



ENHANCEMENT OF THE BUSINESS ENVIRONMENT IN THE SOUTHERN MEDITERRANEAN

National Seminar for Lebanon and Egypt





- **Conducting advocacy research and communication**
- **Policy papers**
- **Negotiating PPD issues**

Capacity Building Seminar

Angelika Farhan-Reimpell,
Ansgar Cordier

Beirut Sep 14th, 2016





Why this seminar?



Expectations:

- Learn methodology of advocacy
- Prepare position papers for Middle Eastern context
- Effective negotiation to achieve results
- Improving public-private interaction
- Enhancing relationship with public sector
- Obtaining successful interactions with government
- Bridging the gap between lawmakers and industry
- Networking with others
- Improving relations with customers



Why the seminar outline?



Logic:

- Advocacy: develop positions on behalf of private sector development
- Positions papers: communicate positions on behalf of private sector development
- Negotiation: bargain for better business opportunities and growth

How to start?



- How to translate your expectations and experiences into meaningful seminar content?
- Your input is required!



Thank you for your attention

Your trainers:

Angelika Farhan-Reimpell
Ansgar Cordier

