## SPEYSIDE

#### CORPORATE RELATIONS

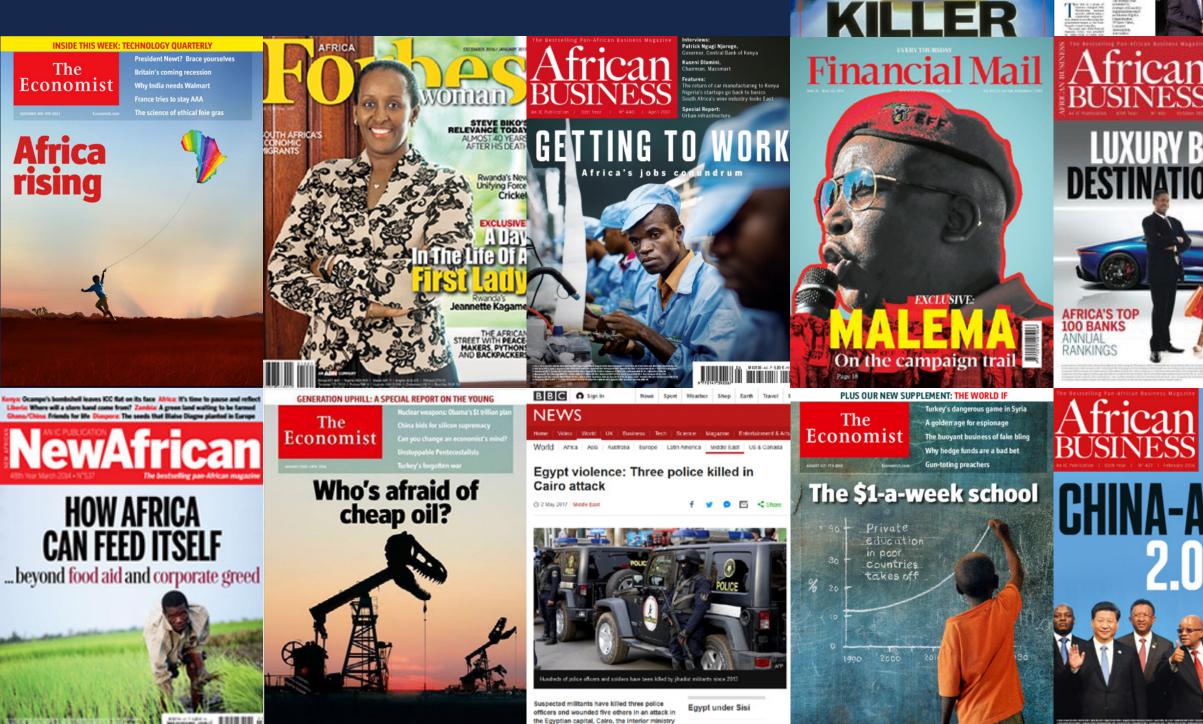
## PUBLIC AFFAIRS IN MEA: KEEPING ABREAST OF POLICY CHANGES

**Chris Dobson**, President, Speyside Corporate Relations





# MEA: A 'REGION' LIKE NO OTHER?



can capital, caro, the interior man

Paying the price for



ALL MODAR US doctors make history caring baby horn with J

layed receives Kerry

Tuesday

State security trial put off to March 11

CALIFORNIA DREAMING: PETE WILSON'S CHALLENGE

À

S ANDE: Ending employment call Nignets Extension on Politician Knopp: No knopper rangue, It in The It South Status: Counting the game INVESTIGATIVE REPORT: WHY MINING COMPANIES ARE LOSING MOMEY FOCUE: JAPAN – AFRICA

FOCUS: JAPAN - AFRICA TICHNOLOGY WHAT 3-D PRINTIN IS ALL ABOUT

Arrapectives: Whing the transformation agenda (concerpt)

Tolicy: The Magufuli effect

Democratic Republic of Congo





## I E RISEOFITE CITY STAT

Dubai

Lagos







#### AT THE CENTRE OF YOUR STRATEGY...





SPEYSIDE

- Governments are often inherently suspicious towards business
- Lack of comfort with the concept of public-private partnerships
- Relationships are key and take time to build
- Influence around family structures and proximity to the royal families

**Bureaucratic and cultural obstacles** can be frustrating





#### **POLICY MONITORING NEVER STOPS...**





### WORKING WITH CONSULTANTS / THIRD PARTIES

- Trade Associations?
- Relevant experience
- Political affiliation
- **Compliance**
- Geographic reach
  - Flexibility to evolve with you
- The right mix of international and local insight





#### CASE STUDY #1

**Client:** major pharmaceutical company

**Situation:** spread examples of successful PPPs across Africa

**Approach:** multi-country stakeholder outreach campaign, around a stakeholder forum

**Impact:** strong multi-country stakeholder community created

**Learnings included:** misunderstandings around the PPPs concept





### **CASE STUDY #2**

**Client:** major digital tourism player

Situation: keen to proactively build profile, understanding and relationships ahead of a concerted push into Africa

**Approach:** small number of intensive stakeholder outreach

**Impact:** positive reception and appreciation from a range of key stakeholders. Involved in closed door briefing and planning sessions.

**Learnings:** crucial to understand your own profile before engaging





### SOME BEST PRACTICE RECOMMENDATIONS





proactive and continuous

deep-seated relationships and trust

flexible, committed and insightful partners setbacks are inevitable in volatile markets



invest accordingly: good advice will pay for itself

## SPEYSIDE

#### CORPORATE RELATIONS

### **THANK YOU**

#### **Chris Dobson**

President Speyside Corporate Relations chris.dobson@speysidecr.com

www.speyside-group.com