



The Cabinet  
Information and Decision Support Center

# Egypt's SME portal

**“an Egyptian experience toward a new era”**





# ...the new millennium starts



- With new challenges and struggles
- With new concepts
- With new competitors
- With new opportunities
- ...simply a new era... with new Economy

## The knowledge economy



# ...a sight on Egypt



- Progress for global competition, quality demands and high-speed communication, they are all-imperative as we entered the 21st century.
- Egypt is now focusing on “e-life” to significantly improve their competitiveness.
- The evolution in Information technology deployed in the governmental facilities, during the *last decade in Egypt*, introduced new challenges for the business practice.
- *The next decade will* focus on developing the economy by empowering the SMES “electronically”.



**...real need for**



## **Entrepreneur**

A person with competence and aptitude to initiate, develop, nurture & expand business enterprises

**Rare specially in Egypt**



## Since:



- Our culture emphasizes the importance of a guaranteed job.
- The educational system does not reward creativity.
- The infrastructure distribution is biased against the small player - especially in rural areas.



# Results...and dilemmas



## For SME

- Too Traditional... We have more than 450K job opportunity created by the SFD... (46% for livestock production & 36% for simple trade...)
- Too small and scattered... Absence of effective cluster coalition.
- Old activities for the market needs.
- Needs for training and guiding toward successful business areas.
- E-Readiness status still at its start....



# Results...and dilemmas



## For The Government

- Absence of reliable information about SME... most are operating as informal sector.
- Many cases for bankruptcy that need a continuous governmental intervention... more load.
- As they are scattered... the government can't communicate or help the right way...
- We still import small tiny things with big money as they don't develop the small needed products...more load on the economy.
- Weak SME sector lead to weak social stability.



# Toward the future

*Forecasters and visionaries have long articulated a vision of tomorrow's business environment. While they present many views of what this future will look like, we can be certain it will be changing at an accelerated pace. Executives could, however, help to shape the future by what they know and do today.*







# SME...base for the future



- Gate for employment:

| Country  | Employment share |
|----------|------------------|
| Greece   | 91%              |
| Thailand | 74%              |
| Taiwan   | 68%              |

The Government of Egypt has embarked on an ambitious program to generate 4.5 million job opportunities over the period 2006 – 2012.



# Accordingly



*We share the belief that  
entrepreneurs  
can be developed through well  
conceived & well developed ideas*



# The Project



We see the project as an internet based system that act as a *one stop shop* to provide the key stakeholders (*policy/decision-makers at the macro level and the SME at the micro-level*) with their information needs in both Arabic and English, while enabling real opportunities placing the market on the same wave with the developed economies by democratizing the entrepreneurial opportunities.

**How ???**



# The plan...



- Would be to leverage those three components:
  - I. The needs,
  - II. The solution,
  - III. The trends.

...and launch a sustainable new service platform



# I- Measuring the needs...



## SME

- Needs for new business areas.
- Needs for un-political coalitions (real intermediaries).
- Needs for a smart info-delivery mechanism.
- Needs for opportunities (business & training).





# I- Measuring the needs...



## Regulators

- Needs for successful SME.
- Needs for reliable Information.
- Needs for bridging the gap with the SME.
- Needs for unifying the supporting efforts.





## **II- Prescribing the solution...**



### **1-The Worldwide Web**

Where access to  
knowledge, information & training  
are available to ALL  
Instantaneously, Exhaustively  
& Free





## II- Prescribing the solution...



2-Existing Services Supplying Centers (e.g.: SFD offices in Egypt..)

Where access to information and support to entrepreneurs could be offered to bypass the E-readiness facts



