



CMC - GLOBAL

ICMCI
2023-2024

Round Table Topics

Topic 1 – How can we grow our presence in new countries while maintaining presence in existing ones?

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	Existing Countries	New Countries
Objective	<ul style="list-style-type: none">• Adding value to the members:<ul style="list-style-type: none">• Promoting training / knowledge sharing (use Hubs and communities)• Offering networking capabilities• Offering support (e.a. with difficult clients)• Lobbying with governments• Organise events that help to attain visibility• Promote the CMC brand (“CMC Canada CMC Promotion Strategy “):<ul style="list-style-type: none">• With sister associations (PMI, etc.)• With large consulting companies• With academia	<ul style="list-style-type: none">• Helping them to be part of the world<ul style="list-style-type: none">• Market entry strategy<ul style="list-style-type: none">• Understand the general context (consulting market expansions, etc.)• Promote the profession with business associations, sister associations, relevant government ministries, local consulting companies• Lever the CMC brand using places where it is well recognized as an example (Austria, Canada)• Use established ‘regional IMC’ or GI as mentoring organisations / incubators as well as the Hubs• In Europe, establish and leverage the EU relationship (and FEACO)

Topic 1 – How can we grow our presence in new countries while maintaining presence in existing ones?

	Existing Countries	New Countries
Means	<ul style="list-style-type: none">• Use own means (financial discipline (business cases for initiatives => projects must be self-sustaining))• Generate additional revenue streams (events, studies, etc.)	<ul style="list-style-type: none">• Use IFI / development banks (World Bank, EBRD, ADB, etc.) or large aid organisations (USAID) as a capital provider for emerging markets

Thank you for your attention!

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