

# POLICY BRIEF: ENHANCING INVESTMENT AND BUSINESS ADVISORY SERVICES IN EAST AFRICA

**Subject:** Strategic Policy Recommendations for East Africa and Investment Advisory Services Ltd (EABIAC)

**Date:** 1<sup>st</sup> August, 2024

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## 1. Executive Summary

East Africa and Investment Advisory Services Ltd (EABIAC) is a leading consultancy firm based in Rwanda, dedicated to providing comprehensive research, knowledge generation, and advisory services for business and investment in East Africa. With a mission to deliver real-time, high-quality advisory services and a vision to become the premier information and knowledge hub for trade and investment in the region, EABIAC stands poised to significantly influence the economic landscape of East Africa.

This policy brief outlines strategic recommendations for EABIAC to enhance its service delivery, expand its impact, and solidify its position as a key player in regional trade and investment advisory.

## 2. Mission and Vision

- **Mission:** To offer real-time and quality advisory services to investors, traders, SMEs, and corporates on doing business and investment in East Africa.
- **Vision:** To be an East Africa trade and investment information and knowledge hub.

## 3. Strategic Recommendations

### 3.1. Strengthen Research and Data Analytics Capabilities

**Recommendation:** Invest in advanced data analytics tools and methodologies to enhance the accuracy and timeliness of market insights and investment trends.

**Rationale:** High-quality, data-driven insights are critical for making informed investment decisions. Enhancing research capabilities will provide clients with more precise and actionable information, reinforcing EABIAC's reputation as a reliable advisory service provider.

#### **Action Steps:**

- Acquire and integrate advanced analytics software.

- Develop partnerships with research institutions and data providers within the EAC region including partner states bureau of standard and static.
- Train staff in advanced research techniques and data interpretation.

### **3.2. Expand Advisory Services**

**Recommendation:** Broaden the range of advisory services to include specialized areas such as regulatory compliance, market entry strategies, and risk management.

**Rationale:** The diverse needs of investors and businesses necessitate a comprehensive advisory approach. By expanding services, EABIAC can cater to a wider audience and address more specific challenges faced by clients.

**Action Steps:**

- Conduct a needs assessment to identify gaps in current advisory offerings.
- Develop and implement new service modules.
- Recruit or train experts in specialized advisory areas.

### **3.3. Enhance Digital Presence and Accessibility**

**Recommendation:** Strengthen EABIAC's digital platform to improve accessibility, including the development of an interactive website and mobile application.

**Rationale:** A robust digital presence ensures that clients can easily access information and advisory services. It also facilitates real-time updates and interactions, crucial for maintaining relevance in a fast-paced market.

**Action Steps:**

- Redesign the website with user-friendly features and interactive tools.
- Develop a mobile application for on the go access.
- Implement a digital marketing strategy to increase online visibility.

### **3.4. Foster Strategic Partnerships**

**Recommendation:** Build strategic alliances with local and international business organizations, government agencies, and financial institutions.

**Rationale:** Strategic partnerships can enhance EABIAC's reach, credibility, and resource base. Collaborations can also provide valuable networking opportunities and open new avenues for business and investment.

**Action Steps:**

- Identify potential partners and initiate engagement.
- Develop partnership agreements and collaboration frameworks.
- Participate in industry forums and conferences to build relationships.

### **3.5. Focus on Capacity Building and Training**

**Recommendation:** Offer training and capacity-building programs for SMEs and corporate clients to enhance their business skills and investment readiness.

**Rationale:** Empowering clients through training improves their ability to leverage advisory services effectively and contributes to their overall success, which in turn reflects positively on EABIAC.

**Action Steps:**

- Develop training modules tailored to different client segments.
- Release of timely journal or series of articles related to regional trade and investment.
- Organize workshops, webinars, and seminars.
- Provide ongoing support and resources for program participants.

#### 4. Conclusion

To achieve its mission and vision, EABIAC must continually evolve and adapt to the dynamic business environment of East Africa. By implementing these strategic recommendations, EABIAC can enhance its service offerings, expand its influence, and reinforce its role as the leading hub for trade and investment knowledge in the region.

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