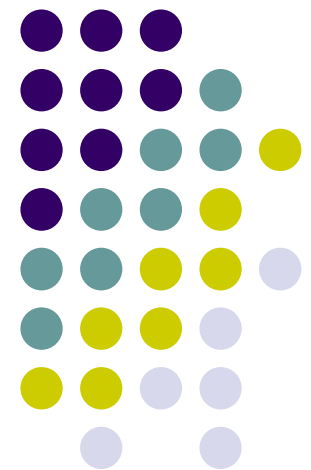
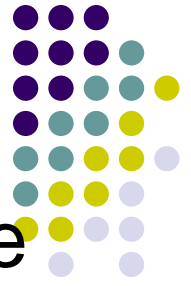


TCCIA BEST-AC ADVOCACY FOR COMPETITIVENESS PROGRAMME

TCCIA HQ
Jan 2009

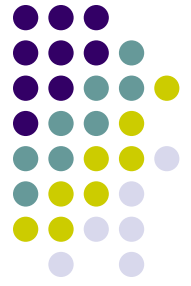




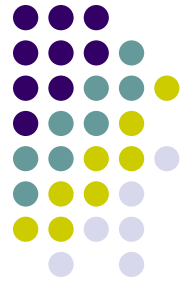
Introduction

- Globalisation is compelling economies to be more competitive
- National competitiveness is determined by:
 - a nations ability to utilise **all its resources** more effectively and efficiently in wealth creation and service provision than relevant competitors
 - The ability of a nation's firms to achieve sustained success versus foreign competitors, without protection or subsidies.
 - Citizens ability to achieve a high, and constantly rising, standards of living

Addressing Competitiveness Issues

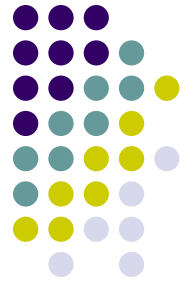


- Concern on Tanzania's competitiveness in the regional and global context (DB, GCR)
- No systematic positive action
- Redefining role of TCCIA and Best-AC in addressing competitiveness issues



What needs to be done...

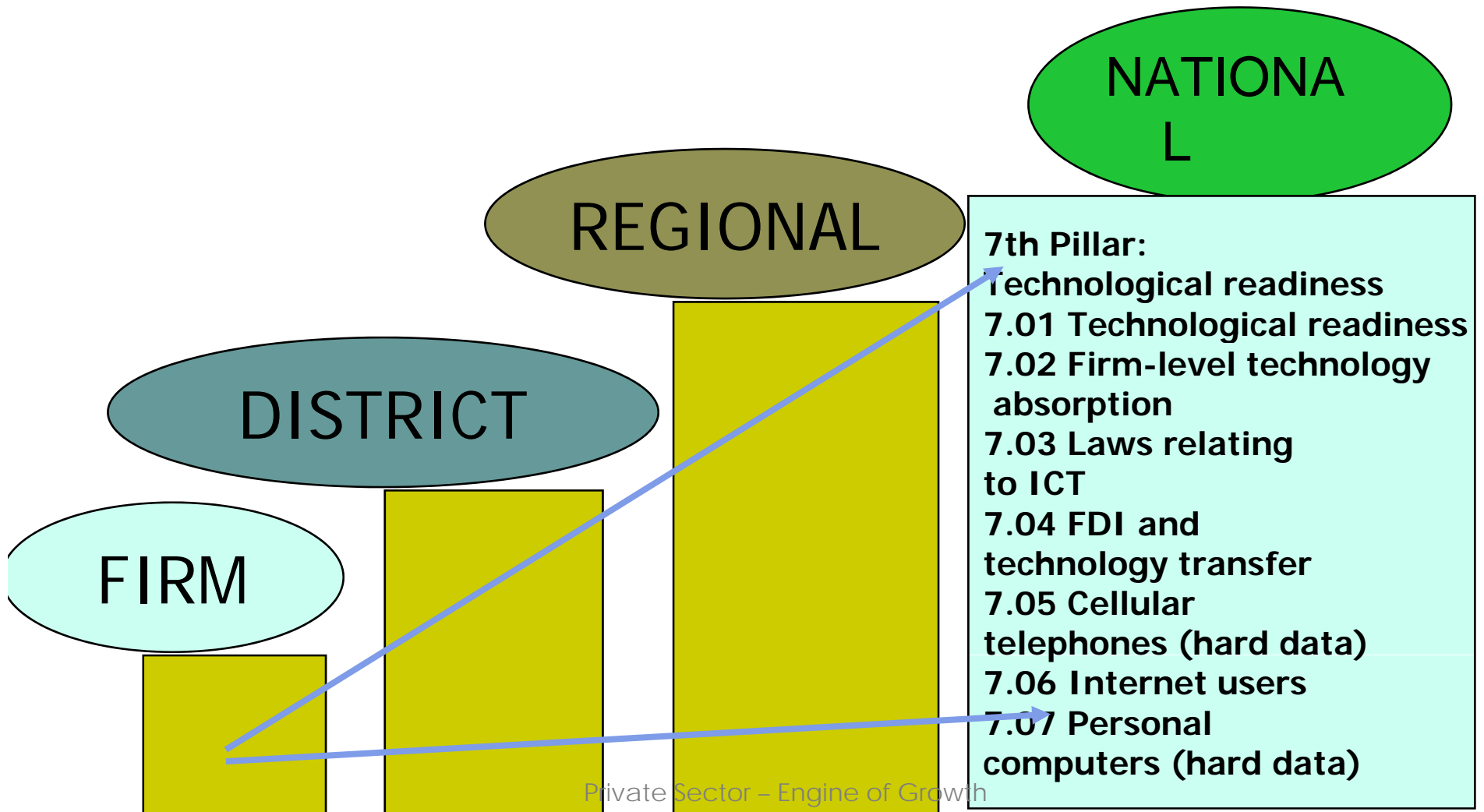
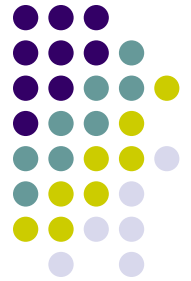
- Engagement at all levels to enhance competitiveness
- TCCIA and BEST-AC to spearhead efforts to address competitiveness issues



