

**EMGN**

A C A D E M Y

EMGN AUTUMN ACADEMY 2024


OPENING NEW HORIZONS FOR CGIs THROUGH COMMUNICATION

22nd AND 23rd OF OCTOBER 2024 IN CAIRO, EGYPTImplemented by
giz**TED**the
CHANGE
INITIATIVE



The Future of Communication – A reminder

Trends, Disruptions, and Challenges for Credit
Guarantee Institutions in the MENA Region



Changes
fast and
faster

Smoke signals

Carrier pigeons

Horseback messenger

Postal service

Morse code

Analog phone (voice introduced)

Radio broadcast

TV/screen (video introduced)

Digital phone

Desktop/laptop computer (email introduced)

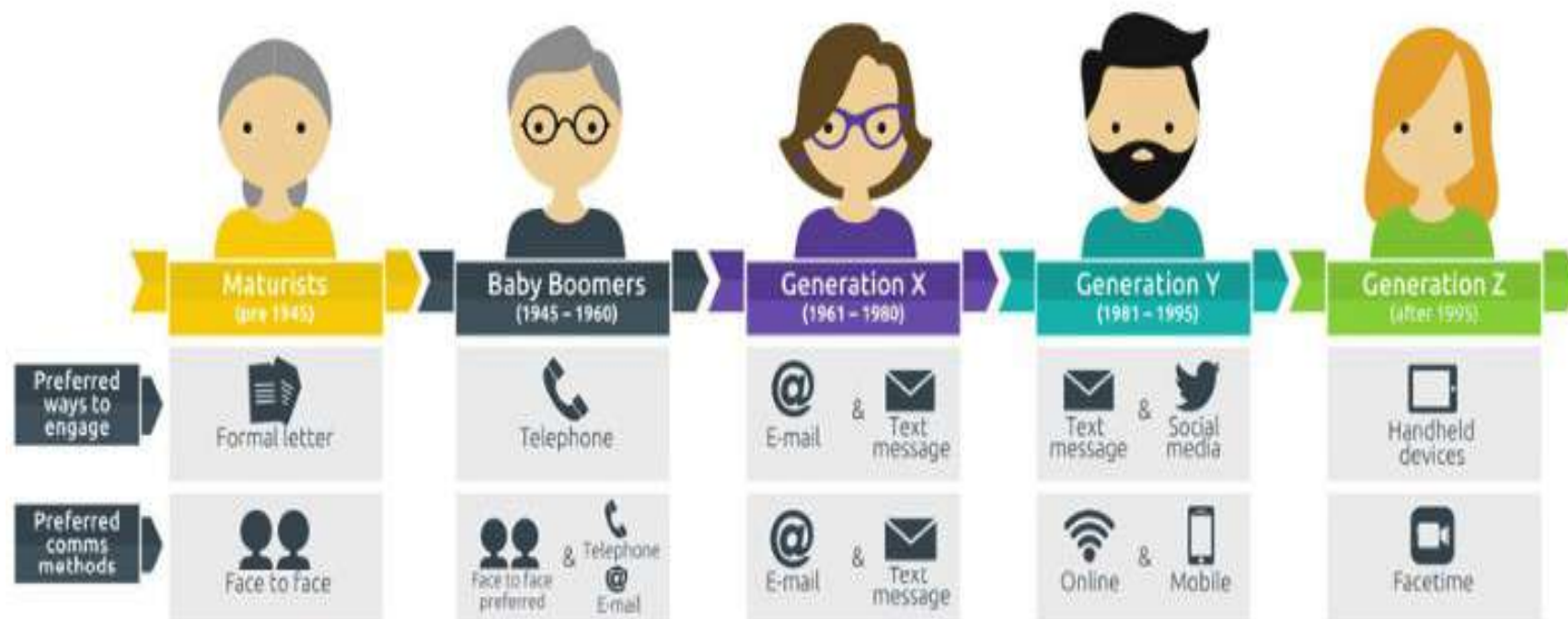
Mobile devices (SMS introduced)

What's next?

Relevant Megatrends in Communication

- Aging Population: Adapt communication to older clients with simpler interfaces and clear messaging
- Digital Transformation: Ongoing shift to digital communication channels
- Sustainability and Social Responsibility: Growing expectation for institutions to align with societal values
- Globalization: Communicating across borders, cultures, and time zones
- Data Privacy: Increasing importance of secure, private communication to build trust



