



MONITOR GROUP

Libyan Economic Development Board Blueprint

2007

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This document provides an outline of a presentation and is incomplete without the accompanying oral commentary and discussion.

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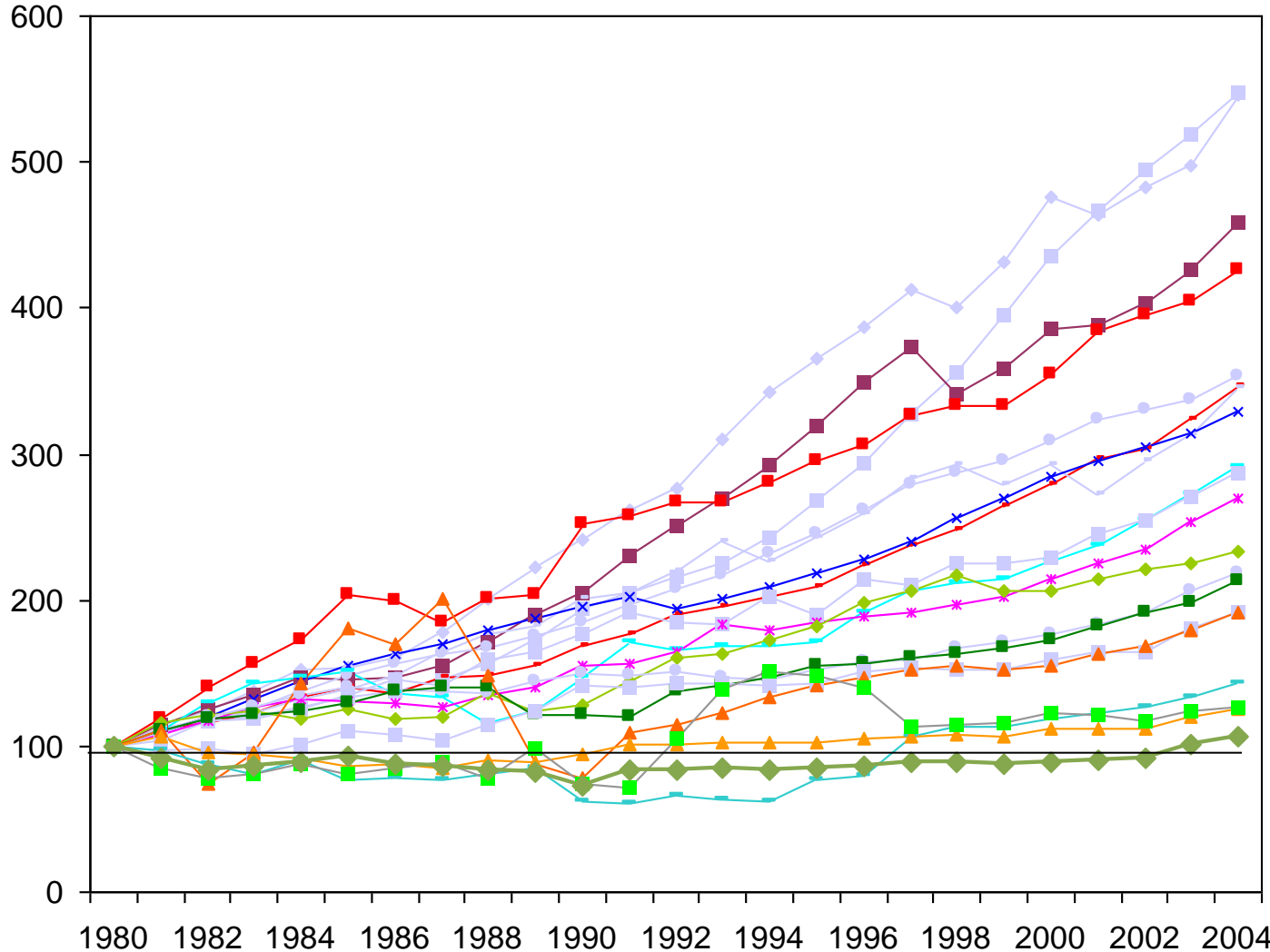


- **Mandate & functions of the Economic Development Board**
- Design of the Libyan Economic Development Board
- Launch of the Economic Development Board

Libya has so far missed on significant opportunities for growth that other countries in the region and beyond have taken advantage of



GDP per Capita PPP adjusted, 1980 = 100



Sorted by CAGR

- Ireland
- ◆ Singapore
- Malaysia
- Oman
- Norway
- Tunisia
- Turkey
- × Egypt
- Iran
- Morocco
- × Bahrain
- ◆ Syria
- Algeria
- Jordan
- Nigeria
- ▲ Lebanon
- Qatar
- ▲ Saudi Arabia
- Kuwait
- ◆ Libya

1980	2004
GDP/Capita in \$ (PPP)	GDP/Capita in \$ (PPP)

7,042	38,547
5,002	27,322
2,299	10,551
3,797	16,162
11,372	40,176
2,242	7,770
2,173	7,494
1,246	4,098
2,576	7,488
1,529	4,394
7,418	20,037
1,599	3,723
3,122	6,833
2,285	4,854
596	1,144
3,438	6,601
10,063	10,769

Countries that have implemented successful rapid economic transformation programs, have used top-class EDBs



Singapore



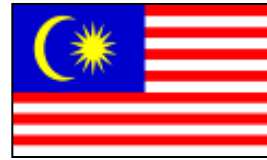
Ireland



Bahrain



Dubai



Malaysia



UK ¹



Australia ¹

Key EDB Success Factors

- **Skilled professional** management team
- Access to **leading experts** from home and abroad
- Explicit **support** of country's **top leadership**
- Sufficient **autonomy** for effective decision-making
- **Adequate budget** to implement its mandate
- Clear and specific **focus**
 - **Unique national priorities** of the particular country
 - Championing a **change in mindset** and culture across the national economy

¹ EDB role in ensuring implementation of specific reform initiatives is carried out by the "Prime Minister's Delivery Unit" in the UK and the "Cabinet Implementation Unit" in Australia

The Irish EDB has played a major role in the country's economic growth miracle



Origin & Evolution

- Created in 1949 with responsibility for **industrial development** within the Department of Industry & Commerce
- In late 1950s began to promote Ireland as a location for **foreign direct investment**
- In 1969 was restyled as the *Industrial Development Agency* focusing on attracting **manufacturing MNCs**
- In the 1980s & 1990s has focused in attracting FDI on **high-tech manufacturing and internationally traded services**
- Today it has 13 offices worldwide and estimated 2006 budget of \$174M



Key Areas of Focus

VISION

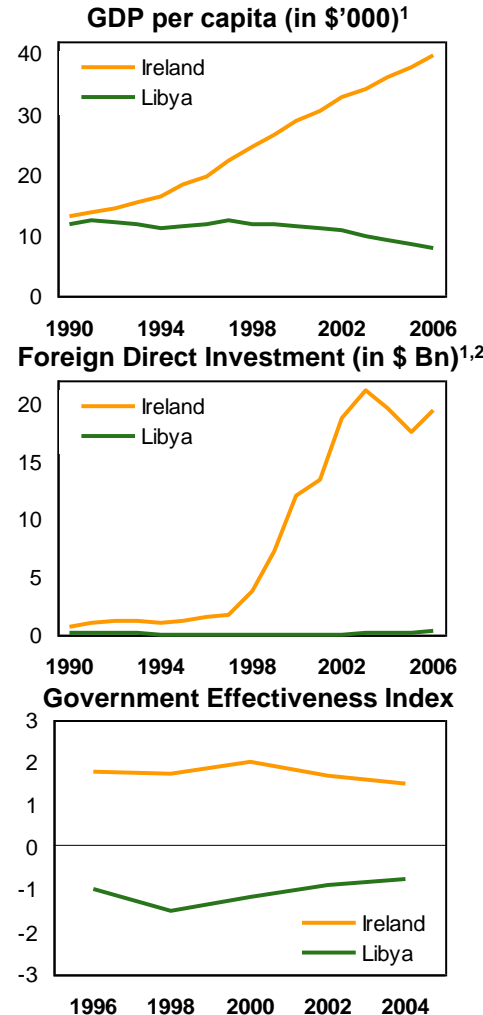
Attract new **innovation** and **investment** from overseas, encourage existing foreign enterprises to **expand**, working in **partnerships** with other organizations to enhance the best of Irish capabilities

FOCUS

- Win **new FDI** at the **quality** end of the business chain
 - Focused on **specific manufacturing** and **internationally traded services**
 - Leverage network of offices
 - Give **grants** to support innovation
 - Support government **regional development** objectives
- Deepen** activities of existing MNCs
- Ensure world-class **Education, Skills and Infrastructure**



Results



Key Learnings

- Create an **integrated approach** to **marketing** the country
- Separate priority functions** like investment promotion from rest of Civil Service
- Recognize that **FDI policy stability** is key for attracting foreign investors
- Show that a **'one-stop shop'** concept for foreign investors works
- Demonstrate that Government can play a lead role in **creating linkages** with investors

Notes: ¹ 2006 EIU estimates; ² 5-year moving average to offset annual fluctuations; ³ Government effectiveness Index is a subjective governance indicator measuring perceptions bureaucratic quality, transaction costs, quality of public health care and government stability. Estimates range between -2.5 and 2.5; higher is better.

