



## “Past, Present and Future: SMEPOLicy in Egypt”

Amr Gohar

*EJB Board member,*

*Head of Entrepreneurship Committees*

Tel: +202 3333 2798

Mob: +2012 2126792

[agohar@ntccegypt.com](mailto:agohar@ntccegypt.com)

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1



## Agenda

- EJB Profile
- Requirements and Framework to develop Entrepreneurship in Egypt
- EJB Initiatives & Findings
- GAP analysis & Recommendations

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2



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3



The EJB is a dynamic organization that works as a forum for business people committed to developing an outstanding culture of excellence while taking an active part in the overall development of Egypt.

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4



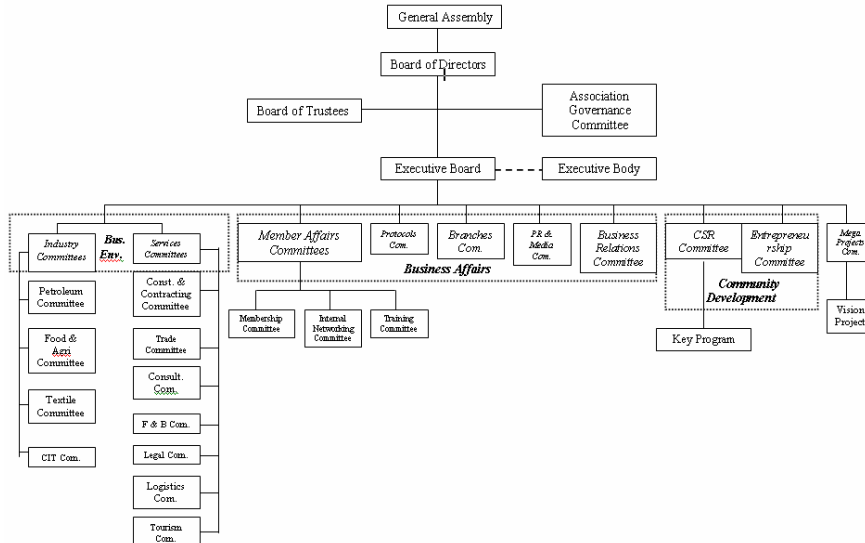
It is the voice of more than 500 highly successful businessmen and women, representing more than 270,000 employees.

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5



EJB Organizational Structure 2007





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7



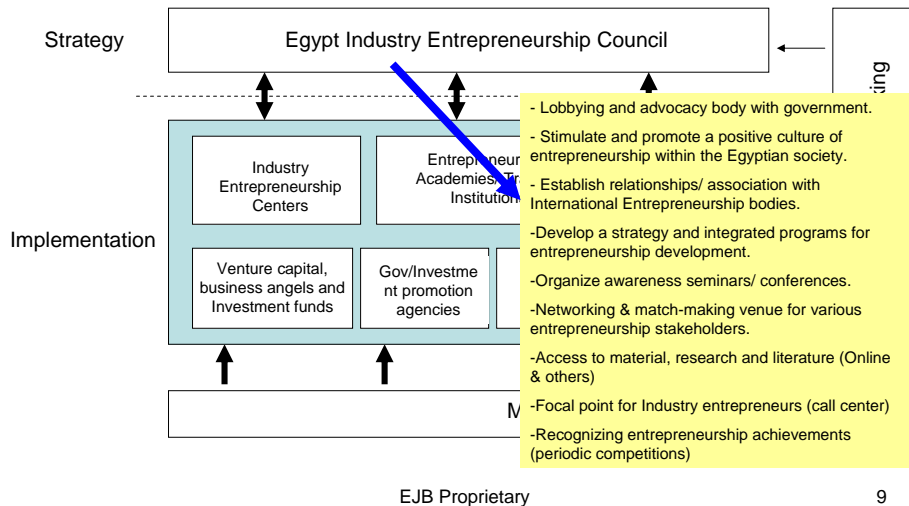
## Entrepreneurship Development Requirements in Egypt

1. Establish a body for **strategizing**, promoting, stimulating and lobbying for Entrepreneurship.
2. Define **Specific key areas and programs** to develop and support entrepreneurship.
3. Establish a **benchmarking/ monitoring** mechanism to measure Entrepreneurship development and activities with respect to other countries.
4. Optimize and **coordinate existing and future efforts** in the entrepreneurship domain.

