

The Egyptian Survey Authority Business Model to Strengthen Public Private Partnership in the Real Estate Industry

M. Mostafa RADWAN, The Netherlands, M. Hisham NASR, Egypt, Christiaan LEMMEN, The Netherlands, Sohir HUSSEIN, Egypt

Key words: business Model, Cost Recovery, Public Private Partnership PPP, Downsizing, Outsourcing, Virtual Enterprise, Workflow, Chaining of Services, Spatial Data Infrastructure

SUMMARY

In the year 2001, a decision was taken by the Egyptian Government to convert the Egyptian Survey Authority, ESA, to be an 'Economic Authority', operating on 'cost recovery' basis, aiming to be fully self-subsidized, generating revenues from the services it offers without violating its national mandate. Such a decision was taken in the framework of the government's policy to reduce the burden on the government's budget as well as to free large public institutions like ESA from the government's bureaucracy in many business aspects. Several improvement actions took place in ESA, based on IT technology and modern concepts in operations management and control; the ultimate aim is to strengthen the competitive power of ESA and to improve mapping and cadastre services. Further actions are taken by the present government in the year 2004 requesting ESA to allow an apparent role of the private sector in its mapping and cadastre activities. ESA at the moment is busy exploring new strategic directions and business models to respond to these government's policies. Such strategies should include options for outsourcing many of basic mapping activities, re-orientation of core tasks focusing on geo-information management and the delivery of diverse services, optimization and downsizing, Public Private Partnership PPP, etc.

This paper proposes a platform for implementing 'PPP', including the networking of the various public and private Mapping and GIS institutions in Egypt for the delivery of mapping services that beyond their individual capacity. Such a platform operates as a 'virtual enterprise' comprising dynamic collaboration of many of these institutions partnering on the basis of competencies and shared business objectives. The distribution of mapping responsibilities on the bases of mutual benefit and capability of the participating partners, standardization and legislation of mapping industry and the technical and business rules for the chaining of workflows across the boundaries of participating organizations, are the key tasks in such platform.