Sources: IDA website, Economist Intelligence Unit, World Bank WDI, Monitor analysis

The mandate of the Singapore EDB has evolved over time to address the country's changing priorities



Origin & Evolution

- Created in 1961 under the **Ministry of Trade and Industry** with initial budget of \$100M
- Initial challenge was to **convince foreign investors** that Singapore was a good place for business
- In 1965 opened first overseas centers
- In 1970's EDB marketed Singapore as **quick operations startup** location
- In 1980's prime objective was to develop **knowledge-intensive industry**
- In 1990's attract **high-value-added companies** to increase competitiveness
- Today it has 26 offices worldwide and 2005 budget of \$240M

Key Areas of Focus

VISION

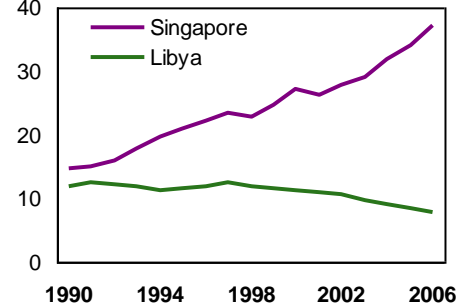
Make Singapore a **compelling global hub** for business and investment by creating sustainable GDP growth for Singapore with good jobs and business opportunities for its people

FOCUS

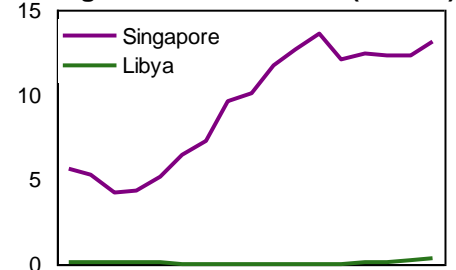
- Business Architect**
 - Help companies configure themselves to operate effectively in Singapore
- Attract and Facilitate FDI**
 - emphasis on key priority clusters
 - Use international offices to promote
- Promote entrepreneurship**
 - Engender an entrepreneurship culture
 - Facilitate technical and financial assistance
- Enhance pro-business environment**
 - Provide facilitating environment for businesses

Results

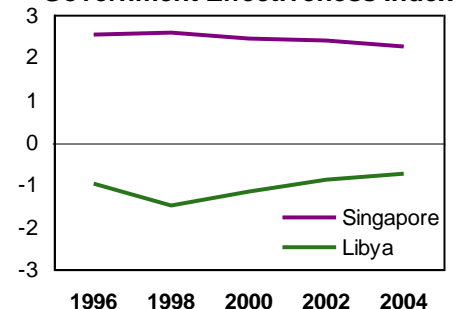
GDP per capita (in \$'000)¹



Foreign Direct Investment (in \$ Bn)^{1,2}



Government Effectiveness Index



Key Learnings

- An EDB-type agency **can be effective** in leading economic change by focusing on key priorities
- Need to send **clear signal** of stable and **long-term commitment** to reform
- In addition to FDI, need to **promote SMEs** and encourage **domestic entrepreneurship**
- Make **education and training** a key pillar of economic strategy

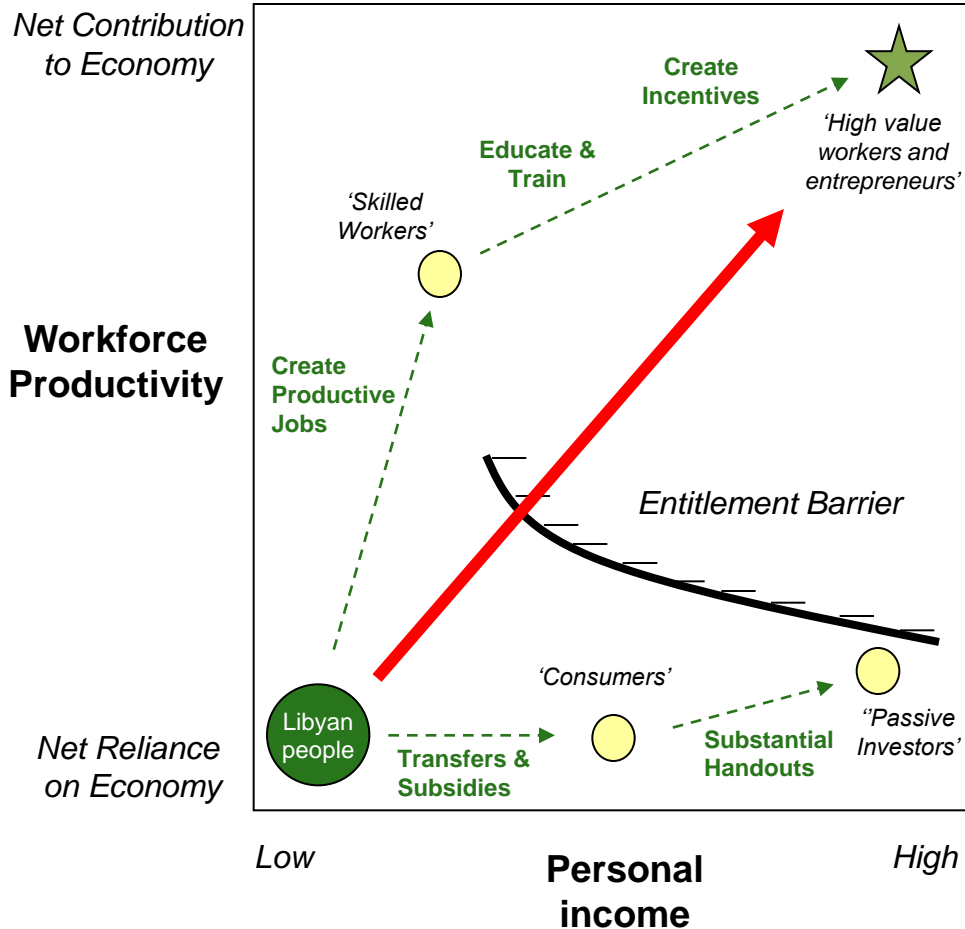
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Sources: Singapore EDB website, Economist Intelligence Unit, World Bank WDI, Monitor analysis
GNN-TRE - Libyan EDB Launch Plan - 13-Feb-07 - VP

The task of the Libyan EDB will be unique in “fast tracking” the transformation of Libyans into high-value workers & entrepreneurs



Paths to Developing Youth Population



Entitlement Culture

Wealth Distribution without increasing workforce productivity can lead to:

- No motivation to find work
- Expectation of further handouts
- Aggressive political or religious activism
- Lack of respect for the administration and the challenges of governing

The Libyan EDB will bring to Libya the capabilities that current institutions lack to realize the country's ambitious vision for 2019

