



DNA Economics

Making economic sense of common problems

DNA ECONOMICS Pty (Ltd)

In an increasingly complex commercial and policy environment, economic analysis and advice provides a clear, logical framework for decision-making. DNA Economics is a specialist economic and development consulting firm, which offers clients the insight and expertise necessary to make the right choices. Specific services provided by DNA Economics include:

- ◆ Expert advice and strategic guidance to governments in the design and assessment of economic, regulatory and development policies;
- ◆ Economic and strategic services to business to assist in understanding and dealing with government regulations and policies, especially competition and trade-related issues;
- ◆ Tailored macroeconomic and industry briefings;
- ◆ Executive training in economics for government and business decision makers;
- ◆ Assistance to donors in the design, implementation and monitoring of projects; and
- ◆ Strategic partnerships with international business and development consultancies in their work in Southern Africa.

In addition to our in-house team of economists and development specialists, DNA Economics is able to draw on a broad network of regional experts and academics as well as our long-term strategic business partners in Australia and Europe.

PRACTICE AREAS

DNA Economics' primary focus areas are trade, public policy, and regulation and competition economics; however we have worked on a much wider range of policy and strategic issues for both government and private sector clients. We have also been involved in the design, management and evaluation of numerous economic research programmes and donor-funded development projects.

TRADE, INVESTMENT AND REGIONAL INTEGRATION

Trade policies and reforms can have unexpected outcomes and the predicted distribution of economic costs and benefits is not always clear. Policy makers and business leaders need to be aware of changing patterns of world trade and investment and understand the likely impact of government regulations, negotiations and support.

DNA Economics is well established as a leading provider of trade and industrial policy analysis and advice to government and the private sector in Southern Africa. We apply the latest quantitative and qualitative economic techniques to assess the outcomes of trade and industrial policy interventions at the regional, national, firm and household levels.

Past projects and clients

Recent trade-related projects implemented by DNA include:

- ◆ The design and management of the largest and most comprehensive country-study of trade reform and poverty in Southern Africa for COSATU and the South African Department of Trade and Industry;
- ◆ An evaluation of the options and economic implications of a regional customs union for SADC;
- ◆ Policy and technical advice to the Governments of Botswana, Lesotho, Mauritius, Mozambique, Namibia, South Africa, Swaziland and Zambia to assist them in various bilateral, regional and multilateral trade negotiations; and
- ◆ The design and implementation of a post-graduate level training course on economic and financial analysis for the International Trade Administration Commission (ITAC) of South Africa.

“DNA Economics is well established as a leading provider of trade and industrial policy analysis in the region”

PUBLIC POLICY

The efficient functioning of the state is an essential prerequisite for effective, inclusive service delivery. Nowhere is this illustrated more clearly than in the African public policy environment. The challenges and constraints faced by the public sector require a considered response. DNA Economics' work in the area of public policy making is based on a 3-step approach: correctly specifying and understanding the public policy problem; using the most appropriate tools to assess the cost and impact (financial and non financial) of any proposed policy; and designing solutions that are practical, evidence-based and sustainable.

Using this approach, DNA Economics can assist government in the policy making process and other areas of public finance reform through:

- ◆ Cost benefit analysis;
- ◆ Policy and regulatory impact analysis;
- ◆ Process assessment and benchmarking;
- ◆ Project design and management;
- ◆ Monitoring and evaluation; and
- ◆ Budget analysis and reform.

“DNA Economics provides policy advice that is practical, evidence-based & sustainable”

Past projects and clients

In South Africa, DNA Economics has advised on a diverse range of public policy issues, working with the Presidency, the National Treasury, the Department of Public Enterprises, the Department of Trade and Industry, the Department of Health, the National Credit Regulator, the National Electricity Regulator, the Department of Land Affairs and the Provincial Governments of Mpumalanga and the Western Cape. DNA Economics has also undertaken project design and M&E work for the Governments of Australia, Denmark, Germany, Ireland, the Netherlands, the UK and the USA.

COMPETITION AND REGULATION

Competition legislation has the potential to greatly improve the efficiency of markets, but it can be extremely complex to navigate. DNA Economics draws on academic and international best practice to provide companies with advisory services in competition compliance, merger analysis and litigation support. In this often contentious field, we concentrate on ensuring that advice is relevant, targeted and communicated clearly and simply.

Many of the analytical tools employed in the world of competition regulation are also of direct relevance in sectoral regulation. DNA Economics employs its expertise in industrial organisation to provide advice to the public sector on regulatory design; to assist the private sector to evaluate the costs and benefits of regulatory change; and to provide analysis in support of tariff, environmental and other regulatory hearings.

Past projects and clients

DNA Economics has experience in a range of competition and regulatory fields. Recent projects include:

- ◆ A margin squeeze complaint in the telecommunications industry, for a listed South African corporate;
- ◆ A collusive pricing investigation in agricultural markets;
- ◆ Economic analysis in support of litigation, including commercial damages and arbitration cases;
- ◆ Economic analysis in support of a sunset review of an anti-dumping duty, for an international firm importing into South Africa;
- ◆ The preparation of a written submission to the Competition Commission's Enquiry on Competition in Banking; and
- ◆ An international benchmarking study of regulatory best practice for the National Electricity Regulator of South Africa.



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DNA is accredited as a level 3 (110%) B-BBEE contributor in terms of the Broad-Based Black Economic Empowerment Act (2003)

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