



KAZNEX
INVEST

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

October 18, 2012
WTPO Conference, Kuala Lumpur

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«KAZNEX INVEST» JSC
Ministry of Industry and New Technologies
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About KAZNEX INVEST



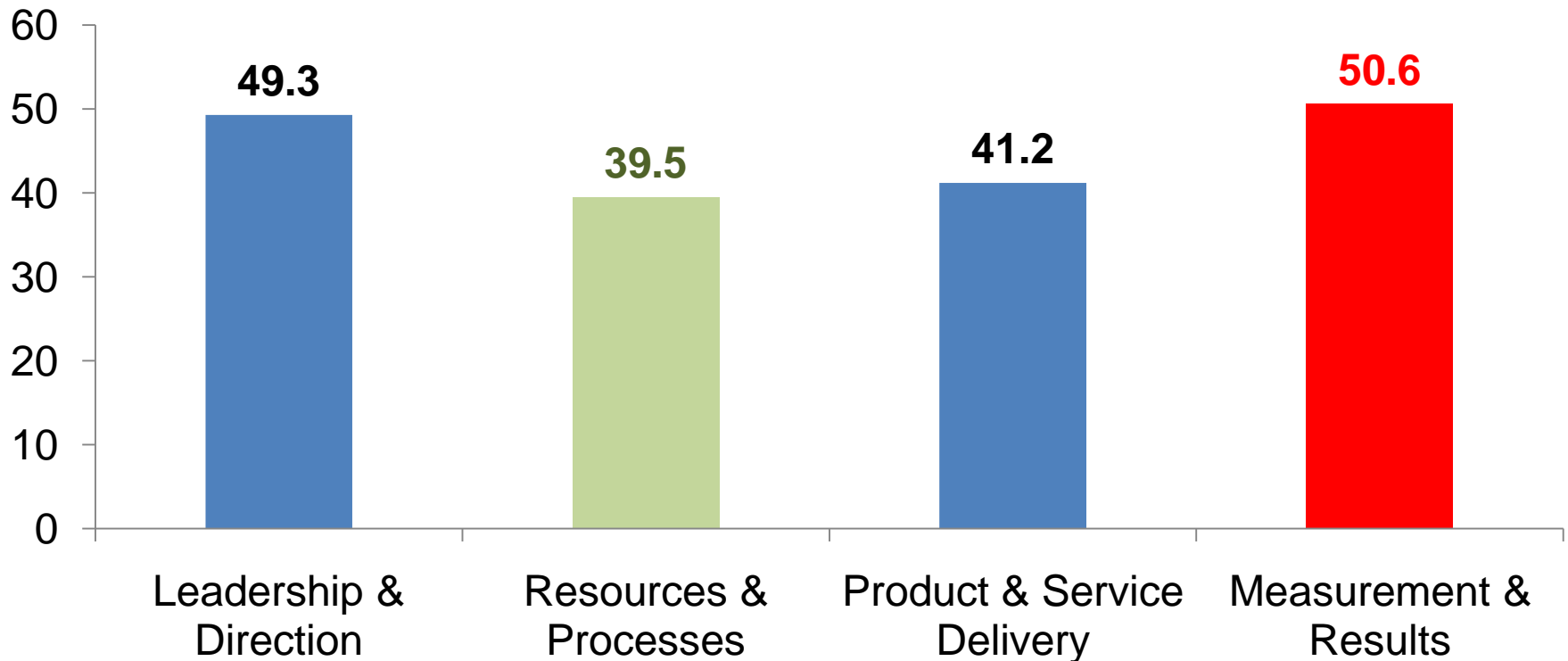
- Established in 2008
- Two main functions: export support & FDI attraction
- Export development and promotion: focus on processed goods
 - Analytical support of exporters: 4 main tools
 - Export development: 8 main tools
 - Export promotion: 9 main tools
 - Partial reimbursement of exporters' expenses

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)



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