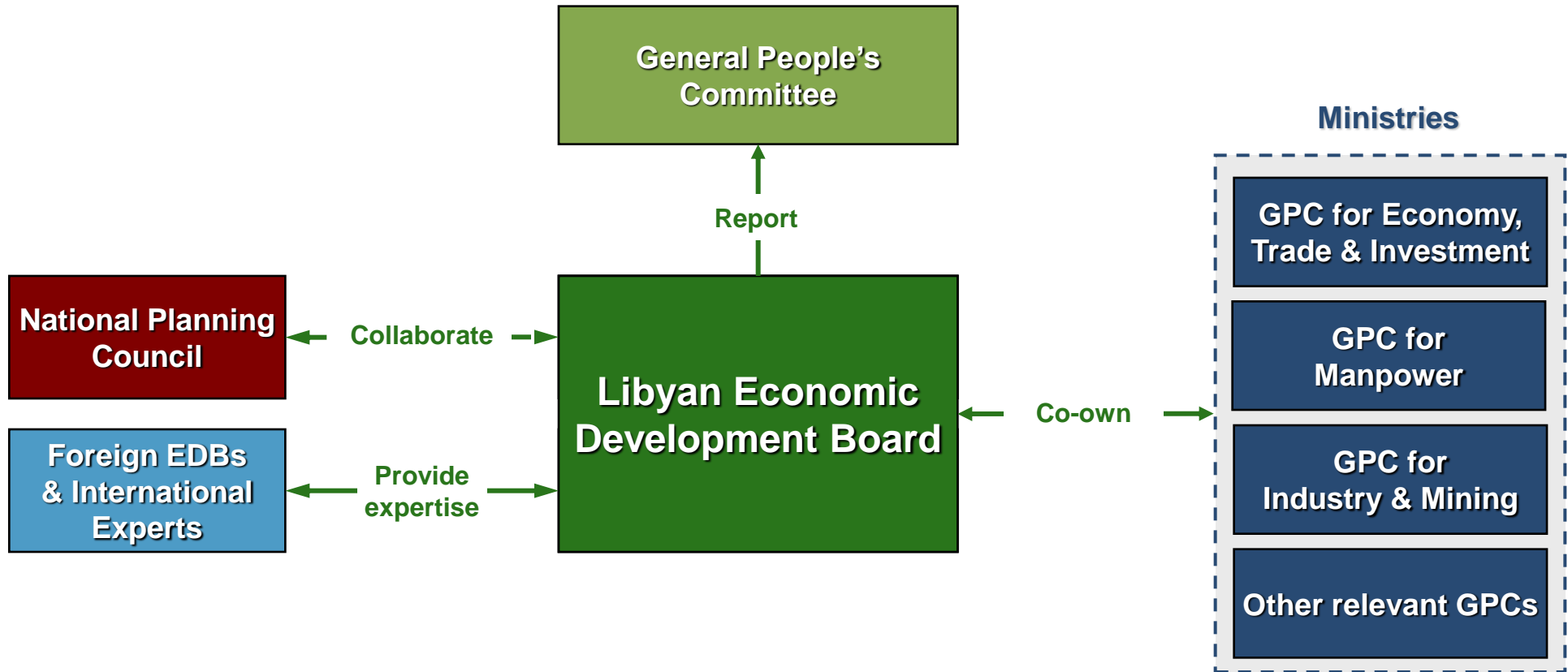


- Quick & effective **action** to implement reforms, bypassing bureaucracy
- Access to world-class **expertise**, know-how and technologies
- Rigorous & fact-based design of **integrated campaigns** to guide the reform actions
- High degree of **coordination** between different public & private sector institutions

The Libyan Economic Development Board (LEDB) has a clear mandate as an *implementation* unit of key reforms



Mission: “Rapidly and effectively design and execute campaigns that address the most pressing reform priorities of Libya”



The Libyan EDB will have 5 distinct functions based on the gaps in the current Libyan institutional framework



1

Lead Priority Reform Initiatives

- Design reform initiatives in priority areas
- Coordinate implementation action of different institutions

Entrepreneurship & SMEs

Workforce Capacity Development

Wealth Distribution

Cluster Development

International Partnerships

2

Research & Advise Other Government Entities

- Study Libya's reform needs & analyse best practices
- Advise other institutions on planning & implementation
- Build database of all research & knowledge collected by EDB or other government entities

3

Follow-up on Overall National Reform Program

- Monitor implementation of overall vision and agenda of national priorities, e.g., "Libya Tomorrow"

The role of the Libyan EDB may evolve over time as a new Vision for Libya is defined and Libya's reform priorities change



Now

Building foundations of economic development

- Entrepreneurship and SMEs
- Workforce capacity development
- Wealth distribution

*Medium term
(1-2 years)*

Reinforcing the Libyan economy & businesses

- Priority economic clusters development
- Infrastructure development
- Growth of Libyan businesses in region

*Long term
(3-4 years)*

Linking Libya to the outside world

- Branding & promoting Libya abroad
- Improving environment for foreign investors

The EDB will work closely with the “co-owners” of each initiative, quickly offering leadership role to these co-owners



Stage 1:

EDB incubation of initiatives

- Initiatives designed and implemented by **teams**
 - EDB permanent staff
 - Specially selected resources of co-owners
 - External expert advisors
- **Co-owner staff trained** by EDB in new initiatives
- **EDB brand visible** but secondary
 - High visibility of co-owner brand

Stage 2:

Co-owner leadership with EDB support

- Initiatives primarily designed and implemented by **co-owner staff**
- **Co-owner staff advised and supported** by EDB on a regular basis
- **Selective and limited visibility** of EDB brand

Stage 3:

Full co-owner responsibility

- Initiatives fully designed and implemented by **co-owner**
- **No role for the EDB**, unless required
- **No visibility** of EDB brand

The EDB will also work closely with the Libyan private sector to design and implement initiatives



- Understand the **needs and priorities** of the private sector
- Collect a broad range of **proposals and ideas** on required reforms
- Clearly **signal the positive attitude** of the Libyan government towards businesses
- **Test and capture feedback** on the design of various initiatives to be implemented
- Engage private businesses in **partnerships (PPP)** to implement various initiatives



- Mandate & functions of the Economic Development Board
- **Design of the Libyan Economic Development Board**
- Launch of the Economic Development Board

A set of key reform initiatives have been defined for the first years of operation of the Libyan EDB



Year 1 (2007)

Year 2 (2008)

Entrepreneurship & SMEs

- Establish integrated Business Centres for SMEs
- Foster development of entrepreneurship culture
- Launch SME financing programs

- Launch fully-functional online portal for businesses
- Incorporate business skills in school curriculum

Workforce Capacity Development

- Plan redeployment of surplus public-sector employees
- Launch new vocational training for priority sectors
- Launch standards-based cross-sectoral training programs (e.g., English, IT)
- Establish permanent Leadership Training Institute

- Align overall vocational training system curriculum with business-oriented training blueprint
- Facilitate establishment of new private-sector vocational training programs

Wealth Distribution

- Design & launch Savings & Investments scheme pilot
- Implement housing scheme for all Libyans

- Fully roll-out new Personal Savings Account scheme

Cluster Development

- Design & launch Savings & Investments scheme pilot
- Implement housing scheme for all Libyans

- Institutionalize private-sector consultation process in policy formulation
- Design strategy to develop industry clusters, e.g., tourism, construction & real estate

International Partnerships

- Design & launch Savings & Investments scheme pilot
- Implement housing scheme for all Libyans

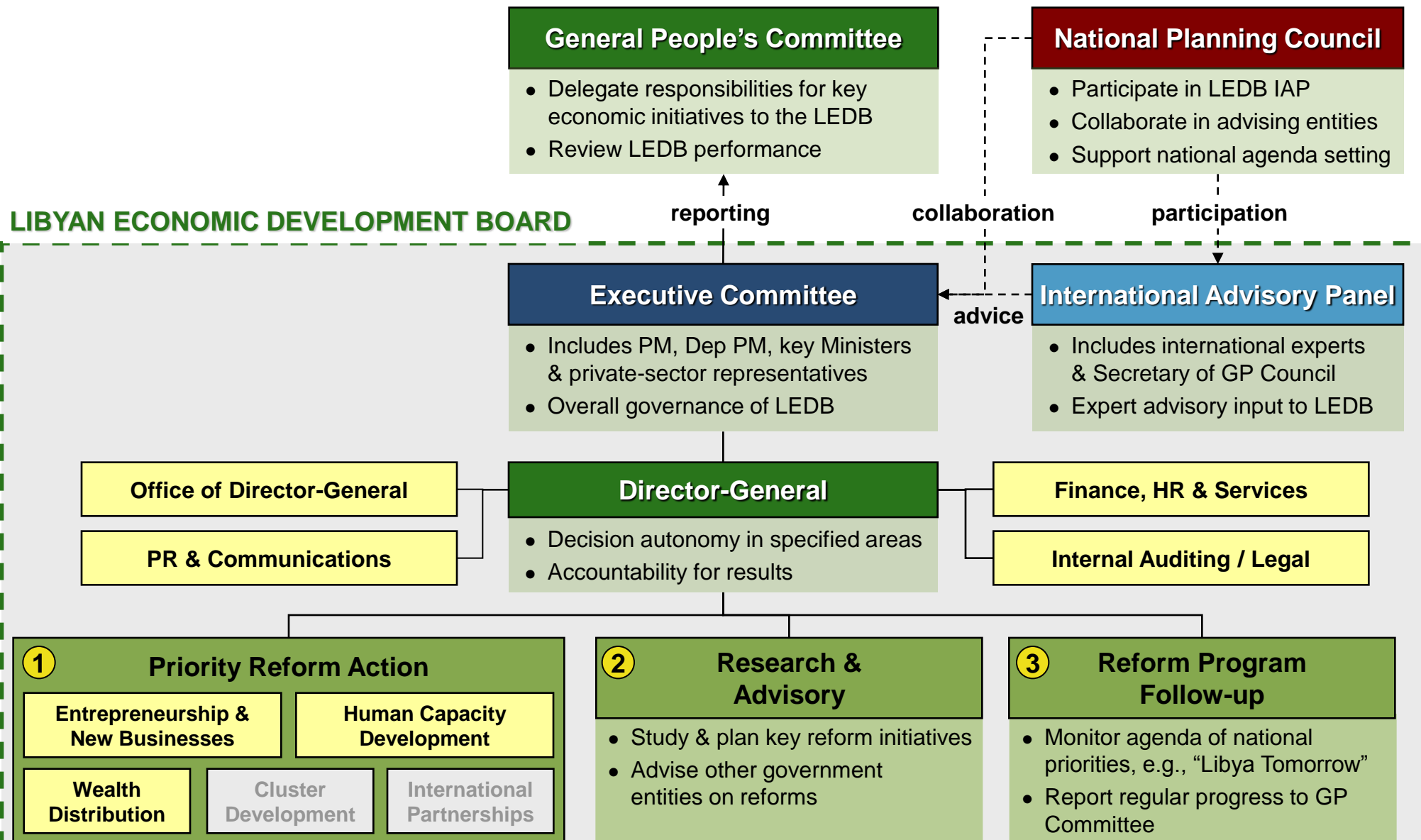
- Launch 'Brand Libya' campaign abroad
- Implement measures to enhance inflow of foreign skill & technology transfer
- Proactively engage strategic partners in key sectors