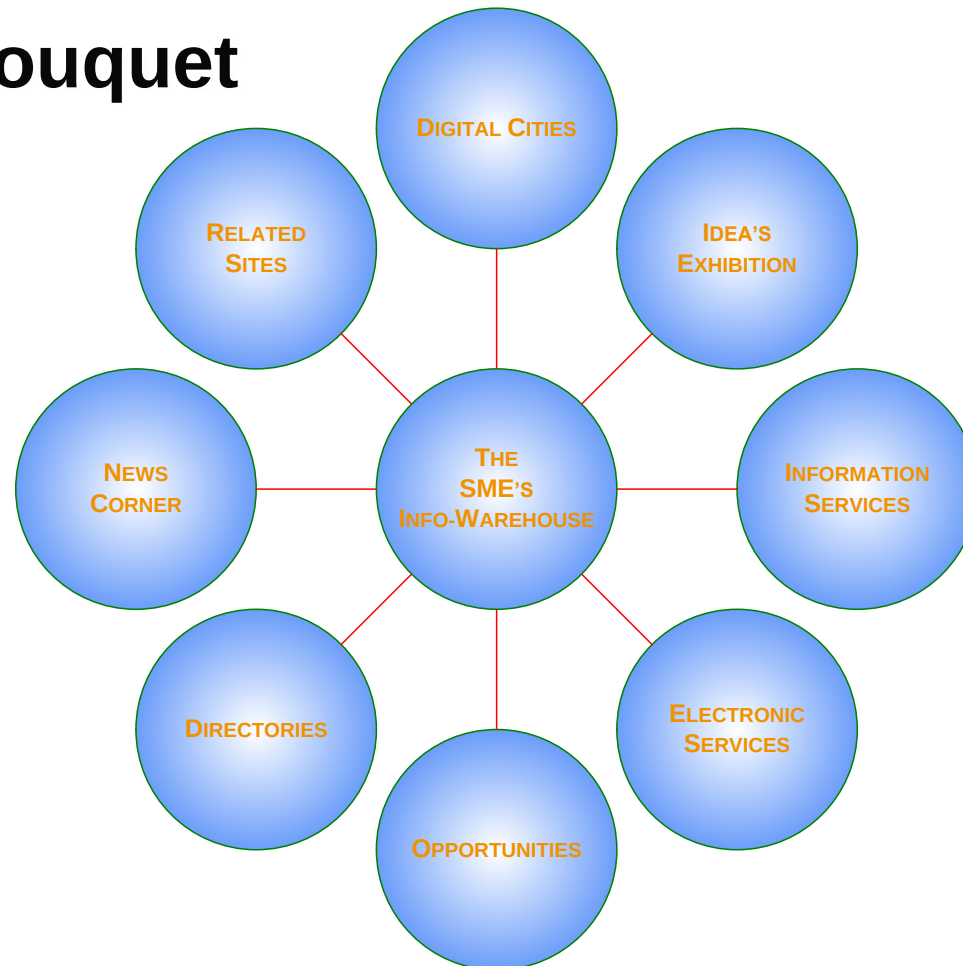




## II- Prescribing the solution...



### Services Bouquet





## II- Prescribing the solution...



### Digital Cities

- An e- mapping for the cluster, where the SME of the same working field will assemble and formulate a digital city, each city would have:
  - A mayor
  - A procurement officer
  - A sales and marketing officer



## II- Prescribing the solution...



### Idea's Exhibition

- A gate for new innovations.
- A place where SME could be oriented with the “tomorrow’s products”.
- A way for “Idea-velopers” to come true.
- A mine where new projects could be “extracted”.



## **II- Prescribing the solution...**



### **Information Services**

- One stop-shop for all the studies related to SME.
- One stop-Shop for all the Information related to SME.
- One stop-shop to know all the governmental procedures and regulations ruling the SME business .



## II- Prescribing the solution...



### Electronic Services

- A free e-mailing services.
- “Interest group” and “chatting”.



## II- Prescribing the solution...



### Opportunities

- A transparent trading opportunities (could be between digital cities).
- A transparent training opportunities.
- A transparent job vacancies.



## II- Prescribing the solution...



### Directories

- SFD offices' directory.
- Financing institute's directory.



## II- Prescribing the solution...



### News Corner

- A place collecting all the news that interest the SME.





## II- Prescribing the solution...



### Related Sites

- A way to bridge between “isolated islands”.



### III- Combining the trends...



- By taking advantage of the Web trend.
- By using the existing physical services centers
- By mapping the normal practice techniques.





# **Next Step.... Pan Arab Portal**





# Needs



1. Patronage of the Arab Industrial Development and Mining organization
2. Pilot Project that link three countries as a start.
3. Real Entrepreneurs



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# Thanks

