KAZNEX INVEST
as a participant of
the ITC Assessment, Benchmarking and Performance Improvement Programme

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SARUAR KENZHEBULAT
CDD Director

NATIONAL EXPORT & INVESTMENT AGENCY
«KAZNEX INVEST» JSC
Ministry of Industry and New Technologies
of the Republic of Kazakhstan
About KAZNEX INVEST

- Established in 2008
- Two main functions: export support & FDI attraction
- Export development and promotion: focus on processed goods
  - Analytical support of exporters: 4 main tools
  - Export development: 8 main tools
  - Export promotion: 9 main tools
  - Partial reimbursement of exporters’ expenses

In 2009-2011 with KAZNEX INVEST’s assistance each budget US dollar generated $56 export contracts concluded
ITC Assessment & Benchmarking Main Results

- Overall Score: **45.1%**
- TPO generally operates at a satisfactory level
ITC Recommendations

1. Mandate, Governance and Leadership
2. Client orientation
3. Product and Service Delivery
4. Strategy
5. Finance and Planning
KAZNEX INVEST Action Plan – Basic Points

• Strengthen of governance of the agency’s activity
• Creating of Consultative Group from domestic business community under the Board of Directors
• Implementing more detailed client segmentation and sector research approach in the Corporate Strategy
• Decentralizing of financial planning and execution system
• Consideration of IT development issues (CRM, Intranet)
• Developing of P&S delivery standards
• Conducting of more detailed cost-benefit analysis of P&S Portfolio
ITC Performance Improvement Plans

• First Step: **Strategy Design & Improvement**
  • Agreed on dates: November 25-27, 2012
  • Exchanged basic materials
  • Preparing workshop program

• Next Step: **P&S Portfolio Development**

• We have prepared an Action Plan of KAZNEX INVEST’s activities improvement according to ITC recommendations, it’s under consideration among respective departments.
KAZNEX INVEST expectations on ITC technical assistance

Best practice on:

• investigation of clients’ needs & satisfaction level
• Developing of CRM system
• Creation of a competence framework
• Setting up KPIs and cascading them to each employee
• Improving of P&S Portfolio: cost-benefit analysis
• Designing of Operational Manuals
• Developing of specialized promotional materials for different tools
• Brand management
• Supporting of Service Exports
KAZNEX’s feedback on ITC Benchmarking Programme

- Programme’s comprehensiveness would deserve more time

- Language barriers (in our case Russian)

- More relevance should be given to the country’s legislative framework

- Scoring system is too narrow to provide a more detailed picture of the TPO.

- It’s important to pay more attention to P&S and give more detailed recommendations on essence of them (e.g. way of delivery)
TERIMA KASIH
ATAS PERHATIAN ANDA!

www.kaznexinvest.kz
www.invest.gov.kz
25 Syganak Str., Astana, Kazakhstan | +7 (7172) 79 93 93

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