The LEDB will work closely with existing government institutions in the implementation of these initiatives

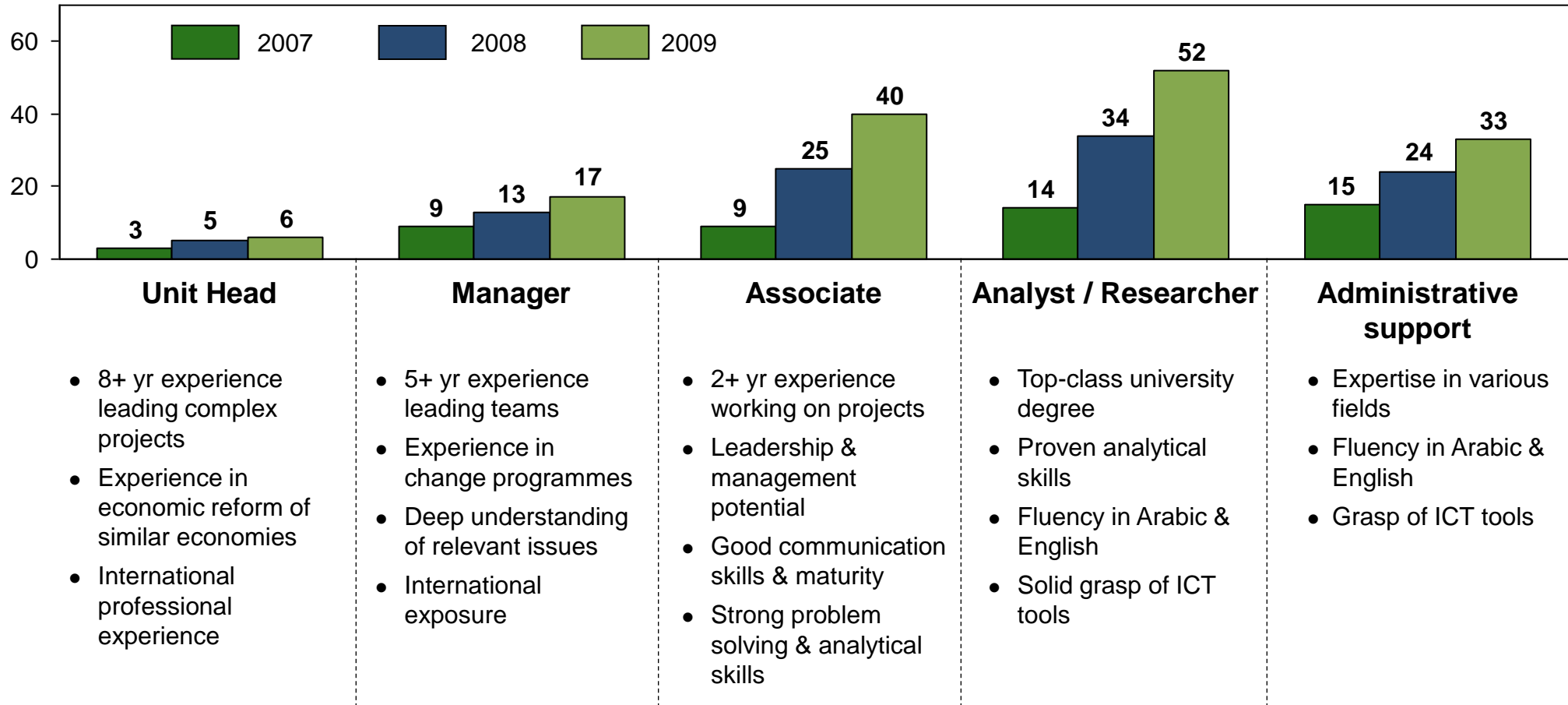


Libyan EDB Function	GPC of Economy, Trade & Investment	GPC of Industry & Energy	GPC of Foreign Aff. & Int'l Coop.	GPC of Manpower & Training	GPC of Finance	GPC for Higher Education	GPC for Social Welfare	National Planning Council	Others
Entrepreneurship & New Business	✓ Main responsibility	✓		✓	✓				<ul style="list-style-type: none"> Foreign Inv. Bd. Businessmen Council Syndicates Gadaffi Institute for Development
Workforce Capacity Development				✓ Main responsibility		✓			<ul style="list-style-type: none"> Universities Postgraduate Studies Academy
Wealth Distribution				✓			✓ Main responsibility		<ul style="list-style-type: none"> Gadaffi Institute for Development Social & Economic Development Fund
Cluster Development	✓	✓						✓	<ul style="list-style-type: none"> GPC for Planning Businessmen Council Chambers of Commerce & Industry
International Partnerships	✓		✓				✓		<ul style="list-style-type: none"> Gadaffi Institute for Development Foreign Inv. Bd. GPC for Planning

The organisational structure of the Libyan EDB corresponds to its functions and initial set of initiatives



The staff of the EDB should be highly qualified and will increase over time



- 8+ yr experience leading complex projects
- Experience in economic reform of similar economies
- International professional experience

- 5+ yr experience leading teams
- Experience in change programmes
- Deep understanding of relevant issues
- International exposure

- 2+ yr experience working on projects
- Leadership & management potential
- Good communication skills & maturity
- Strong problem solving & analytical skills

- Top-class university degree
- Proven analytical skills
- Fluency in Arabic & English
- Solid grasp of ICT tools

- Expertise in various fields
- Fluency in Arabic & English
- Grasp of ICT tools

Recruitment process:

- Transparent, meritocratic and robust
- Many positions open to both Libyans & foreigners to attract best expertise

Remuneration package:

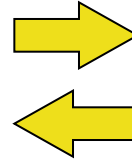
- Competitive by international standards
- Linked to individual and organisational performance

The Executive Committee and the Director-General of the EDB will work together to ensure the success of the new institution



Executive Committee

- Approve overall framework of campaigns
- Recommend candidate for EDB Director-General position
- Approve salary scales
- Approve draft budgets & closing accounts
- Approve annual report & closing accounts
- Participate in initiatives as experts



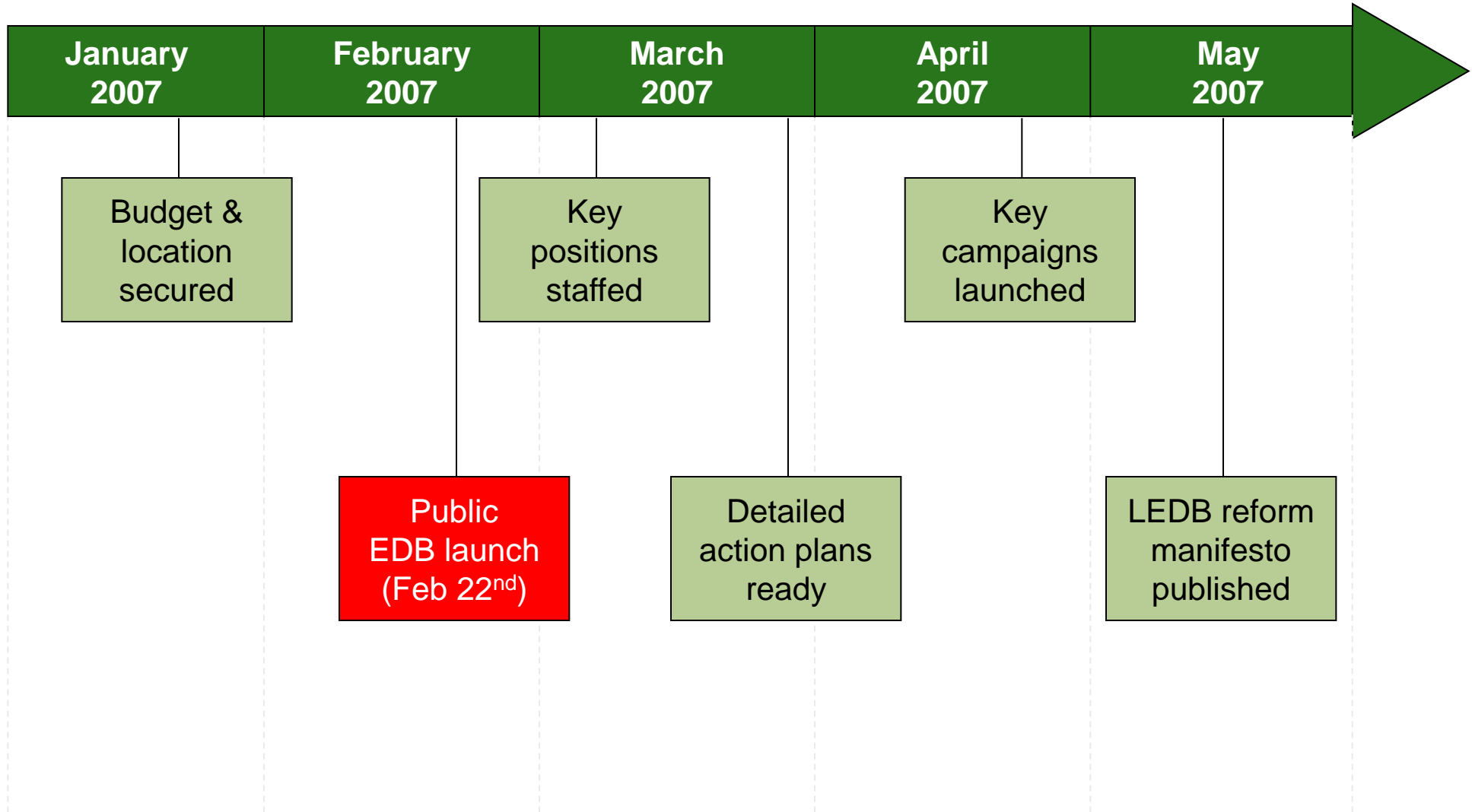
Director-General

- Design initiatives within the approved overall framework & EDB mandate
- Represent the EDB before other private sector, government or international bodies
- Make hiring, firing & promotion decisions for all staff within the EDB
- Draft budgets & make expenditure reallocation decisions, when needed
- Prepare annual report & closing accounts
- Define composition of teams responsible for each initiative

