

# **Private Sector & Trade Policy**

- **Preparedness of the Private Sector**
- **Insider Views to Help You**
- **Ideas to Sharpen Your Strategy**



**Most businesses dont  
know what they want  
(or what they *dont* want)**



**Level of coordination and  
cooperation among  
Chambers is low**



**Very difficult to get a  
common voice or position**



**Most Associations may  
not know how to write a  
strong position paper**

*Ongoing ITC initiative has  
helped some Chambers with  
this (esp. Trade in Services)*



**So, what  
should you do?**



**Be mindful of different  
ideologies of Chambers  
and Associations**



**A nice linear  
process of  
consultation or  
calling for  
feedback wont  
work**

**If you truly  
believe in  
consultation, be  
prepared to  
handhold and  
non-linear**



**Think beyond the usual:**

*“here is an email with a reply form, please  
fill this in and attach and email it back”*



- **Think of your audience**
- **Think of the user**



# **Use Google Forms or Typeform**

- ☐ **Easy for the respondent, so helps ensure maximum response rate**
- ☐ **Very intuitive and attractive User Interface (UI) / User Experience (UX)**
- ☐ **Easy to quickly tabulate and visualize results from the system**



## What measures would you like to see (policy support, etc.) to support R&D and innovation in companies like yours and in the sector?

10 responses

There has to be a strong collaboration between the industries and companies

to reduce brain drain in country we take care of their remuneration but that is not enough for them as they expect better life style improvement like better infrastructure with good road network, public transport, higher service level of gov. hospitals and speedy service from local authorities for their day to day activities like building approvals..etc

Difficult part of R&D is finding supporting partners or in other words incubation center

Education system to change so that the students will be innovative.Get out of the present tuition system

Low interest finance facilities by government policy would be ideal to support R&D and innovation in the company and sector.

In Sri Lanka I don't think we can find "basic research" happening. Its not even a priority in Sri Lankan policies. USA and Israel is so strong mainly because as a policy their governments strongly support (financial support thru free funding, Tax deductions.. ) basic research in all levels to government institutions and private institutions. We need more high end labs, research happening, Good research Universities (Like Stanford University, US who created many entrepreneurs like Google and Tesla founders ), institutions like NASA.

We prefer much friendly and supportive government policies towards export trading and labour encouragement

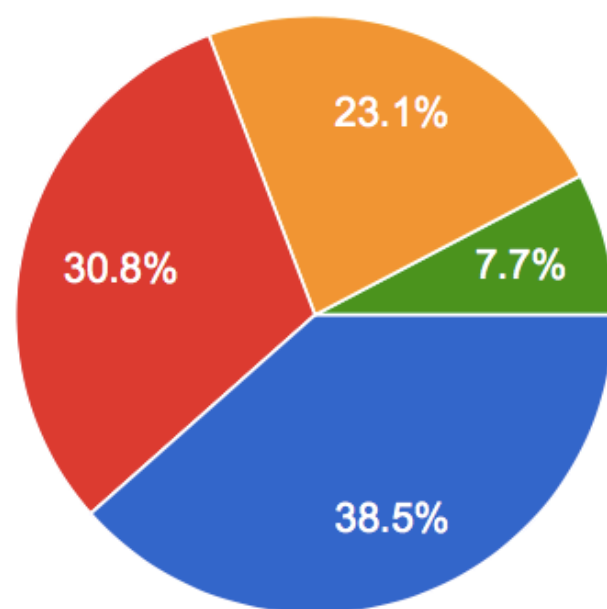
Facilitate new R & D innovations and based companies..

