



# Nextera

**Services to  
New Zealand  
companies trading  
in the GCC**



Nextera is a new generation consulting firm which delivers performance innovation for both governments and private sector businesses

## The opportunities in the GCC are immense. Are you equipped to exploit them?

Services to New Zealand companies wanting to work in the GCC:  
familiarisation, regional research, market entry strategies

**Sharing wisdom, building relationships, delivering value**

### We value innovation and wisdom

- Committed to providing internationally renowned experts
- People who have deep experience and practical knowledge
- Bring wisdom to our solutions

### We develop strong professional relationships

- We understand what is important to you
- Then we take care to remember those important things

### Build trust in our relationships

- We deliver value
- Results that are clear and easy to understand
- Effective and practical solutions

strategy and transformation  
governance and risk  
government modernisation  
performance innovation

## Meet the team

The Executive Directors of Nextera are **Gerry Cryer** and **Graham Vaughan-Jones**, both highly experienced consultants.

Graham is a very skilled and experienced public sector modernisation specialist, who has led numerous successful projects worldwide. He has a distinguished government career in New Zealand which preceded over 20 years in senior consulting roles. Has played a part in a number of leading innovations, and is expert in application of modern public management concepts and associated techniques.

Gerry was previously director of Coopers & Lybrand Consulting in the UK, Compaq Global Services in the USA and Senior Performance Improvement Advisor to PricewaterhouseCoopers in the Middle East. He has 30 years of international consulting experience and extensive knowledge of the issues of strategy implementation and performance management. He works with the management teams to help them align themselves and their business around the strategic intent.

**Our team** are all seasoned practitioners—they have been working in Government or industry and have faced and solved real life problems. They bring wisdom and practical solutions to today's problems.

[sales@nextera-global.com](mailto:sales@nextera-global.com)

**Graham Vaughan-Jones 050 823 9283**

**Gerry Cryer 050 661 4045**





**It is always difficult to describe the full range of solutions we provide. Wherever we work however we have a specific approach: the Nextera approach.**

Maybe it goes without saying, but when a Nextera team works for you:

- We will be an experienced partner who has seen and understood your opportunity
- We will share and work with you on your journey to excellence
- We will provide sound and informed advice along the way

But more important is the attitude nextera brings. We expect to:

- Innovate and challenge you
- Cause a fundamental shift in perceptions, attitudes, methods of work and performance
- Bring you 'head and shoulders' out of the pack
- Turn you in to a performance leader and not just above average

**Nextera in the GCC, Dubai and Abu Dhabi**



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**The growth in the GCC, driven by oil reserves, is greater than anywhere. But working here requires much more than arriving and hoping. To reduce your risk of failure and build a successful business Nextera offers a range of market awareness and entry services unrivalled by experience and practicality**

**We provide three levels of introductory services to help companies understand and exploit the opportunities for investment in the GCC**

We bring to you local and experienced knowledge to help build your market entry strategy. We have been in the region for some time and we have worked at high levels in Government in Dubai, Abu Dhabi and Qatar and also in the private sector.

We understand how to build businesses and what is required in a market entry strategy.

We have developed three entry level services—each building on the other to allow you a gradual and reduced risk way to understand your opportunity in the GCC and the Middle East

**1 day quick overview**

- Review your proposition and assess its relevance to the GCC
- Discuss with you the issues as we assess them
- Suggest the next steps in the evaluation, including if we think its worthwhile proceeding further

**3 day work out**

- Gain a better understanding of your aspirations
- Assess and report on the potential—both risks and rewards
- Identify any reworking required
- Agree on how to proceed

**8–10 day evaluation**

- Undertake specific research
- Work with you to build your proposition—specific to the GCC
- Identify a list of target partners
- Where feasible make introductions



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## Some of our clients

Within the region we have a significant client portfolio from both the Government and private sectors. Of course this the tip of the iceberg of our experiences

### **Abu Dhabi Government**

Supported the General Secretariat of the Executive Council in the development and consolidation of the 2008 – 2012 Abu Dhabi Strategic Plan

### **Qatar Government**

Advised on the approach and content of the public sector development programme, as well as providing technical direction

Assisted with other associated initiatives such as the national vision

### **Dubai Property and Investment Company**

Defined the strategic direction and the key roles and accountabilities, its purpose and how it would deliver its objectives.

Outcome included revised organisation structure reflecting the defined processes, key accountabilities, governance and revised performance measurement at both team and personal levels.

### **Cognition**

For this New Zealand company we advised on market development strategies and introduced them to a range of prospects and influencers.

### **NZTE**

Undertook basic research on the GCC and the prospects for services companies. Published and presented as a seminar in Wellington

### **Our sector experience covers:**

Governments across all departments but especially, Finance, Civil Service, Police and Judiciary and Environment

Professional service firms especially legal firms and management consultants


Utilities especially mobile telecoms, Financial service including mortgage and mutual funds, Property and property development



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Take care to remember those important things

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