



Afghanistan International Marble Conference II

Afghanistan's Resource Advantage

Message Objectives

- 1. Increase Investment – Funding**
- 2. Change Public Policy**
- 3. Build Partnerships and Alliances**
- 4. Support New Initiatives**
- 5. Change Public Opinion – Build Brand**
- 6. Change Behavior**

- **Overt Benefit:**
 - Answers the audience question of "What's in it for me?"
- **Reason to Believe:**
 - What persuasive credibility shows that the promise can be delivered on?
- **Dramatic Difference:**
 - What is the uniqueness or distinctive appeal to the audience?
- **What is the Call to Action?**

- 1. Increase Investment – Funding**
 - a. Communicate Opportunities to:**
 - i. International Investors**
 - ii. Local Investors**
 - b. Communicate Opportunities to:**
 - i. International Donors**
 - ii. Lenders**
- 2. Change Public Policy**
 - a. Licensing Regime**
 - i. Quarry Exploration Licenses**
 - ii. Protection of Licensees in Remote Areas**
 - b. Tax Regime**
 - i. Export of Block**
 - ii. Export of Processed Materials**
 - iii. Investor Protection**
- 3. Build Partnerships and Alliances**
 - a. Role of private sector associations**
 - i. ACCI Advocacy**
 - ii. Vision for Industry Sector Development**
 - b. Investor and Joint-Venture Partnerships**
 - i. International Investors**
 - ii. Local investors – New models for investment**
 - c. Industry Cooperation**
 - d. International Cooperation**
- 4. Support New Initiatives**
 - a. Italian Government & Industry Support**
 - i. Training and Equipment – Extraction**
 - ii. Training and Equipment – Processing**
 - iii. Building of Road from Quarry to Plant**
 - iv. Transfer of Industry Knowledge and Ongoing Education**
 - b. Establishment of Carving School**
- 5. Change Public Opinion – Build Brand**
 - a. Counter negative perceptions:**
 - i. Environmental**
 - 1. Blasting**
 - 2. Lack of Robust Environmental Safeguards**
 - ii. Security**
 - 1. Conflict**
 - 2. Warlords**
 - iii. Doing Business**
 - 1. Corruption**

2. **Lack of Investor Protection**
 3. **Logistical and Market Access Obstacles**
- b. **Build Actual and Perceived Brand Value**
- i. **Raise Awareness of:**
 1. **Value of Asset Base**
 2. **Variety of Materials**
 3. **Quality of Materials**
 4. **Quality of Processing**
 - ii. **Define and Position the Afghanistan Marble Brand**
 1. **Brand Essence and Identity**
 2. **Value Proposition and Positioning**
 3. **Brand Communications and Promotion**
6. **Change Behavior**
- a. **Increase Industry Cooperation and Build Association Capacity**
 - b. **Improve Production Methods of Quarry Operators**
 - c. **Improve Standards of Processing**
 - d. **Shift from Commodity Selling to Premium Brand Marketing**
 - e. **Increase Sales of Processed Marble**
 - f. **Reduce Sales of Raw Materials**
 - g. **Provide Employment to Local Workforce**

Message Delivery - Medium

- **Speech**
- **Presentation/Workshop**
- **Individual Meetings**
- **Site Visits/Demonstration**
- **Informational Materials**

Message Delivery - Communicator

- **Designated Speaker/Presenter/Author**

Audience Identification

- **Segmentation**
- **Prioritization**