

ACP Business Friendly Program

The ACP Business-Friendly (BF) Program is an intra-ACP action funded by the European Union and the Organisation of African, Caribbean and Pacific States (OACPS). The program objective is to support business-friendly and inclusive national and regional policies and strengthen productive capacities and value chains.

The Program follows a tiered approach with engagements focusing on macro-, meso- and micro-level interventions implemented by the World Bank (WB), the United Nations Industrial Development Organization (UNIDO) and the International Trade Centre (ITC), respectively.

Funded by:



Implemented by:



[Watch the Program Overview Video.](#)



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ACP BF in Madagascar



[Watch the WB Madagascar ACP BF Video.](#)



WORLD BANK GROUP
Finance, Competitiveness & Innovation

World Bank ACP BF interventions support the government of Madagascar in implementing investment policy and promotion and business environment reforms to address constraints that hinder market-driven development.

1



INVESTMENT POLICY & PROMOTION

Strengthens investment services along with implementing a mechanism to solve investor grievances and streamline business entry procedures to boost investor confidence while ensuring sustained investment commitments and increased competitiveness for attracting new investors

2



BUSINESS ENVIRONMENT

Reduces the complexity and the cost of doing business for both domestic and international firms in strategic sectors and subnational localities, especially as related to the essential oils value chain and construction permitting

Reforms Supported by the World Bank*

- | | |
|---|--|
| <input checked="" type="checkbox"/> New Investment Law Implemented (attained) | <input checked="" type="checkbox"/> Reduction in time and cost of procedures related to new construction permitting (attained) |
| <input type="checkbox"/> Adoption of regulation implementing the investment law | <input type="checkbox"/> Reduction in time and cost of procedures related to authorizations/licenses to export essential oils |
| <input type="checkbox"/> New Bilateral investment Treaty adopted | |
| <input type="checkbox"/> Legal instrument establishing the SIRM adopted | |
| <input type="checkbox"/> Improved investor service delivery through the adoption of an aftercare strategy | |

Attained In progress

World Bank Technical Assistance Details

Reforms in each program pillar are supported by WB technical assistance provided to government counterparts. For Madagascar, some of these interventions include the following.

1 Investment Policy & Promotion (IPP)

- Assessment of the legal framework for investment and potential constraints to facilitating investment in one priority sector
- Provision of recommendations on a new investment law and support for its adoption
- Provision of recommendations and examples for model bilateral investment treaties
- Delivery of a policy paper on improving competitiveness in one priority sector
- Provision of a standard operating procedures manual for aftercare services provided by the investment promotion agency
- Design of a new dispute prevention mechanism in line with the investor retention program and aftercare strategy
- Assistance with the development of a CRM to track and monitor investors issues
- Assistance with the drafting of the new investment law implementing regulations, including for the dispute prevention mechanism
- Capacity building with regards to international investment agreements and general investment climate topics
- Capacity building on operation procedures of the investment promotion agency, including aftercare services and advocacy

2 Business Environment

- Delivery of policy reports detailing the licenses, authorizations and permits needed to operate in the essential oils value chain and providing recommendations on improving the regulatory environment
- Design and launch of a web portal that outlines all essential oils value chain requirements, thereby increasing transparency and predictability; the portal includes a number of forms which lays the groundwork for digitalization of the regulatory regime
- Delivery of policy report and recommendations to improve construction procedures at the local level by streamlining requirements to enhance transparency, ensure public safety and reduce faulty or illegal constructions
- Support for the establishment of a commission which gathers all key agencies that review construction permits to ensure consensus and resolution on complex development requests
- Facilitation of the negotiation between central and local governments for the adoption of an updated master plan for the Island of Nosy Be to ensure more sustainable developments and protect the coast and designated rainforests
- Delivery of an operational manual and service standards that describes all the G2B and G2C services of the city of Nosy Be, with detailed diagrams and timelines
- Capacity building with regards to G2B service modernization, implementing electronic G2B services and establishing feedback loop mechanisms with firms, especially through a knowledge exchange with Ghana's IPP and a B-Ready workshop in Dakar

 Learn more at www.worldbank.org/acp_businessfriendly or www.businessacp.com/en/news-acp-business-friendly/.

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