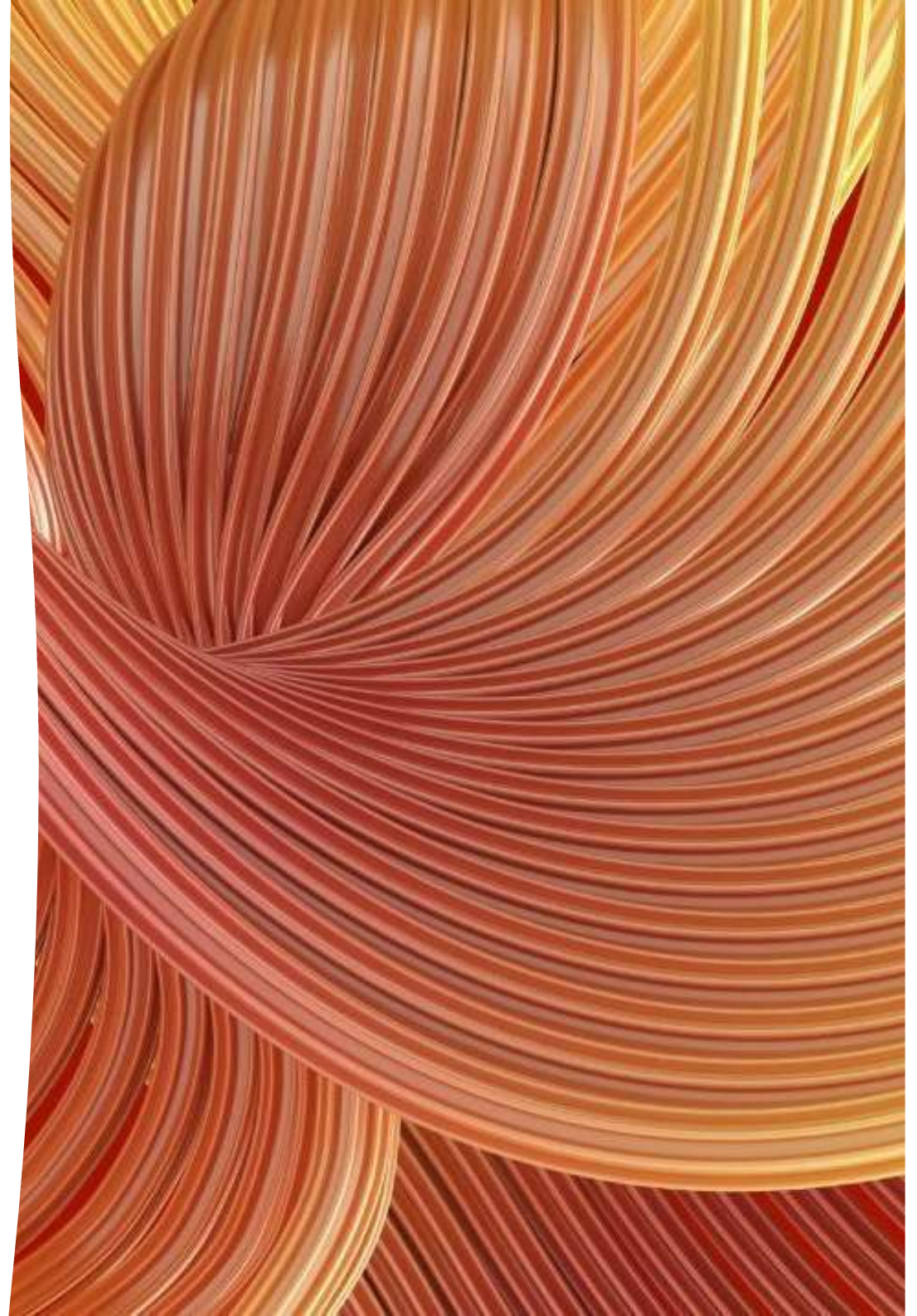


Trends in Communication

AI and Automation

Hyper-
Personalization

Omni-Channel
Communication



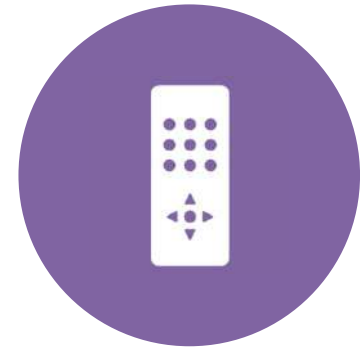
Disruptions in Communication Technology



- BLOCKCHAIN FOR SECURE
COMMUNICATION



- 5G TECHNOLOGY
(ACTUALLY 6G)



- REMOTE WORK AND
DIGITAL COLLABORATION

Developments in the Financial Sector



- Digital Signatures
and Smart Contracts



- Data-Driven
Decision Making



- Customer-Centric
Mobile Apps

Future Challenges



Cybersecurity and
Data Privacy



Digital Divide



Regulatory
Changes


Communication with Stakeholders and Partners



CROSS-CULTURAL
COMMUNICATION



TRANSPARENCY AND TRUST



The Role of AI and Predictive Analytics

Predicting Market Trends

AI-Driven Insights for Improved Communication

Conclusion: Preparing for the Future

**Adaptability and
Innovation**

**Importance of
Strategy, Security,
and Scalability**



Sustainability and Impact Communication

ESG (Environmental, Social, and Governance) Reporting

Clients and stakeholders will expect regular updates on how credit guarantees support green projects or socially responsible enterprises.





