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**Entering into new markets and business relationships
with your eyes open**

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Overview



Introduction

Why is gaining an in-depth understanding important?

Building your understanding

Country Risk Analysis; typical considerations

Integrity Due Diligence; typical considerations

Some key points to consider

Questions?

Why is gaining an in-depth understanding important?

- Emerging/developing markets remain attractive, but are often 'unknown'
- Regulatory environment continues to tighten
- Rise of the whistle-blower
- Enables good business decisions

Building your understanding

- Country Risk Analysis and Integrity Due Diligence
- Conducted without access to the company (or data room)
- Just one step in the overall diligence process
- Risk based, not 'one size fits all'
- Typically two levels of enquiry
 - Level 1: consultation of public record information
 - Level 2: additional enquiries through outside (human) sources

Country Risk Analysis; typical considerations

Trends within the relevant sector

Political and business environment risks

Key players in the sector or region

Legal and regulatory frameworks

Perceived levels of corruption in the relevant sector and region

How foreign businesses are treated

Infrastructure

Integrity Due Diligence; typical considerations



Some key points to consider



See CRA and IDD as enablers



No “one size fits all”



Have a clear strategy to respond to issues



What happens next: ongoing monitoring

Questions?



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