

# Public-Private Dialogue

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## **Public-Private Dialogue Forum**

### **Sudan**

Dakar workshop

2-3 April, 2008

## **Introduction**

**SUDAN** is becoming steadily more closely linked to the rest of the world. This growing interdependence exists in both the economic and the political dimensions. Indeed, the two dimensions cannot be kept separate. Conflicts on economic matters have tended to escalate into factors that affect the tone of political relationships, and vice versa. Political actions can and do affect the prosperity and resilience of the Sudanese economy, the profit of business firms, and the wage rates of workers. It is in this spirit that the Public-Private Dialogue was initiated.

The PPDF began as an initiative by the World Bank group to create a mechanism for enhancing the private sector business practice. The Council of Minister issued a decree number 312 dated November 13, 2007, signed by the president of the republic, establishing six Forums; (1) Trade Forum, (2) Industrial Forum, (3) Agricultural Forum, (4) Transport Forum, and (5) Small scale industries Forum, and (6) Financial services Forum. There is an effort by the World Bank to modify the decree to incorporate equitable representation of the private sector as the existing decree appoints only one representative from the private sector.

Today the PPDF provides supports and services, through dialogue, to the business community to help it remove some of the road blocks in terms of policies, regulations, or the general environment and eventually be an integral partner in the decision making process. Its assistance is designed to support the business community in general to conduct its affairs efficiently and equitably. The PPDF services include work group discussions, seminars, conducting meetings between the private sector and the government, and following up on agreed upon issues.

### **Direction:**

1. The PPDF will review and deepen its existing supports and services over time to ensure that they are working effectively with both the public and private sectors.

2. The PPDF will further assess business community needs to identify gaps or needed shifts in service delivery. This assessment will serve as the basis for expanding or adding new services.
3. The PPDF will take a leadership role in working with a range of people and organizations to identify and meet the needs of the business community.
4. The PPDF will explore the feasibility of expanding the Forum's visibility in the public as well as the private sector and making greater use of resources.
5. The PPDF will emphasize building its discretionary resources to invest in providing quality services.

### **Goals:**

- Engages individual businesses, trade associations and other non-governmental organizations to foster dialogue with the government on business issues.
- Promotes public-private partnerships and best practices to improve the private and public sectors preparedness and response capability.
- Creates and fosters strategic communications with the private sector to enhance Sudan's investment climate.

### **Mission**

The PPDF mission is: To foster direct involvement of the private-sector to augment and support Sudan's investment climate.

- This partnership seeks to involve the private sector as part of the solution to improve Sudan's business environment.
- This Forum will serve to provide advice, information, and recommendations on issues associated with Sudan's investment climate from a private-sector perspective.
- The Forum will promote the application of best business practices; collaborating on planning, training and exercise development; fostering participation in

information fusion; and provide a private-sector platform to address issues and concerns for the whole of Sudan.

### **Core Operating Values**

The following core operating values influence the culture and public image of The PPDF:

**Service Forum:** as an effective neutral mechanism serving the business community and government institutions.

**Responsiveness** – The PPDF finds solutions that meet the needs of the private sector through dialogue with their counterpart from the government side.

**Respectfulness** – The PPDF honors the concerns of private sector, encouraging the business community to take control over their destinies, and helps to shape these based on what is important to each consumer.

**Sectoral Support** – The PPDF knows that business's needs vary significantly and can change over time; we seek to understand each sector in the economy and co-create the right support for each sector's development.

**Integrity and Accountability** – The PPDF has the highest level of Integrity in its administrative, service, and outreach activities; we tie these activities directly to our mission, and we maintain and report our records accurately.

**Partnerships** – The PPDF works with a wide variety of partners and advocates for quality service to all partners.

**Honesty** – The PPDF acts as an honest broker between the public and the private sectors.

### **Work Completed**

As of 31 March 2008, I have completed the following:

- Compiled a strategic plan for the Forum (in progress)

- Compiled action plan for year one (2008-2009)
- Written a code of conduct for the secretariat
- Identified key functions of the secretariat
- Designed a uniform approach for case analysis
- Other internal forms to organize the flow of work at the Forum
- Completed work group discussion with the Agricultural Sector – February 21<sup>st</sup>, 2008
- Conducted work group discussion with the small and medium scale industries sector- February 16<sup>th</sup>, 2008
- Conducted work group discussion with the transport sector – March 19<sup>th</sup>, 2008-03
- Conducted work group discussion with the transport sector (aviation chamber) – March 22<sup>nd</sup>, 2008.
- Conducted work group discussion with the transport sector (passenger buses chamber) – March 23<sup>rd</sup>, 2008.
- Conducted work group discussion with the transport sector (dry cargo chamber)-March 24<sup>th</sup>, 2008.
- Conducted work group discussion with the transport sector (liquid cargo chamber)-March 26<sup>th</sup>, 2008

### **Future Work**

The Forum plans to hold the first Sudanese Public-Private dialogue Forum on July/August 2008.