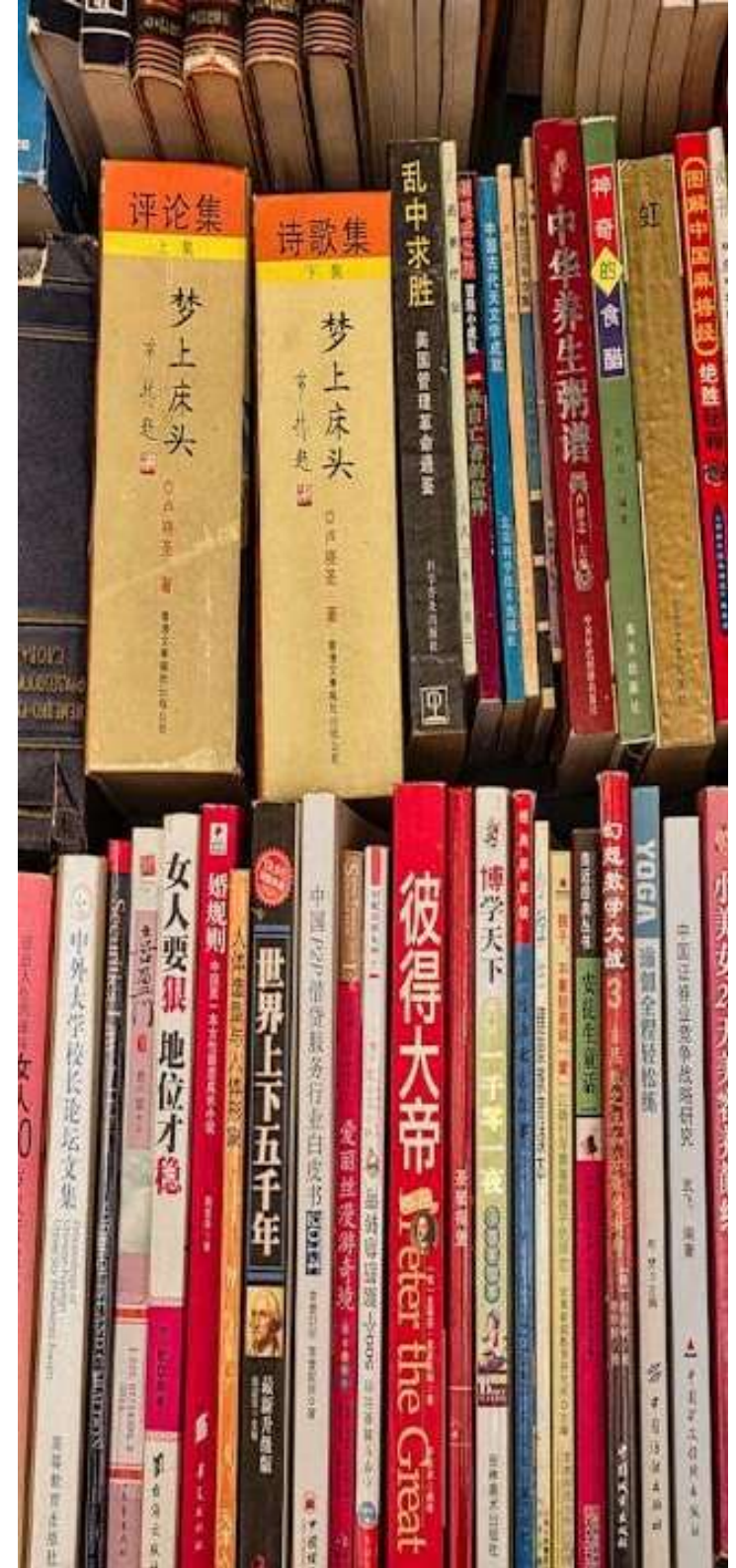
Sustainability and Impact Communication

Impact Narratives:

Institutions will use storytelling and data to communicate the social and economic impact of their guarantees, particularly in supporting SMEs, green financing, or underserved markets.

The Importance of Storytelling

- Storytelling creates emotional connections
- Simplifies complex information
- Engages stakeholders and enhances message retention
- Helps build trust and credibility
- Makes the institution's vision and services relatable to clients





Know Your Stakeholders and Engage Strategically

- Identify different stakeholder groups (clients, partners, regulators, etc.)
- Understand their unique needs and preferences
- Tailor communication strategies for each group
- Use appropriate channels and messaging for maximum engagement
- Monitor feedback and adapt your approach continuously