans



# Ways of Working

- Form sector working groups
  - Key public sector agencies
  - Key private sector actors
  - Basis of PPPs
- Identify facilitators
- Facilitate Diagnostic, Strategy
- Review Diagnostic, discuss options
- Agree Strategy and Implementation Plan



# Key points of influence

- **In NEPC**
  - Lawal Shehu Dalhat
- **In Commonwealth Secretariat**
  - Estella Aryada
- **In Consulting Team**
  - Sunil Sinha, Laureen Katiyo, Debola Babalola



# Generic Constraints

- **Firm-level constraints**
  - Marketing
  - Access to finance
  - Access to technical skills
  - Access to management skills
  - Technology/innovation
- **Business environment constraints**
  - Entrepreneurship
  - Cost of doing business
  - Other regulatory barriers (domestic)
- **Trading environment**
  - Market access issues
  - Certification – skills, businesses
  - Trade agreements



# Business support required

- **Market research/intelligence**
- **Market entry support**
- **New business models**
- **Access to affordable finance**
- **Improving competitiveness**
- **Developing human resources**

