



Link Developments Helps GAFI in Laying the Digital Grounds for One-Stop-Shop Investment in Egypt



الهيئة العامة للاستثمار
والمناطق الحرة

Link Development collaborated with GAFI to provide the investment platform. GAFI's new investment platform eases the way for global investors looking to harness opportunities presented by Egypt's fast-growing domestic economy and the nation's robust competitive advantages as an export hub for Europe, the Arab world and Africa.

The platform helps potential investors to obtain the required and necessary national and local approvals to facilitate a fast start-up in the Egyptian market. The platform integrates with 47 ministries and government agencies authorized to provide all necessary licenses and approvals required for the establishment of businesses.

Customer	GAFI
Industry	Government
Solution	GAFI Investment Platform
Technology	Microsoft Dynamics 365, BIZTALK, SharePoint

GAFI, the Regulatory Body Leading Change

The General Authority for Investment (GAFI) is an affiliate of the Ministry of Investment (MOI) and the principal governmental body regulating and facilitating investment in Egypt. The mission of the regulatory body is to enable and sustain Egypt's economic growth through investment promotion, facilitation, efficient business services and advocacy of investor friendly policies.

Advance the "Ease of Doing Business" Rank with Digital

Amidst tough economic challenges and procedural meshes, the investment landscape in Egypt has not been reaching its potentials. In 2014, the country ranked 131 out of 189 countries in World Bank's ease of doing business annual indicator.

Since then, to improve the ranking and boost the volume and flow of Foreign Direct Investment as well as national investment, the government has mandated a strategic motion to create an investment-friendly environment.

In light of an all government strategy of utilizing ICT as a sustainable engine in progressing its initiatives, GAFI, the regulatory body of MOI, decided to adopt a new digital approach in providing all investor related services, from expression of interest to registration and support, in an investor-centric, one-stop-shop format.

Investor-Centric Platform: a Gateway to Unlimited Opportunities

GAFI and MCIT (Ministry of Communications and Information Technology) were looking for a digital partner with capacities to transform manual plans, lengthy services, disconnected processes, paperwork, inter and intra-ministries relationships, ideas, complaints, payments, and others into digitally, well-integrated tools and services that can be easily used by investors.

Link Development delivered GAFI a comprehensive Investment Platform, a central "go-to" destination for investors to find all information, services and tools needed to quickly, and easily, invest in Egypt.

The platform is GAFI's ideal window to monitor, understand and predict investment patterns. It helps GAFI in conducting investor campaigns that are personalized, contextual, and content-rich to maximize their loyalty and interest.

Process Automation & Integration, a Digital Prerequisite

Consolidating and optimizing investor services required the re-engineering and digitization of a multiple number of business processes and creating harmonious workflows that connect tens of ministries and governmental bodies together and makes data exchange easy, accurate and secure; all in the shortest processing time possible.

BIZTalk is used to integrate the interactions between ministries and government agencies authorized to provide all necessary licenses and approvals required for the establishment of businesses.

Additionally the middleware will integrate with the other platform components such as the Internet portal, Extranet portal, mobile applications, CRM, BPM and Archiving system. By providing a centralized, loosely-coupled, dynamic layer for managing integrations, the platform remains extensible, scalable and easy to support changes.

The Investment Portal, an Engaging Marketplace

GAFI's portal is the primary promotional front for existing and potential investors. The portal is attractive, trendy, simple and bilingual (English/Arabic). To ensure governance and adherence to policies and regulations, the portal contains well-structured, informative data about the economic indicators in Egypt, the political and social system, investment regulations laws and legal frameworks; in addition to information about the procedures and costs needed to start business in Egypt.

Visualized Opportunities over an Interactive Investment Map

Right from the portal, investors can access an interactive Investment Map; a tool that Link Development specifically developed for GAFI based on esri technologies.

Through the map, investors can easily find investment opportunities according to their very own preferences across different sectors and governorates; helping them make conscious and smart investment decisions easily.

For every opportunity the map shows the nearest airport, port, distance to Cairo and color coded coverage area (green for 10 min, yellow for 20 and red for 30 min). Additionally, the search criteria can be used in ranges for advanced search. Additionally the investor can compare different opportunities and export the comparison to excel sheets.

The Benefits: Cutting Costs, Retaining Investors and Saving Time

- Facilitating business processes related to the various stages of starting and maintaining an investment
- Eliminating inefficiencies and repetitions that were closely linked to bureaucratic procedures
- Enabling investors to deal with multiple government entities by unifying all services in one place.
- Advising and supporting investors to help in the promotion of Egypt as a potential investment hub
- Providing efficient and professional services with timely responses to investors' questions
- Assisting investors in identifying suitable locations and site selection options within Egypt
- Assisting investors in settling disputes that may arise between investors through mediation

Technologies

- Microsoft SharePoint
- Microsoft CRM Dynamics
- Microsoft BizTalk
- Microsoft SQL Server
- esri geo-analytics
- iOS
- Android
- Windows 10

eServices, One Click to Kick Off an Exciting Investment Story

To root out the once existing maze of visiting multiple ministries and agencies, such as tax authorities, commercial registration offices and so on, through the portal, investors can access a service catalogue and select among a set of eservices that support their needs throughout the life-cycle of business establishment. For every requested service, investors can check required documents and details, calculate its fees and pay online.

Personalized Workspace for Investors

Every investor has a personalized workspace that keeps track of appointments, notifications, and documents; where data and documents are securely hosted and retained to eliminate the risk of data loss, prevent repeat operations and accelerate productivity.

Through the investor's dashboard they have access to statistics, maps and other useful information about the opportunities competition and markets of interest.

Smart Investments from the Comfort of Investor's Mobile

Doing business on the fly is a crucial element for today's digital investors. For mobility, the platform has a responsive design that can be seamlessly viewed via web and mobile. Investors can also use the investment capacities of the platform through native mobile apps for Android, iOS, and Windows.

An Extranet Portal; Complexity-Free Connection with G2G/G2B Stakeholders

An external portal is built to provide better collaboration between GAFI and its external government-to-government and government-to-business partners who have a role to play in the automated business processes. Employees working at external entities, other than GAFI, are granted access to the extranet to take actions on other external systems they use (or manually), then update the request status in the extranet.

Investors Relationship Management (IRM)

GAFI's keenness to listen to the voice of all stakeholders in the investment process is manifested through an Investor Relationship Management (IRM) solution. Through the IRM, investors, individuals, establishments or employees of the authority can send claims, complaints, grievances, suggestions, or issues that can negatively affect the investment process or risk investor satisfaction.

The Business Value: Opening Up the Investment Space

- Improve the "Ease of doing business" indicators
- Attract investors through the use of all possible digital channels to promote national investments, projects and industries
- Provide distinctive services to investors in unprecedented speed and excellence
- Provide a complete, complexity-free automation cycle by delivering an additional communication channel for interaction with external government agencies without interfering or linking with the procedures and applications of the external parties