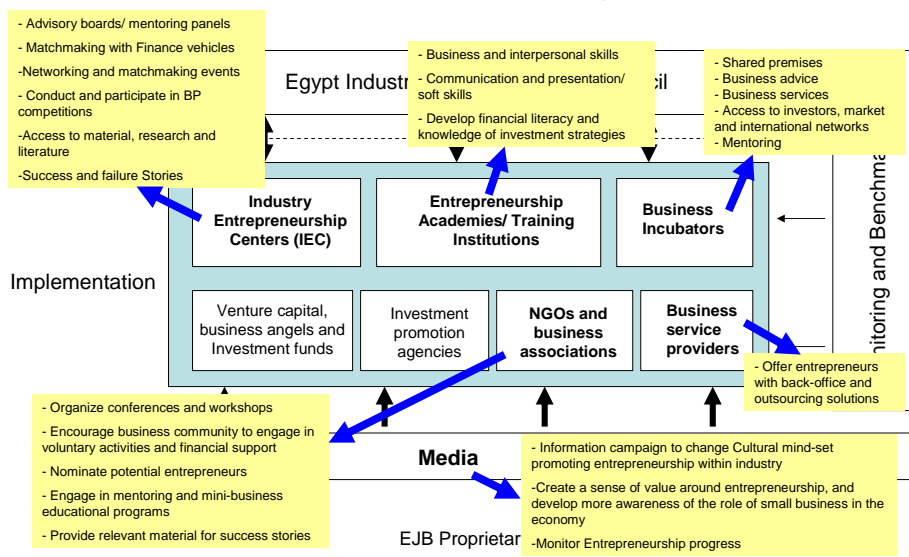
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8

# Entrepreneurship Development Framework



# Entrepreneurship Development Framework *Implementation Building Blocks*





# Agenda

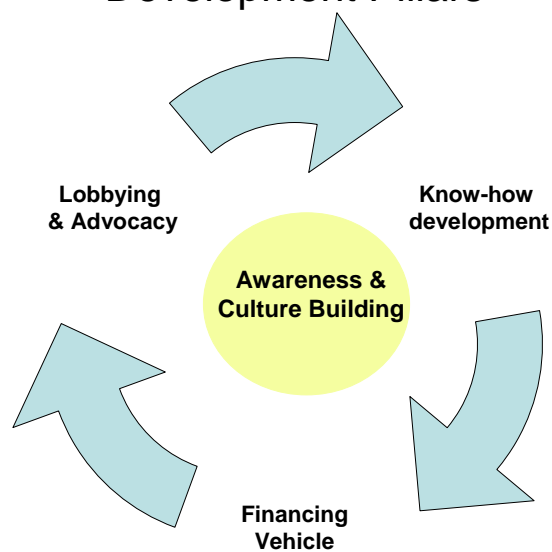
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11



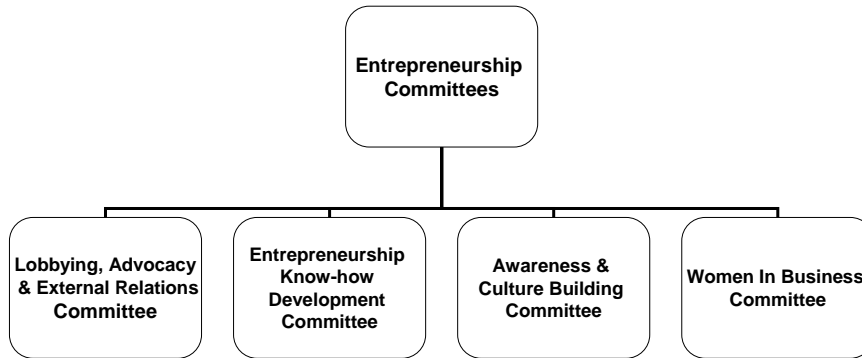
## EJB Entrepreneurship Development Pillars



