



YOBE STATE AGENCY FOR PUBLIC PRIVATE PARTNERSHIP AND INVESTMENT
PROMOTION (YAPPIP)

AFTER CARE, RETENTION AND STRATEGY

PREPARED: DEPARTMENT OF RATING, MONITORING AND EVALUATION

APPROVED: DIRECTOR GENERAL

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- **Introduction**

The Yobe State Agency for Public-Private Partnership and Investment Promotion (YAPPIP) recognizes aftercare as a critical function to sustain and maximize the benefits of public-private partnerships (PPP) and investments within the State. It is committed to fostering a thriving investment ecosystem in Yobe State through a robust Investor Aftercare Standard Operating Procedure (SOP). This aftercare framework is designed to nurture long-term relationships with investors, address operational challenges, and drive sustainable economic growth. Anchored in international best practices, such as the World Bank's Investment Climate Reform Toolkit and UNCTAD's Investor Aftercare Guidelines, the SOP ensures seamless project progression from feasibility to operation, enhances investor confidence, and positions Yobe State as a competitive investment destination.

Background

Yobe State located in the northeastern region of Nigeria, offers a wealth of investment opportunities anchored in its diverse resources and strategic trade positioning. Rich in agricultural and agro-allied resources, solid minerals resources with growing industrial base makes it an attractive hub for investors. However, sustaining investments requires proactive aftercare to address regulatory, operational, and community-related challenges. The YAPPIP Investor Aftercare Program is a cornerstone of this strategy, offering tailored support to ensure investor satisfaction and socio-economic impact.

2. Objectives

The Investor Aftercare Program aims to:

- Consolidate YAPPIP's commitment to a one-stop-shop model for regulatory assistance, access to incentives, networking, and complaints resolution.
- Enhance investor satisfaction and retention by resolving concerns within defined timelines and providing proactive support.
- Collect and analyze actionable feedback to continuously refine aftercare services and align with investor needs.

- Strengthen partnerships between investors, government agencies, and local communities to foster inclusive growth.
- Increase reinvestment and expansion rates by building investor confidence in Yobe's business environment.

3. Scope of the Aftercare

The Yobe State Agency for Public-Private Partnership and Investment Promotion (YAPPIP) aftercare framework comprises the following key service clusters derived from the SOP:

- **Investor Engagement**
 - **Identification and Profiling:** To maintain a comprehensive database of active investors, categorized by industry (e.g., agriculture, renewable energy, solid minerals etc), investment size, and geographic location within Yobe State.
 - **Engagement Mechanisms:** Conduct scheduled quarterly engagements (e.g., Investor Clinics) and unscheduled visits to assess needs, monitor progress, and resolve issues.
 - **Investor Portal:** Develop an online portal for investors to access services, submit requests, and track issue resolution.
- **Regulatory Assistance**
 - **One-Stop Facilitation:** Provide end-to-end support for obtaining permits, licenses, and certifications, reducing bureaucratic delays.
 - **Compliance Support:** Offer guidance on state and federal regulations, including environmental, labor, and tax compliance.
 - **Fast-Track Services:** Prioritize regulatory approvals for strategic investors (e.g., those in priority sectors like agribusiness or solid minerals).
- **Government Relations**
 - **Liaison Services:** Facilitate coordination with Ministries, Departments, and Agencies (MDAs), such as the Ministry of Agriculture, Yobe Internal Revenue Service (YIRS), or Yobe Geographic Information Service (YOGIS), to resolve policy-related issues.

- **Community Engagement:** Mediate between investors and host communities to ensure mutual benefits and prevent conflicts.
- **Policy Advocacy:** Escalate systemic regulatory bottlenecks to state and federal authorities for resolution.
- **Access to Incentives & Tax Holidays**
 - **Incentive Mapping:** Identify and communicate available federal and state incentives, such as tax holidays, import duty waivers, or land subsidies.
 - **Application Support:** Assist investors in vetting, submitting and processing applications for incentives, ensuring compliance with eligibility criteria.
 - **Monitoring:** Track the utilization of incentives to ensure transparency and accountability.
- **Networking & Collaboration**
 - **Events:** Organize bi-annual Investment summit, sector-specific roundtables, and matchmaking events to connect investors with suppliers, partners, and government officials.
 - **Knowledge Sharing:** Facilitate peer-to-peer learning through case studies and best practice workshops.
 - **Public-Private Partnerships (PPPs):** Promote collaboration between investors and state agencies for infrastructure development.
- **Problem Resolution**
 - **Grievance Redress Mechanism (GRM):** Establish a formal GRM to address investor complaints, with a target resolution time of **30 days**.
 - **Mediation Services:** Deploy Business Environment Support Teams to mediate disputes involving investors, communities, or MDAs.
 - **Escalation Protocol:** Define clear escalation paths for unresolved issues, involving senior YAPPIP Leadership or external arbitrators.
- **Reporting & Continuous Improvement**
 - **Aftercare Database:** Maintain a centralized database to track investor interactions, issues, and resolutions.
 - **Performance Reporting:** Publish bi-annual reports summarizing aftercare activities, investor feedback, and key performance indicators (KPIs).

- **Feedback Integration:** Incorporate investor feedback into SOP updates through an annual review process.
- **Exit & Graduation Strategy**
 - **Graduation Criteria:** Define metrics for transitioning mature investments (e.g., operational for 5+ years, financially stable) to a lower-touch engagement tier.
 - **Network Privileges:** Ensure graduated investors retain access to networking events and policy updates.
 - **Exit Support:** Provide guidance for orderly exits, including asset disposal and community transition plans, if applicable.

5. Expected Outcome

- **Investor Awareness & Uptake:** At least 90% of current investors registered on the Aftercare Portal and attended scheduled clinics.
- **Issue Resolution Rate:** Resolution of $\geq 80\%$ of investor raised issues within 30 days.
- **Feedback Driven Improvement:** Delivery of a consolidated investor feedback report with prioritized action items for SOP refinement.
- **Investor Confidence:** Formal recommitment by 70% of forum participants to reinvest or expand operations in Yobe State.
- **Strengthened Partnerships:** Active collaboration mechanisms established between YAPPIIP, MDAs, and private sector stakeholders.

6. Team Composition, Roles & Responsibilities

Team Member / Unit	Role & Responsibility
Director RM&E	Chair Aftercare Steering Committee; approve SOP adjustments.

Sectoral Aftercare Officers (5).	Present services clusters, sector specific investor support and follow up on investor requests.
Business Referrals Officer	Coordination across government agencies, escalate policy or regulatory bottlenecks to relevant agencies.
Strategy Officer	Track KPIs; compiled quarterly performance and feedback reports.
Communications Officer	Stakeholder outreach and media liaison, manage invitations, branding, media coverage, newsletter.