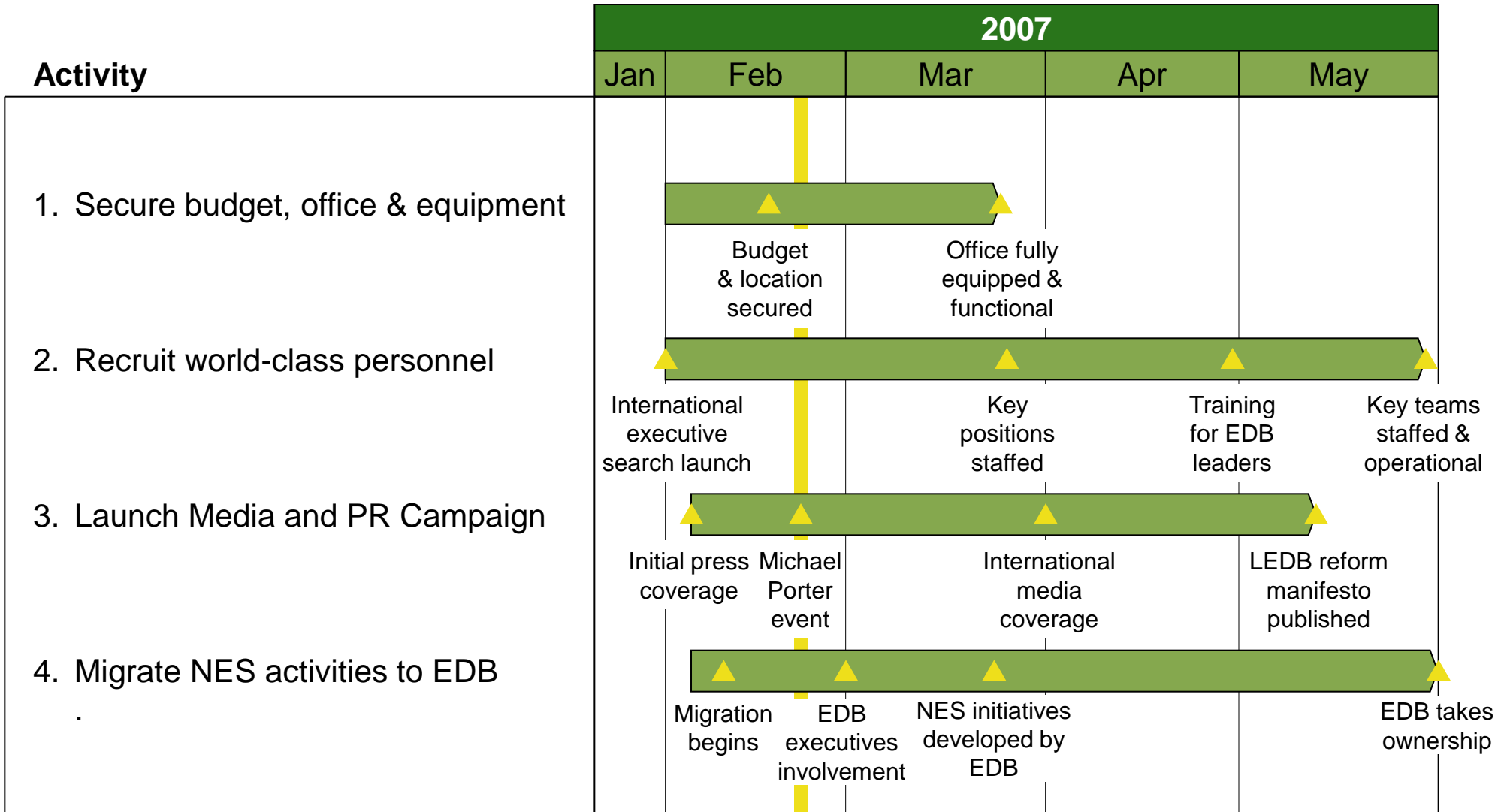


- Mandate & functions of the Economic Development Board
- Design of the Libyan Economic Development Board
- **Launch of the Economic Development Board**

A set of key milestones needs to be achieved to ensure successful launch of the Libyan EDB

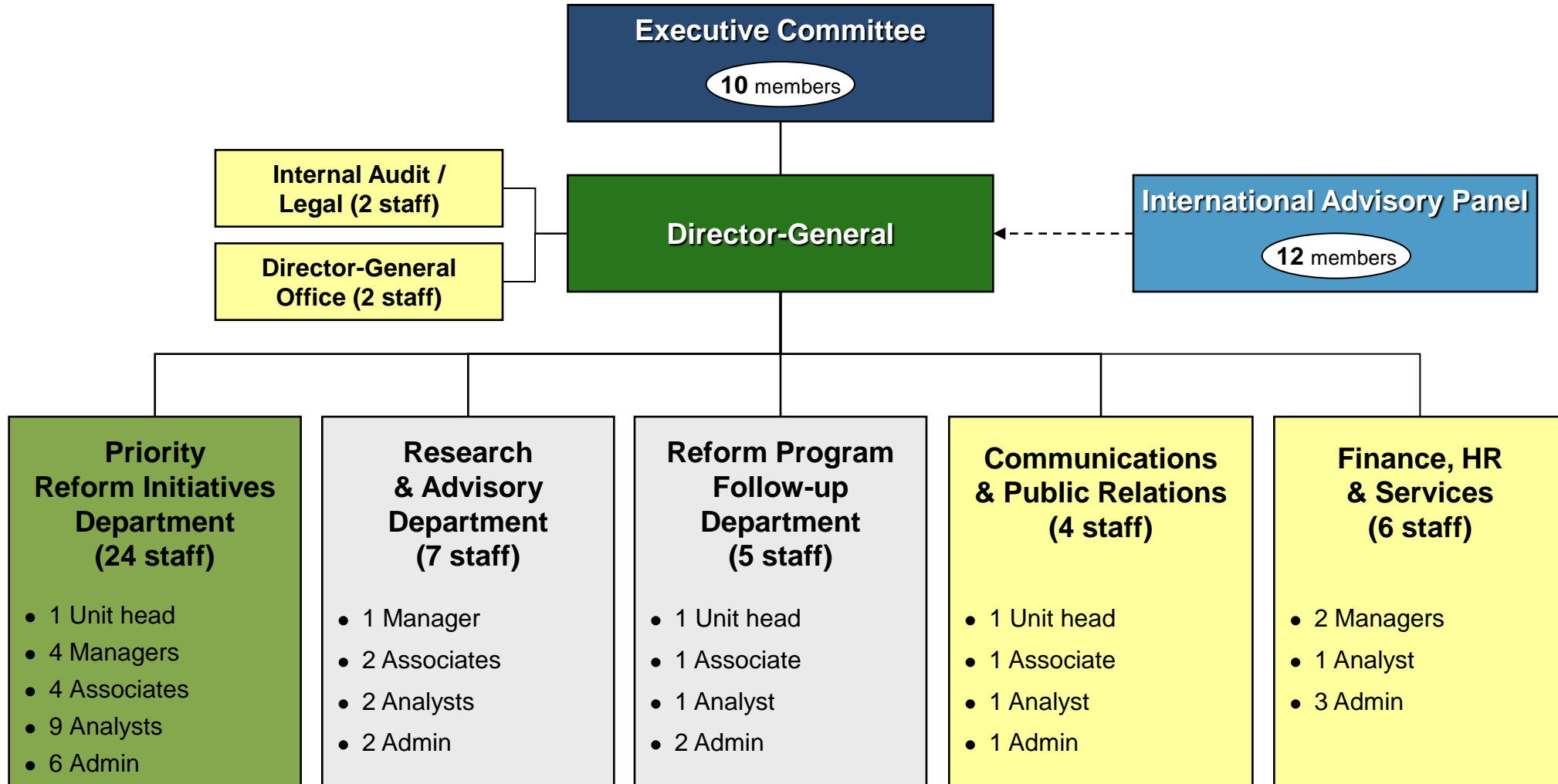


Successful launch will require then execution of an aggressive action plan to ensure that these milestones are achieved



