



Enhancement of the Business Environment in the Southern Mediterranean

**Introducing the SME Test in Jordan
Amman, 20-21 March 2016**



A project funded by the European Union



1. Project Synopsis

- **3-year regional project** funded by the EU (3 Million EUR)
- Part of the **Private sector development in the Southern Mediterranean Programme** (12 Million EUR) targeting SMEs at :
 - **macro-level** (MSME business enabling environment) – EBESM/GIZ
 - **meso-level** (reinforcing MSME support agencies) – EUROMED invest/ANIMA
 - **micro-level** (support for regional clusters) – the Cultural and Creative Industries in the Southern Mediterranean project/UNIDO



2. Project Context



- **EBESM Project was initiated in January 2014 and runs until January 2017**
- **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, and further updates (24 February 2015, Brussels)**
- **Follows the assessment to support necessary reforms in SMEs policy development in the MED region based on the Small Business Act for Europe (SBA)**



3. 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



4. Project Objectives



Global Objectives:

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

Specific Objectives:

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



5. Work Programme



Built around **3 major themes** where progress is needed throughout the region:

1. Governance of the Small Business Act for Europe (SBA), in particular principles 3 and 4: ***“Think Small First” and “Public administration responsive to SME needs”***.
2. Access to finance for SMEs
3. Entrepreneurship, in particular for youth and women;
4. But also on specific needs as expressed by national stakeholders



6. SBA Governance



Core objective:

- Provide support to Improve governance of national SME policies and programmes, focusing on principles 3 and 4 of the Small Business Act for Europe:
- ***“Think Small First”***; and
- ***“Public administration responsive to SME needs”***
- **Focus on three governance issues:**
 - Delegation of responsibility for enterprise policy
 - Inter-governmental coordination
 - Public-private dialogue

Approach:

- Learning by Doing
- Development of a **small scale action plan per country**
- 3-stage approach : Planning/Enhancing/Implementing – Great success

Implementation period: January 2015 – March 2016



6. SBA Intervention Logic

Improve the Governance of the SBA

Think Small First-Public administration responsive to SME needs



Implementing: Supporting MED countries to select a small scale action plan and assess its feasibility - 8 preparatory in-country workshops conducted (Jul 2015-Mar 2016)



Enhancing: Regional Seminar in Barcelona (17-19 March 2015)

8 MED country delegations / 32 participants - private and public sectors. Including young and women entrepreneurs - 12 EU experts provided recommendations to enhance Action Plans - "**Friendly criticism**" process



Planning: Supporting MED countries to select a small scale action plan and assess its feasibility - 8 preparatory in-country workshops conducted (Jan-Feb 2015)



6. SBA Governance in Action



This highly demanding “positive critique” process was applied to the following actions plans:

- Public Private Dialogue (PPD) for enhancing industrial exports (Lebanon)
- PPD for creating jobs for young and women in remote areas (Algeria)
- Public Private Dialogue (PPD) for SMEs policy making and for creating opportunities and innovation for SMEs in “green” industrial strategies (Egypt)
- Better regulations and RIA (Israel)
- Inter-ministerial coordination and Public-Private Dialogue to solve SMEs administrative obstacles (Tunisia)
- Developing sustainable clusters in key SME sectors (Palestine)
- **SME test (Morocco, Jordan)**



7. Introducing SME test in Jordan



Conducted in three major phases:

- 1- Round of consultation with key stakeholders (January 2016);
- 2- Development of a tailor-made SME Test drawing on best practices (January 2016);
- 3- Fine tuning the Test and providing support and training on how to use it (now).



7. Introducing SME test in Jordan



Objective of this Workshop

- To discuss the importance of SME'S to any economy and the value of Developing the Business Environment in Jordan by the establishment of a test for the impact of new regulations on SME's

Expected outcomes from the Workshop

- Raise Awareness of international best practice concerning the measurement of the impact of new regulations on SME's, the development of a simple SME test model for measuring the impact of new regulations on SME's and the creation of champions for the model who can initiate the development of the model in Jordan



Thank you for your attention

Your questions so far?

**EBESM website:
www.ebesm.eu**

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