

# Section 10

## Local Business Development

Since the project began, its purchases of goods and services from local suppliers has totaled more than 1.37 trillion FCFA (\$2.5 billion). In large measure, this success has been achieved through local business development outreach and capacity building. For example, the project has helped increase the capacity of dozens of businesses through the Business Excellence Training Program in Chad.

### Business Excellence Training Program

This program, pioneered four years ago by the project along with its partners – the Chadian Chamber of Commerce and the International Finance Corporation – has been helping local businesses access new markets, including opportunities with the project. The curriculum includes key business topics such as quality control, marketing, communications and human resources management. The curriculum design was based on a study that included interviews with Chadian businesses to identify areas where they needed help.

Students attend Business Excellence classes (right) held at the University of N'Djamena, where they study from course materials (below) that were jointly developed by the project and the International Finance Corporation arm of the World Bank Group.



Demand for the Business Excellence Training Program has been so strong that it added sessions to serve the increasing number of business students that it attracts. Chadian businesses and even government agencies have recognized the value of this program and filled the courses to capacity.

## Business Excellence Training: A Pioneering Capacity Building Program



Ferdinand Ngobounan, Associate Operations Officer, International Finance Corporation (IFC): *“This program is an important pioneer effort which has been a great success, and we are looking to both continuing it within Chad and replicating the model in other countries. The project and IFC both contributed and developed curriculum for the program, and they also share the cost of designing and implementing this program which adds capacity to the private sector and creates better pathways for local businesses to work with the project.”*

Yakoub Hassan, Accountant, Garantie, Business Excellence student: *“Garantie, the security services company that I work for, asked me to attend this program to help me develop my management skills. The things I will learn here will help me fulfill my role as a liaison between the HR and accounting departments. I feel that this training provides me with access to business expertise and will help me become a better businessman.”*



Oumacharaf Ahya, Assistant to the Director of Waste Management, N'Djamena City Hall, Business Excellence student: *“The city hall Secretary General recommended Business Excellence training for some city employees to develop our skills. I am looking forward to learning new payroll, administrative and management skills. Even though I work for the government, it's important to add business knowledge to improve our practices so that we can better manage the city. The head of my department also completed training here previously, and liked it so much that he is taking additional classes now. I really appreciate these classes, and being proactive with my training now will help me manage the department someday.”*

### An Entrepreneur's Business Takes Off: Pipeline Right of Way Monitoring

Just six months after winning a contract to conduct pipeline right of way monitoring, entrepreneur Jean Ntoh has established his new business and hired all the staff he needs to conduct the work. Mr. Ntoh used knowledge gained while working on the pipeline construction to help him win the contract and to found his new business, Ets. Eyenga & Fils. Ntoh's new contract to support the Right Of Way Integrity Program includes hiring villagers for foot patrols (below, left) and monitors locations where the pipeline crosses water ways (below, right). For more information on the Right of Way Integrity Program see the chapters on *Environmental Monitoring & Management* and *Local Employment*.



Jean Ntoh, Founder, Ets. Eyenga & Fils (COTCO Monitoring Services Contractor): *"Since we opened in January, I've been able to double my permanent staff, and we've hired 58 villagers to help monitor the pipeline. My work during the construction phase gave me the right experience to become a contractor with the project, and I continue to learn new things. Now, I have a very unique expertise from my work with the project. I really appreciate being in this business because I can see the positive effects of the money that we are able to pay the villagers. I also make sure to give charity back to the community so that everyone can share in the success."*

Local Business  
Spending  
Statistics

The project's purchases of goods and services from local suppliers totaled over 113.7 billion FCFA (over \$234 million) for the last 12 months. Total spending since the project began has reached 1.37 trillion FCFA (over \$2.5 billion).

- In Chad, spending over the last four quarters totaled 87.4 billion FCFA (over \$180 million), bringing project spending to date in Chad to an estimated total of almost 886.7 billion FCFA (almost \$1.7 billion).
  - In Cameroon, spending over the last four quarters totaled 26.3 billion FCFA (over \$54 million), bringing project spending to date in Cameroon to an estimated total of more than 488.5 billion FCFA (about \$847 million).
- ◀ Project Spending with Local Businesses (In Billions of FCFA)

	<b>3rd Qtr</b>	<b>4th Qtr</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>12</b>	<b>Project</b>
	<b>2010</b>	<b>2010</b>	<b>2011</b>	<b>2011</b>	<b>Months</b>	<b>to Date</b>
					<b>Total</b>	
<b>Chad</b>	20.7	26.7	23.9	16.1	87.4	886.7
<b>Cameroon</b>	6.2	7.7	7.3	5.1	26.3	488.5
<b>Project Total</b>	<b>26.9</b>	<b>34.4</b>	<b>31.2</b>	<b>21.2</b>	<b>113.7</b>	<b>1,375.2</b>

*This table was prepared using the latest available data. Data for previous quarters has been updated to include late reported data.*