Public EDB launch

The EDB will need a total of 51 staff for its first year of operation



Total LEDB full time staff: **Director-General + 50**

The EDB will require three distinct budgets of a total of \$94 mil in order to smoothly and effectively implement on it's mandate



A. Establishment Budget

One time budget for office and facilities, executive search, media campaign, legal costs and other

9.7 M\$

2007

B. Operational Budget

Annual ongoing budget for personnel, professional services and other operational expenses

58.9 M\$

2007

C. Development Budget for Campaigns

Capital expenditure and operational expenses to execute campaigns for Year 1

25.3 M\$

2007



- **Recruitment campaign**
- Detailed budget
- Job descriptions for EDB positions

Various 'talent pools' are being targeted for different positions in the LEDB



Talent Pools	Director-General	Unit Heads	Manager	Associate	Analyst / Researcher	Admin / Support
Experienced Libyan reform leaders	✓	✓	✓			
Skilled Libyans from diaspora		✓	✓	✓	✓	
International experts		✓	✓	✓		
Leadership training participants			✓	✓		
Exceptional Libyan graduates					✓	✓

The vision is for the LEDB to have a world-class team based on a recruitment campaign with two distinct goals



1

Highly experienced
& capable team to
“hit ground running”



2

Knowledge transfer
from foreigners
to Libyans



- Select executives based on a **clear, objective & meritocratic process**
- Recruit some **foreign experts** to ensure EDB access to world-class know-how
- **Mix Libyans and foreigners** in teams so that learnings can be shared
- Institute ‘**mentoring**’ program for all staff & offer **cutting edge training** program
- Launch staff **exchange program with other EDBs** to exchange best-practices

The search and recruitment process should be based on clearly defined job descriptions



Director-General

Role: Provide overall leadership of the Board, overseeing the design and implementation of all its activities

Main responsibilities:

- Serve as the Convener of the Board's Executive Committee and the International Advisory Panel, and coordinate with them
- Appoint suitably qualified candidates to all positions in the Board, and commission specific studies and projects
- Manage the funds and other assets of the Board, and prepare the annual budget and books of accounts
- Represent the Board before other public administration bodies, other entities and international institutions and sign on its behalf
- Prepare an Annual Report of the Board to be presented to the 'Executive Committee'
- Convene special sessions of the GP Committee / GP Congress to recommend issuing of decisions in the case of disputes or delays
- Propose amendments and the enactment of new legislation based on the requirements of the Board's activities

Unit Head of Priority Reform Action Department

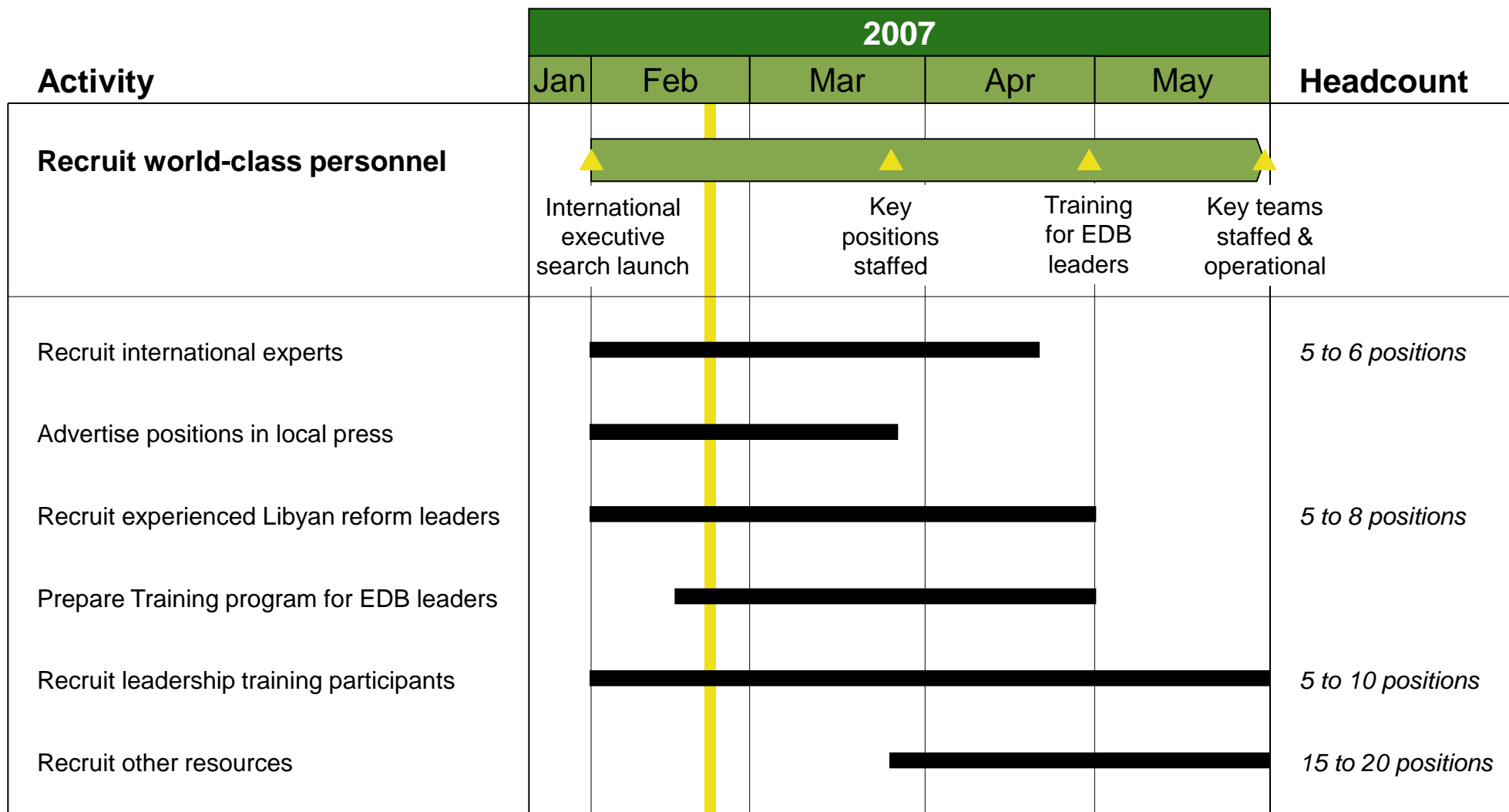
Role:

- Provide leadership to all Reform Initiative teams
- Function as the resident 'expert advisor' on overall economic development issues for the Board

Main responsibilities:

- Give strategic guidance on emerging economic priorities and on project design and execution
- Provide content expertise, including access to experts
- Monitor initiatives' performance and ensure implementation of required changes
- Recommend Rewards & Recognitions (R&R) for teams

An action plan has been put in place to ensure that the recruitment process is in line with the EDB launch