12



## EJB Entrepreneurship Committees



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13

## EJB Initiatives

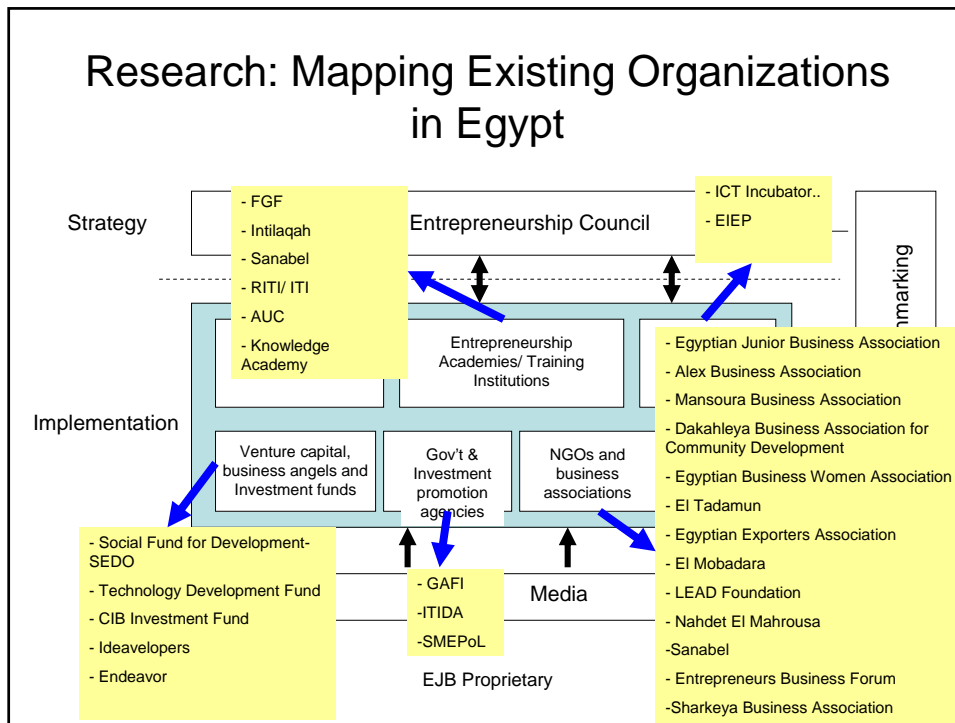
### ***Phase 1: Planning phase- Research***

- Local Research on existing entities addressing entrepreneurship
- International best practices

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14

## Research: Mapping Existing Organizations in Egypt



## Research Findings: Mapping Existing Organizations in Egypt

- Existing efforts significantly focus on micro-finance.
- Training provided is targeting soft skills rather than focused & integrated entrepreneurship training.
- There isn't enough coordination of efforts or integrated programs between various entities.



## EJB Initiatives

### ***Phase 2: Know-how development: Entrepreneurship Center***

- Idea screening, BP competition and assessment
- Advisory & Mentoring (all operational & legal aspects, research material, market studies, ..etc.)
- Link to financing vehicles
- Networking & Matchmaking

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17

## Entrepreneurship Center Initial Findings

- Appetite from international community to participate.
- Business community willingness to engage in mentoring and advisory.
- Engaging various financial vehicles is a challenge.
- Very limited online resources in Arabic.

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**Phase 2: BP Competition**

**مشروعك حقيقة**

تحت رعاية  
جمهورية مصر العربية  
وزارة التجارة والصناعة  
برنامج تحديث المنشآت  
INDUSTRIAL MODERNIZATION PROGRAMME

**مشروعك يبدأ بفكرة ...  
ونجاحك أساسه خطة**

**عندك مشروع أو فكرة وعمايز تحققها ؟**

شارك في مسابقة خطط الأعمال للمشروعات الصناعية  
وتعلم كيف تعد خطة عمل لمشروعك الحالى  
أو فكرتك الجديدة

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## BP Initial Findings

- Limited Business Plan formulation know-how/ Entrepreneurship training
- Worry about IP
- Idea Generation techniques required.



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21



## Gap Analysis & Recommendations

- **Need for support mechanisms for SME projects with investment requirements greater than LE100K.**
- **Know-how development:**
  - Entrepreneurship Centers: A center in every community and university
  - Education: Expand availability of Entrepreneurship Training at all levels of education system
- **Culture Building & Stimulate Innovation: (*Awards and Recognition*)**
  - Expand on Business Plan Competitions for both graduates and students.
  - Entrepreneur of the year award
- **Need for Early and Seed stage Capital:**
  - Encourage and expedite VC and AF establishment policy and processes.

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22



## Gap Analysis & Recommendations

- **Private Sector CSR engagement:**
  - Financial and Technical support.
  - Entrepreneurs from within employee base.
  - Entrepreneurs to cater for supply chain requirements.
- **Handling IP related issues:**
  - IPR Process simplification and awareness
- **Business Service Providers hardly available (BPO services..):**
  - Will evolve as market matures along with current government promotion for outsourcing services.

**Thank You**

# Back Up Slides

## Entrepreneurship Development Framework *Phase 1 Strategy- Egypt Industrial Entrepreneurship Council*

- Lobbying and advocacy body with government.
- Stimulate and promote a positive culture of entrepreneurship within the Egyptian society.
- Establish relationships/ association with International Entrepreneurship bodies.
- Develop a strategy and a framework for implementing entrepreneurship mentoring programs & Advisory boards.
- Networking venue for entrepreneurs.
- Organize awareness seminars/ conferences.
- Organize match-making events for various entrepreneurship stakeholders.
- Access to material, research and literature (Online & others)
- Focal point for Industry entrepreneurs (call center)
- Recognizing entrepreneurship achievements (periodic competitions)