Tax incentives for R&D investments



## To what extent do you face a shortage of workers in your facility?

13 responses

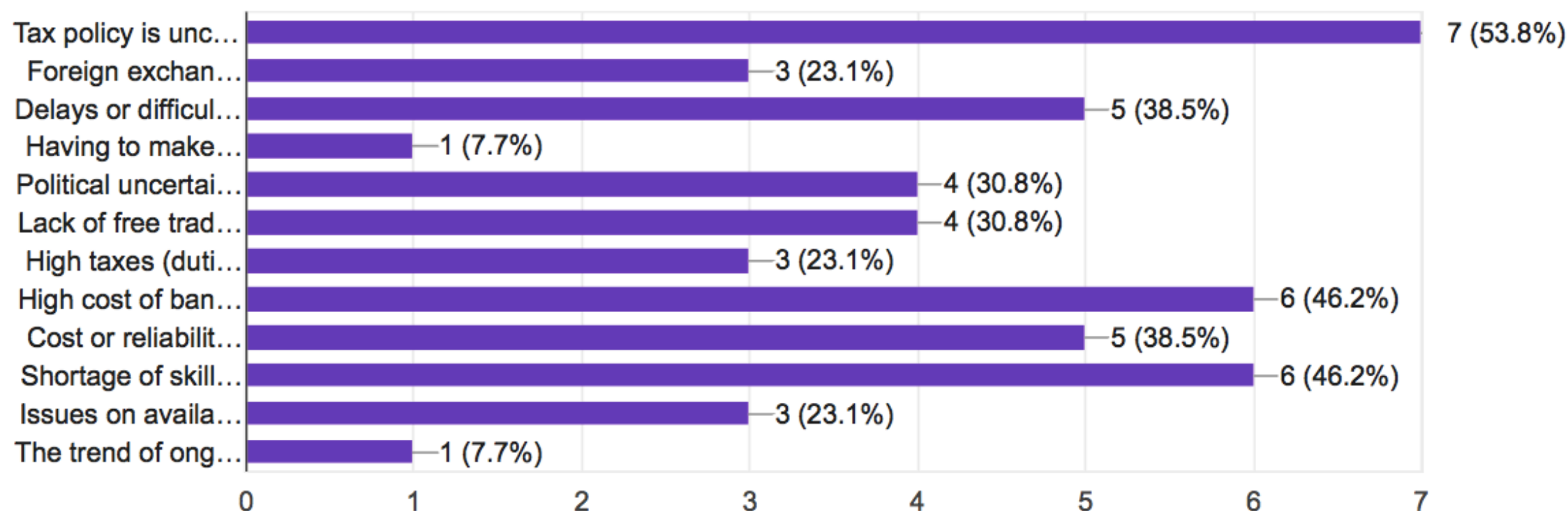


- No shortage - we have the right amount of workers needed for current orders
- We can manage for current orders, but foresee a shortage in the next 2-3 months
- Yes, we have between 10-20% shortage of workers right now
- Yes, we have between 20-50% shortage of workers right now
- Yes, we have over 50% shortage of workers right now



## What are the 3 most critical issues that your company faces, when it comes to the country's business climate?

13 responses





**Systematic dialogue is important**

**Remember the following guidance principles....**

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- ☐ **Communication has to be two way**
- ☐ **Cannot have silence for months and then expect private sector to proactively contribute**
- ☐ **You are not doing firms a favour, it is your duty to consult**
- ☐ **You may be formulating policies, but it is firms and consumer who will gain or lose from these**
- ☐ **Two way communication - to INFORM about the progress, new developments and to SEEK input and views**



**When you go into a room  
of private sector reps,  
OWN THE ROOM!**



# Here are some inside tips:

- **Go very well prepared, be armed with the data**
- **Know exactly what you want to convey and what you *don't* want to**
- **Discuss internally before you go so you are on the same page**
- **Be prepared to take any fire confidently**
- **Any show of weakness or hesitation - 'they will smell blood and hunt'**



**Find internal champions in  
Chambers for you to work with**  
(e.g. Jayani at Ceylon Chamber)

**Cultivate them and support  
them. Then they will support  
you.**



# Recent examples

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- ☐ DoC session on China R00 with Ceylon Chamber of Commerce and SL-China Business Council
- ☐ Email Qs on China FTA 37% negative list - but nothing after that on 10%, despite all the news about it
- ☐ Meeting with DoC/AfIT on FTA update at MoIC - disaster!



# Sharpen Your Strategy

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- ☐ have the foremost knowledge on every sector that matters to your work - so that you begin to know as much as the private sector
  - ☐ e.g. EDB sector heads are very knowledgeable about their sectors
- ☐ scan the newspapers for articles/interviews/speeches by individual company leaders, sector association Presidents, etc. - use this knowledge to formulate profiles of who they are and what their ideologies and thinking is
- ☐ Use this knowledge to actively seek input from key detractors or key contributors, to enrich your data and insights
- ☐ This calls for a move from the current PASSIVE approach to a much more PRO-ACTIVE approach



## **Businesses have REAL issues, REAL concerns**

- **Do not belittle them**
- **Not all firms are asking for protection**
- **Not all firms are anti-FTA/anti-trade/anti-competition**

**Some have legitimate worries and should be given a fair hearing**

- **Cultivate inside knowledge to know how to differentiate them from the rest**
- **Consult widely and professionally**