

# **Enhancement of the Business Environment in the Southern Mediterranean**

## **National seminar for Jordan**

### **26 and 27 November 2014**



A project funded by the European Union



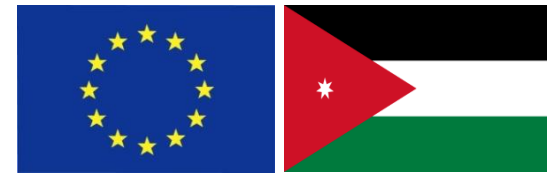
# 1. Project Context



- **3-year regional project** funded by the EU (3 Million EUR)
- Project linked to the **Euro-Mediterranean Industrial Cooperation** process and the work programme for 2014-2015 adopted at the 9th ministerial meeting, in Brussels, 19 February 2014
- **Follows the assessment to support necessary reforms in SMEs policy development**
- Part of the **Private sector development in the Southern Mediterranean Programme** (12 Million EUR) targeting SMEs at micro, meso and macro-level



## 2. Project Overall Objectives



- **Enhance the business environment and promote SMEs in the Southern Mediterranean region in line with EU best practices**
- **Expand the private sector through the development of more robust, inclusive and sustainable growth**



### 3. Specific Objectives



- Enhance the expertise and role of the **Working Party on Euro-Mediterranean Industrial Cooperation** in supporting and co-ordinating **SMEs development reforms**;
- Increase the capacity of the **Euro-Mediterranean SBA Coordinators network** to advocate for micro and **SMEs development and linkages in the region**;
- Increase the **awareness and use of financing available for micro and SMEs**.

# 4. Type of Support



Production of studies & analytical work



Capacity building, coaching, mentoring



Exchange of good practices, policy dialogue with key stakeholders





## 5. Work Programme

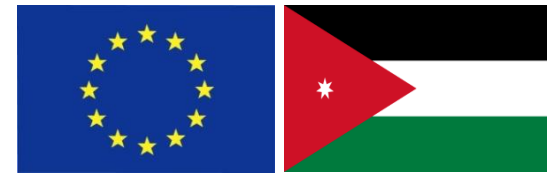


Built around Principles/themes where progress is needed throughout the region

1. Governance of the Small Business Act for Europe (SBA) : Institutional Enhancement and Public/Private Dialogue
2. Access to finance for SMEs
3. Entrepreneurship, in particular for youth and women



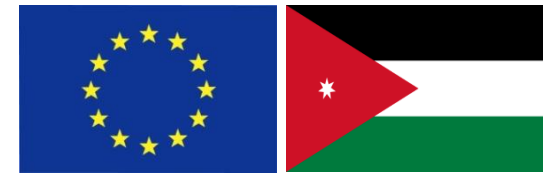
## 8. National Seminars



- Skills development & Innovation, Algeria, June 2014
- SME Observatory & Green Economy, Morocco, June 2014
- Innovation & Second Chance, Tunisia, September 2014
- E-Government, Israel, September 2014
- Export promotion & Market access, Lebanon, October 2014
- Innovation, Palestine, October 2014
- **Euro-MED Networks & Enterprise Skills, Jordan, November 2014**
- Green Economy, Egypt, December 2014



## 9. Euro-MED Charter for Enterprises Small Business Act for Europe

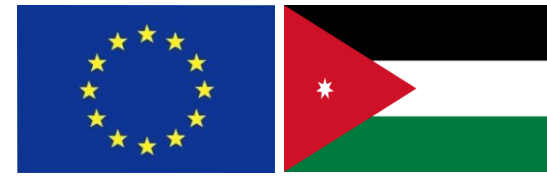


- 2000 Adoption of the European Charter for Small Enterprises at the EU level
- 2004 Adoption of the Euro-Mediterranean Charter for Enterprise at the 5th ministerial conference in Caserta, Italy
- 2008 Adoption of the Small Business Act for Europe (SBA)
- 2011 Ministers decide to gradually align the Charter with the SBA





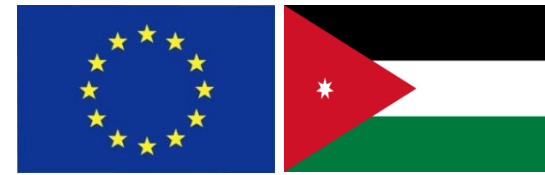
## 10. Discussion



Why SMEs are so important ?



# 11. The Small Business Act for Europe



Main objective: create a common framework for SME initiatives and implement the “**Think Small First**” principle in policy making

In brief, the SBA is:

- a **set of 10 principles** which should guide the design and implementation of policies both at EU and national level. This is essential to create a level playing field for SMEs throughout the EU and improve the administrative and legal environment so as to allow these enterprises to unleash their full potential to create jobs and growth;
- an ambitious package of concrete and far reaching new measures including five legislative proposals which **translate these principles into action** both at EU and Member State level;
- designed to ensure the **full political commitment** of both the Commission and the Member States together with regular monitoring of its implementation.

**The SBA aims at providing guidance to promote and develop SMEs in updating the Euro-MED Charter for Enterprise within the Euro-MED industrial cooperation**



## 12. The 10 SBA principles



1. Support entrepreneurship
2. Give a 2<sup>nd</sup> chance (bankruptcy procedures)
3. “Think Small First” (reduce burdens)
4. Public administration responsive to SME needs (e-government)
5. Improve access to public procurement & use of state aid
6. Facilitate access to finance
7. **Benefit from Single Market opportunities**
8. **Access to skills** and innovation
9. Eco-innovation/environment opportunities
10. Access to external markets



# 13. Workshop Programme



## 2-day workshop on SBA Principles 7 Euro-MED Networks & 8.1 Enterprise Skills

- Results and recommendations of the 2014 evaluation of the implementation of these principles in Jordan
- Exchange of good practices
- Group exercises: SWOT analysis
- Group exercises: recommendations to improve scores and action plan (who does what, by when, using what resources?)



## 14. Useful links



➤ **Small Business Act for Europe**

[http://ec.europa.eu/enterprise/policies/sme/small-business-act/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/small-business-act/index_en.htm)

➤ **Euro-MED industrial cooperation**

[http://ec.europa.eu/enterprise/policies/international/promoting-neighbourhood/mediterranean/index\\_en.htm](http://ec.europa.eu/enterprise/policies/international/promoting-neighbourhood/mediterranean/index_en.htm)

➤ **Euro-Med – Good practices database**

<http://ec.europa.eu/enterprise/policies/sme/best-practices/database/europed/index.dfm?fuseaction=welcome.detail&language=FR>

➤ **Small Business Act for Europe – Good practices database**

<http://ec.europa.eu/enterprise/policies/sme/best-practices/database/SBA/index.cfm?fuseaction=welcome.detail>





**Thank you for your attention**

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