**Public
EDB launch**

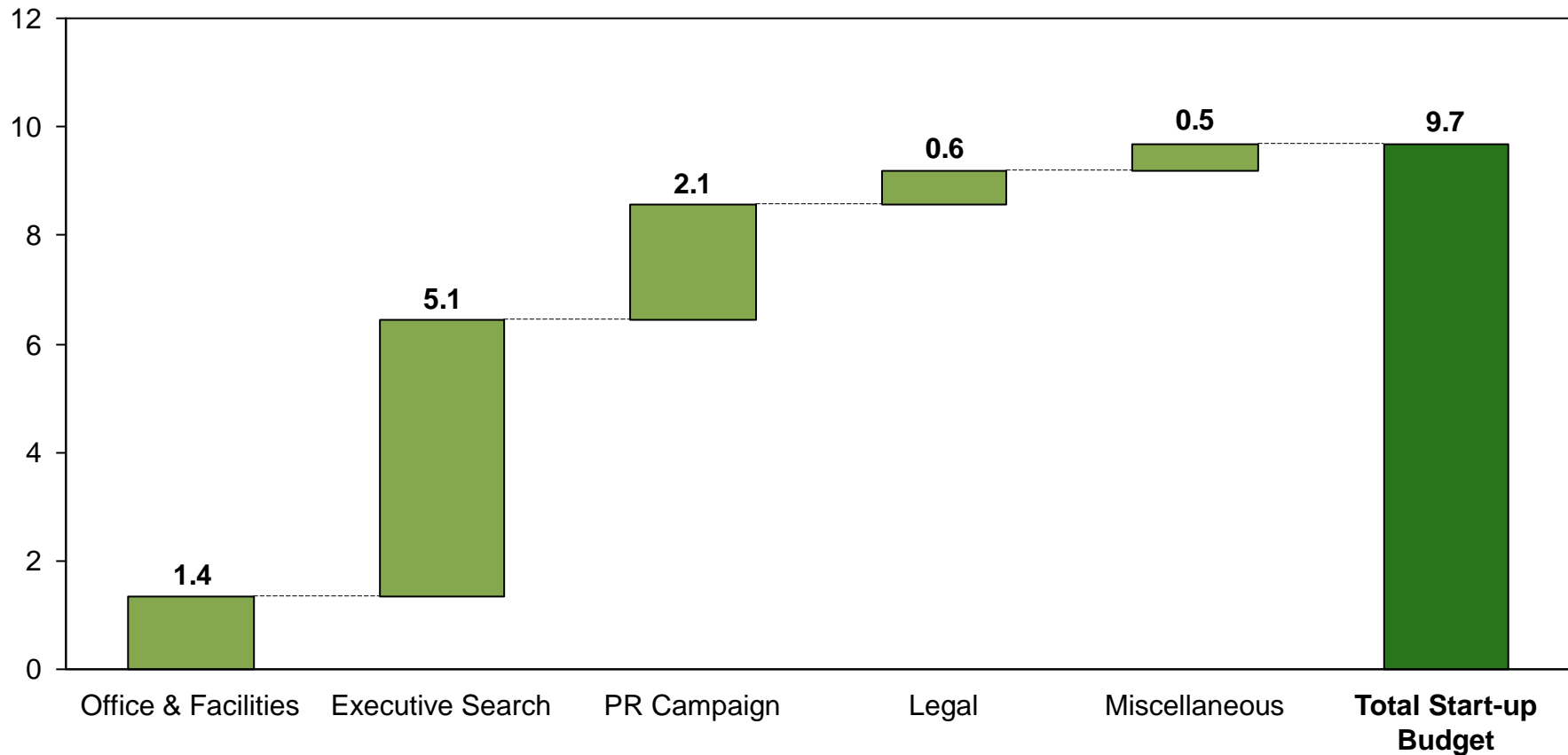


- Recruitment campaign
- **Detailed budget**
- Job descriptions for EDB positions

Establishment will require a one-time start-up budget of \$9.7 mil



Start-up Budget
2007, in USD Bn



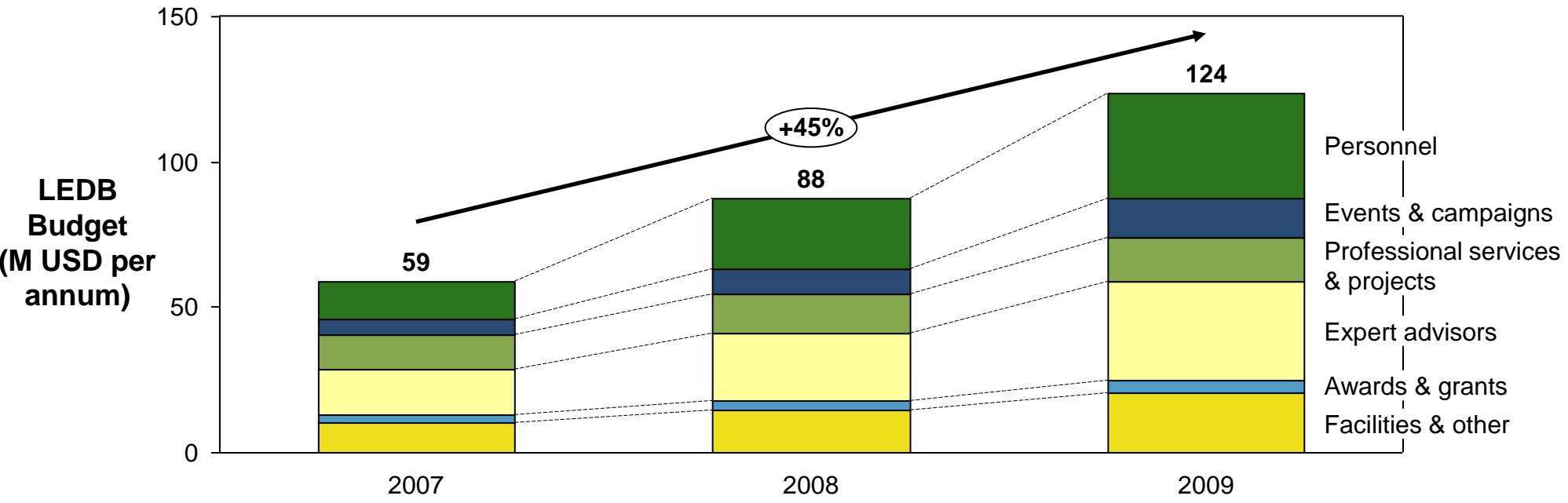
Source: Interviews with IT vendors, NES IT expert, real-estate and interior design developer, leading head-hunter agency, international media agency and international web-site development company, Monitor estimate

Detailed overview of Establishment Budget



	Budget (k\$)	Rationale
IT and Telecom Infrastructure	581	Computers, printers, software licenses, server & network
Furniture and Fixtures	206	Desk, chair, common space and meeting rooms furniture
Office Refurbishment	462	Painting works, sanitary, carpeting, air conditioning
Miscellaneous	100	Other items
Total Office and Facilities	1,350	
International recruitment	2,250	50% of 1st year salary + 50% relocation package
Local recruitment	701	20% of 1st year salary
Int'l & Local Recruitment (2nd year)	2,155	20% of 2nd year salary
Total Executive Search Costs	5,106	
Media & PR strategy	1,200	Campaign Design
Online Media	120	Professional web-site with personalized content
Print Media	150	Newspapers, magazines
External & broadcast media	200	Radio, Television
External Media	100	Billboards
Public Relations	350	Target institutions and influential Libyans
Total PR Campaign	2,120	
Legal and Initial Audit Costs	600	Legal and initial audit costs
Total Legal Costs	600	
Other	500	Other items, including insurance & contingencies
Total Miscellaneous	500	
Grand Total	\$9,676	

The operational budget will grow over time & will change in composition



Main observations

- **Personnel costs will increase** (from 22% to 29% of the budget) as the LEDB is fully deployed
- **Events & campaigns costs will increase** (from 9% to 11% of the budget) as Libyan brand promotion strategy is implemented
- **Professional services & projects will decrease** (from 20% to 12% of the budget) as the LEDB develops its own internal project management capabilities
- **Expert advisors costs will grow proportionately** as the LEDB launches more research and advocacy activities

B. Operational Budget

Detailed overview of Operational Budget for 2007 to 2009



	'000 LYD			'000 USD		
	2007	2008	2009	2007	2008	2009
Direct personnel costs (salaries & bonuses)	8,883	16,618	24,464	6,788	12,700	18,696
Other personnel-related costs	8,439	15,787	23,241	6,449	12,065	17,762
Total Personnel	17,321	32,405	47,705	13,237	24,765	36,458
Conferences & roundtables	2,617	3,430	5,618	2,000	2,622	4,293
Overseas Fairs	1,407	2,660	4,906	1,075	2,033	3,750
Marketing Campaigns	2,617	4,550	6,741	2,000	3,478	5,152
Total Events & Campaigns	6,641	10,641	17,266	5,075	8,132	13,195
Professional Projects	29,114	36,752	44,194	22,250	28,088	33,775
Expert Advisors	6,215	9,801	17,977	4,750	7,490	13,739
Surveys & external research / analysis	981	1,470	2,097	750	1,124	1,603
Total Professional Services	36,311	48,023	64,269	27,750	36,701	49,116
Total Awards & Grants	3,140	4,200	6,067	2,400	3,210	4,637
Rent & utilities	330	674	1,038	252	515	793
IT & telecoms	440	899	1,384	336	687	1,058
Office Supplies and Furniture	183	375	577	140	286	441
Printing and Publishing	5,447	7,203	9,640	4,163	5,505	7,367
Total Facilities and Location	6,399	9,151	12,639	4,891	6,994	9,660
Insurance	960	1,373	1,896	734	1,049	1,449
Other admin and expenses	888	1,662	2,446	679	1,270	1,870
Other liabilities & contingencies	5,447	7,203	9,640	4,163	5,505	7,367
Total Other	7,295	10,238	13,983	5,575	7,824	10,686
GRAND TOTAL	77,107	114,659	161,929	58,928	87,626	123,751

Compensation has been benchmarked against international standards



		Monthly Compensation 2007				Annual Compensation 2007	
Level	Position	Salary (LYD)	Bonus (%) ¹	Total (LYD)	Total (USD)	Total (LYD)	Total (USD)
6	Director-General	71,296	30%	92,685	70,833	1,112,225	850,000
5	Unit Head	33,551	30%	43,617	33,333	523,400	400,000
4	Manager	20,970	30%	27,260	20,833	327,125	250,000
3	Associate	10,065	30%	13,085	10,000	157,020	120,000
2	Analyst	4,194	30%	5,452	4,167	65,425	50,000
1	Admin. support	3,180	20%	3,816	2,917	45,797	35,000

Note: (1) Expected average bonus (as percentage of salary)