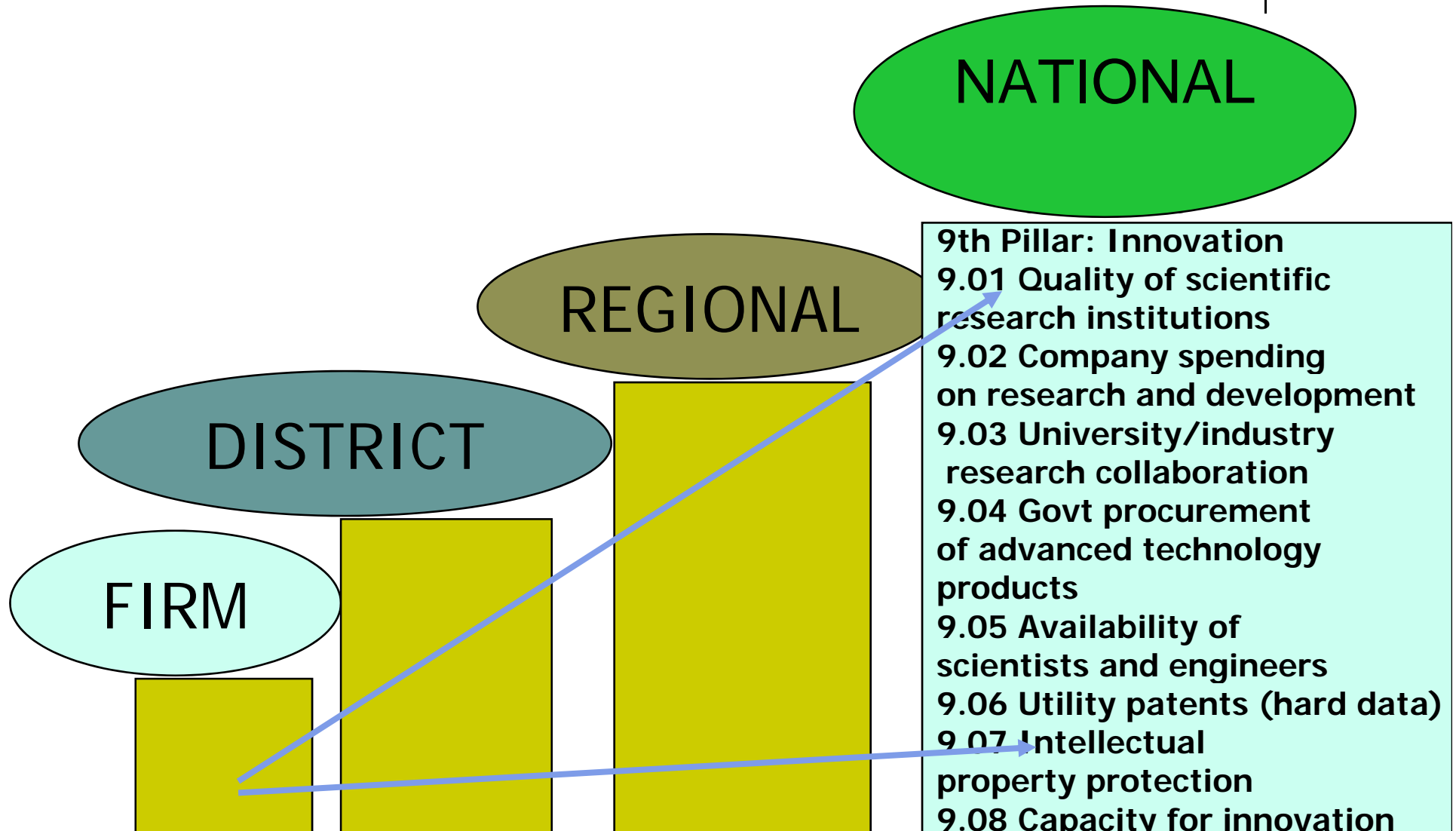
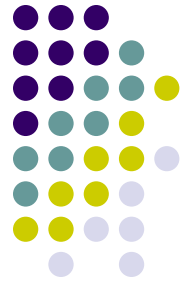
The How....

