

## **8<sup>th</sup> East Asia and Pacific Association Regional Meeting**

### **Shanghai National Accounting Institute**

#### **Peoples Republic of China**

**July 27 –29, 2004**

The meeting enthusiastically welcomed the Shanghai National Accounting Institute (SNAI) as the newest East Asia and Pacific Global Development Learning Network (GDLN) Distance Learning Center (DLC).

#### **DLC Business Plans**

Following a review of the DLC business planning progress by Ravi Corea, Maree Tait (Australia), Chris Raudnot (PNG), Andrew Scyner and Nuong Dieu Nguyen (Vietnam) presented Business Plans for their DLCs.

#### Overall Conclusions

- Emerging confidence regarding the roles and operations of DLCs and their future potential was apparent.
- The preparation of BPs reveals exciting opportunities for inter-DLC collaboration and mutual support.
- It is important to start the BP process by revisiting the “Vision” and developing a strategy based on a realistic SWOT analysis.
- Financial modeling and planning is a critical part of the BP process.
- Other positive outcomes of the BP efforts include the adoption of a uniform approach that takes advantage of the TDLC BP; consistent formats and modeling tools; and growing technical competence in the process across EAPA.
- BPs could be important aids in outreach to stakeholders. Dissemination should be undertaken after BPs are developed and adopted by each DLC.

#### Issues Arising

- The potential benefits of harmonized marketing efforts between DLCs were strongly endorsed.
- Pricing and contracting issues relating to DLCs (and also those that are co-located with World Bank offices) require further investigation as they have a fundamental impact on the business model.
- The value proposition for DLCs including their brokerage role and the competencies of their partner institutions need to be identified and marketed effectively.
- There was strong consensus that the Tokyo Development Learning Center should take a leading role in providing support and coordinating EAP DLCs.

*Three additional DLC BPs will be presented at the next EAPA meeting. Indonesia has expressed interest and Timor Leste and Mongolia have started work already.*

## **Pricing and Contracting**

### Key Issues

#### *Accuracy*

- A straightforward approach to costing is adequate at this stage provided it is consistent across DLCs – especially elements such as in-kind contributions, shared resources, space and equipment.
- Cost elements should be properly identified even if the policy is not to include them in setting prices in the initial years of operation
- If internationally appointed staff work for a DLC the salary costs for equivalent national staff should be used in costing so that local conditions are reflected.

#### *Presentation*

- The breakdown of cost elements should be such that those of importance to key client groups can be clearly and easily explained.
- Identify all cost items even if they cannot be charged (for example under Trust Fund rules).

#### *Contracting Mechanisms*

- DLCs that are co-located with the World Bank may not be able to enter into contracts with certain clients, especially when Trust Funds or Bank Loans are involved. This has critical implications for the “operations of development agencies” line of business.
- Clients booking through the AMS are invoiced WBI for VC communications, but may be invoiced separately by the DLC for local services. This is unwieldy and inappropriate for efficient client-service.
- The World Bank team will investigate options for handling these issues.

## **Marketing Committee**

Joao Loucao, Maree Tait Andrew Scyner and Mohamed Al Arief presented options for the Marketing Committee

### Key Conclusions

- The Marketing committee should be broadened to include representation from a range of DLCs. Three have been identified: (i) IDA, Middle Income; and (iii) Content Developer. It has been suggested that Australia and the Philippines should also join. Colin Lonergan, representing the TDLC, will convene these meetings.
- The broad role of the committee is to support EAP GDLN business development through Marketing and Product Development activities.
- Recommendations for the committee name, role and functions will be developed in a proposal to be shared with EAPA members in September.
- The specific business development initiatives that were identified by EAPA

members<sup>1</sup> will be prioritized and acted upon.

*Progress of these initiatives and the establishment of the committee will be reported at the next EAPA meeting.*

## **Technology Committee**

Liz Ingram and Ashok Daswani presented suggestions for the structure and role of the Technology Committee

### Key Issues

- Membership will be open to all EAP DLCs.
- Ashok Daswani will act as focal point to collate technical issues on a monthly basis and to liaise with Washington based colleagues to resolve any problems.
- The TDLC will ensure that assessments of the potential and cost effectiveness of new technologies is made available to all DLCs through regular reporting.
- The TDLC will provide on-going technical training and support to DLC technical staff.
- Technical certification will be undertaken for each DLC.
- The committee will work with the WBI to assist in AMS refinement.
- DLC down time due to equipment malfunction will be minimized by providing technical advice to DLCs on equipment maintenance and spare parts.

*Progress on these actions will be reported at the next EAPA meeting.*

## **Business Policies**

Monika Weber-Fahr and Rainer Venghaus presented the GDLN business policies.

### Key Issues

- Suggestions on amendments to the policies were noted and some modifications agreed.
- Continue with the consultative process progress and refine the discussion on the business policies.
- DLC managers and the Bank team committed to working closely together in developing GDLN business tools and systems.

## **Conclusion**

The meeting concluded with a warm round of thanks to all the staff at the SNAI for hosting an outstanding meeting.

**ANNEX A**

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<sup>1</sup> A list of proposed initiatives is included in Annex A.

## **Initiatives Identified by DLC Managers**

### Technology

1. Improved Reliability of technical equipment through preventative maintenance and back-up equipment;
2. Minimizing human error through regular training, advice and tips;
3. Mobile GDLN for remote areas;

### Business Development and Programs

4. Health Dialogue leading to a community of practitioners in EAPA – TDLC to take the lead and involve JICA, WB and AusAID;
5. Capacity Building for local government;
6. Teacher/Education/School series on public service governance (anti corruption);
7. Low cost rural distance learning;
8. Youth dialogues;
9. Developing Domestic capital markets; and
10. Community Driven Development – Network of Practitioners