

SPEYSIDE

CORPORATE RELATIONS

PUBLIC AFFAIRS IN MEA: KEEPING ABREAST OF POLICY CHANGES

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MEA: A 'REGION' LIKE NO OTHER?





THE RISE OF THE CITY STATE



Dubai

Lagos





THE IMPORTANCE OF STAKEHOLDER MAPPING

- 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



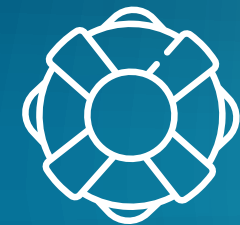
deep-seated
relationships
and trust



flexible, committed
and insightful
partners



setbacks are
inevitable in
volatile markets



invest accordingly:
good advice will
pay for itself

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THANK YOU

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