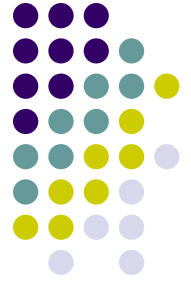
- Identify factors hindering Tanzania's competitiveness by analysing:
 - Doing Business Reports
 - Global Competitiveness Reports
- Isolate advocacy components from factor analysis
- Conduct Inventory of current advocacy issues at: district, Regional & National levels

Global Competitiveness Indexes Vs. Firm Competitiveness



Global Competitiveness Indexes Vs. Firm Competitiveness

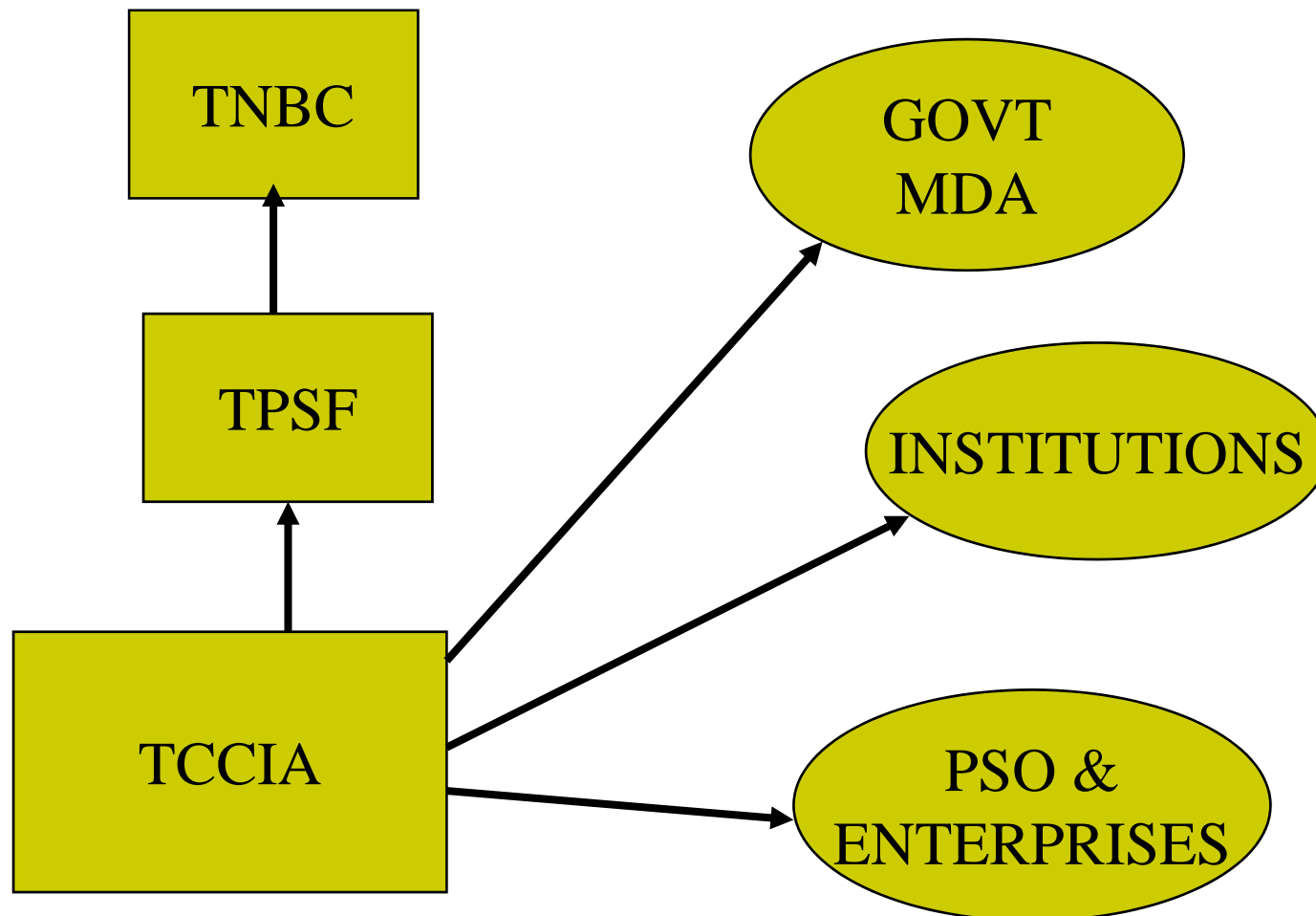




The How....

- Evaluate issues & select competitiveness issues
- Identify stakeholders and coalition partners on competitiveness issues
- Strategize implementation modalities
 - Priorities
 - Specific Activities
 - Timelines
 - Resources

Sample Engagement Model



Private Sector – Engine of Growth