



Enhancement of the Business Environment in the Southern Mediterranean



A project funded by the European Union

Critical Friends' Consultation on National Action Plans

SBA project in Lebanon

**Public private Dialogue
Export Promotion**



A project funded by the European Union

Strategic Objectives



Export promotion via specialization
in Production and Exchange

Integrated
manufacturing in the
Euro-Med. region

Strengthening and
systematization of
exchange in goods

Distribution of roles in
the value chain



Operational Objectives



- **Strengthening structured dialogue aiming to help SMEs to enhance their exports as a pilot/experimental project.**
- Periodical and effective consultation built on trust and understanding.
- Maximize the number of private beneficiaries.
- Constructive private contributions to policies & regulations.
- Identify challenges and key constraints.
- Reform governance of the business climate.
- Improve the flow of information.
- Highlight policy priorities and strategic choices.
- Create awareness and disseminate findings.



Tools and Steps



- ***Phase 1. Preparatory mapping (April – May)***
- First draft proposal, internal training
- Identifying key stakeholders
- “Kick off meeting” of Public stakeholders (PuS)
- Meeting Private Stakeholders
- Agreement at top level PuS to go. Understanding of risks by PuS
- Project design: Establish milestones and go/ no go for Development Phase. Develop monitoring and evaluation, impact assessment tools
- Learning from good practices of other countries



Tools and Steps



- ***Phase 2 Development. Thinking and involving new or different stakeholders (June- September)***
- Support the possible champions aligned with future strategy
- Invite all Private Stakeholders (PrS) to some Public meetings
- Design the PPD framework through a participatory approach.
- Training need analysis design
- Visit Advance Buyers of new Segments abroad and locally, Benchmark Value Chain activities
- Formal briefings with key PuS.
- Monitoring and evaluation of the process, Develop tool box for PPD guide lines (code of conduct).Defining the communication channels, media campaigns, website and publications.



Measuring Achievements and Success



- Periodical evaluation forms and reports and as needed.
- Annual assessment.
- Track the impact of Export Promotion Committee work:
 - Involvement of stakeholders.
 - Awareness created.
 - Communication channels established: nationally, diplomatically and with international partners .
 - Diaspora involvement, representation and follow-up.
- Use monitoring to promote accountability and transparency.



Contact the action plan team members



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Thank you for your attention

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