Personnel expenses will represent a larger part of the budget over time

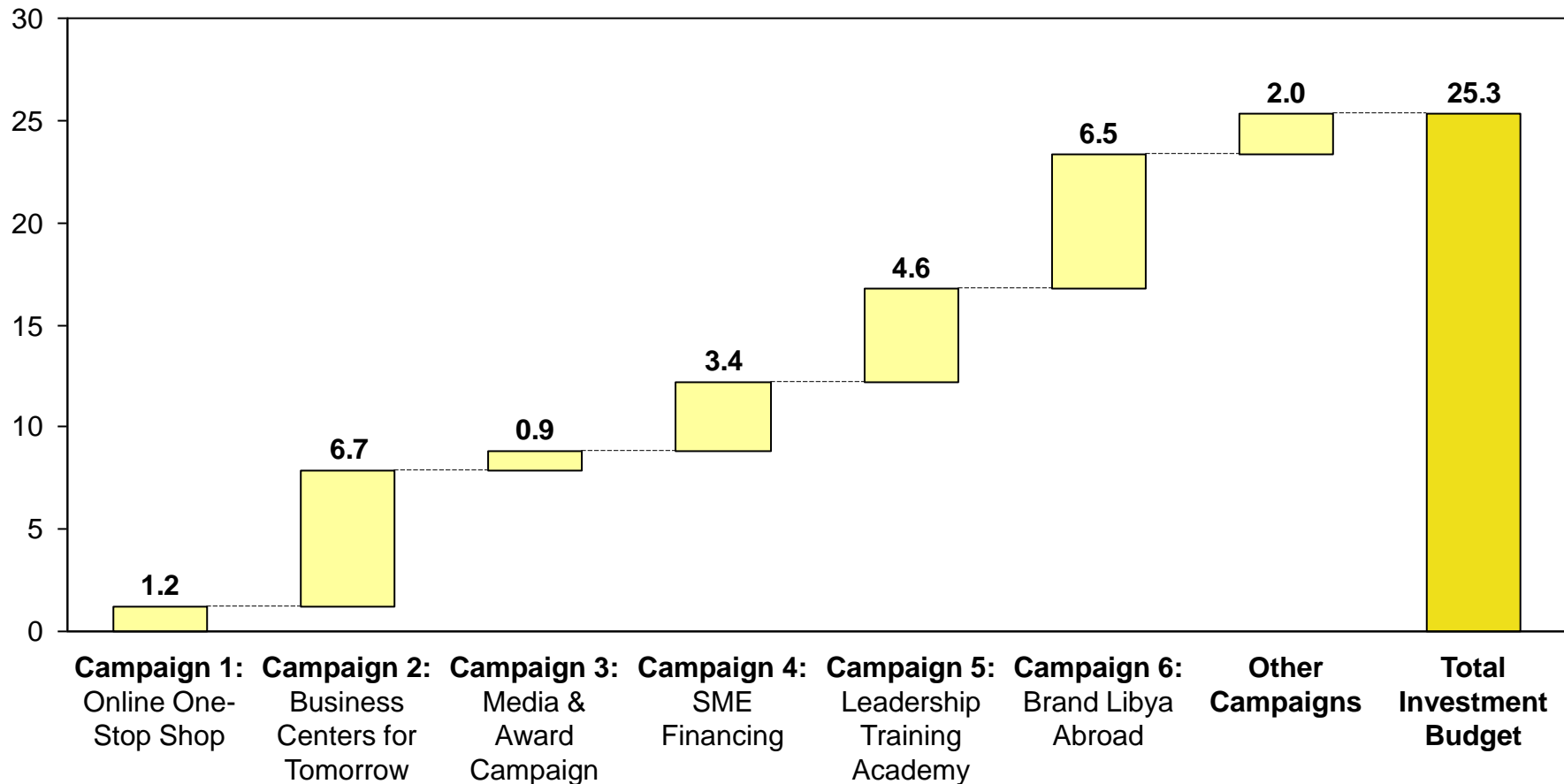


		2007			2008			2009		
Level	Position	#	'000 LYD	'000 USD	#	'000 LYD	'000 USD	#	'000 LYD	'000 USD
6	Director-General	1	1,112	850	1	1,190	910	1	1,273	973
5	Unit Head	3	1,570	1,200	5	2,800	2,140	6	3,595	2,748
4	Manager	9	2,944	2,250	13	4,550	3,478	17	6,367	4,866
3	Associate	9	1,413	1,080	25	4,200	3,210	40	7,191	5,496
2	Analyst	14	916	700	34	2,380	1,819	52	3,895	2,977
1	Admin. support	15	687	525	24	1,176	899	33	1,730	1,322
Sub-Total	Personnel	51	8,643	6,605	102	16,297	12,455	149	24,052	18,381
	Executive Committee	8	48	37	10	64	49	12	82	63
	International Advisor Panel	8	192	147	10	257	196	12	330	252
Sub-Total	Committees	16	240	183	20	321	245	24	412	315
Total		67	8,883	6,788	122	16,618	12,700	173	24,464	18,696

\$25.3 mil will be required to fund first year campaigns



Development and Investment Budget Break-up
2007 estimate, in USD Mn



Source: Interviews with IT vendors, NES IT expert, real-estate and interior design developer, leading head-hunter agency, international media agency and international web-site development company, Monitor estimate



Detailed overview of Development Budget for 2007

	Budget (k\$)	Rationale
IT & Telecom Infrastructure	345	Server, database storage, PCs, security infrastructure
Business portal development	240	Web-site with personalized and secure portal
Advertising Campaign	400	Web-site referencing, target institutions & influential Libyans
Miscellaneous	170	Personnel Training and other
Total Campaign 1: Online One Stop Shop	1,155	
Build & Equip 6 one-stop shops	5,850	Land, building, IT infrastructure, Furniture
Develop Guide and other Materials	420	Guide & other materials design and printing
Training	480	Personnel and faculty training
Total Campaign 2: Business Centers for tomorrow	6,742	
Advertising Campaign	450	Campaign design, public relations to target entrepreneurs
Newspaper Educational Campaign	155	Develop campaign and publish in 5 newspapers
TV & Radio programs	324	Once per month TV and radio programs
Total Campaign 3: Media and Awards Campaign	929	
Bank capabilities improvement	1,900	Consulting fees, all other fees covered by S&EDF, Banks
Build & Equip 6 one-stop shops	1,050	Furniture, Fixtures, IT
Miscellaneous	430	Advertising campaign and other
Total Campaign 4: SME Financing	3,380	
Facilities & Equipment	1,275	Land, building, IT infrastructure, Furniture
Faculty	2,080	Faculty salaries and benefits
Content Development	365	Content production and design
Operational Budget	930	
Total Campaign 5: Leadership Training Academy	4,650	
Print Media	660	Hire journalist services and advertise in int'l magazines
External Media	2,900	Airport space rental, travel agencies...
Broadcast Media	2,900	Produce and Broadcast TV spots
Total Campaign 6: Brand Libya Abroad	6,460	
Other Campaigns	2,000	
Grand Total	25,325	



- Recruitment campaign
- Detailed budget
- **Job descriptions for EDB positions**

Sample Job Description

Head of Priority Reforms Unit



Position in the Organization: Department Head, reporting to the Director-General

Location: Tripoli, Libya

Role Objective: The development and implementation of reform in key areas of the Libyan economy and business environment, providing leadership on all reform initiatives and acting as advisor on reform matters to internal and external stakeholders

Key Responsibilities & Accountabilities:

Act as the second in command to the EDB Director-General and lead the development and implementation of the economic reform plan to include specific and measurable targets and performance indicators.

Responsibilities will specifically include

- Review and approve reform plans produced by each of the 5 Reform teams
- Monitor key performance indicators in the Libyan economy providing comparative benchmarked performance metrics
- Ensure alignment of reform agendas of different government institutions and coordinate their action to implement them
- Identify new emerging economic priorities and advocate appropriate allocation of responsibility to address them.
- Provide guidance and act as resident expert on the Libyan economic reform and development process to the Director-General
- Facilitate access to external expertise when required and a spirit of joint cooperation and partnership from government Ministers.

Key Competencies & Profile:

Nationality: Open (preferably Libyan)

Education: Relevant degree from a world-class institution. Preferably a Masters degree or PhD in Economics, Public Policy or MBA

Languages: Fluent in English; additional fluency in Arabic strongly preferred

Previous Experience: More than 10 years of experience designing and leading complex projects, designing economic policies and implementing reforms. Proven success in managing projects that led to fundamental and enduring change in the private or public sector. Demonstrated familiarity with the MENA region

Personal Characteristics: Highly motivated, collaborative and hand-on self-starter with the ability to provide strong leadership and motivation to the Priority Reform Initiatives Department, and strong organizational capabilities. A pragmatic and structured implementer with high energy levels, resilience, patience and tenacity, capable of overseeing several projects in parallel. Able to create and maintain pace whilst ensuring that energies are well focused and channelled.

Key Staff Responsibilities: 6 direct reports – 5 Managers + 1 Admin Assistant

Terms & Conditions: Annual compensation of a maximum of XXX,XXX LYD, including an expected average bonus of 30% of annual salary. Special allowance XX