



Enhancement of the Business Environment in the Southern Mediterranean



A project funded by the European Union

Critical Friends' Consultation on National Action Plans

Arab Republic of Egypt

SMEs Idea Corridor



A project funded by the European Union



OUTLINE OF PRESENTATION



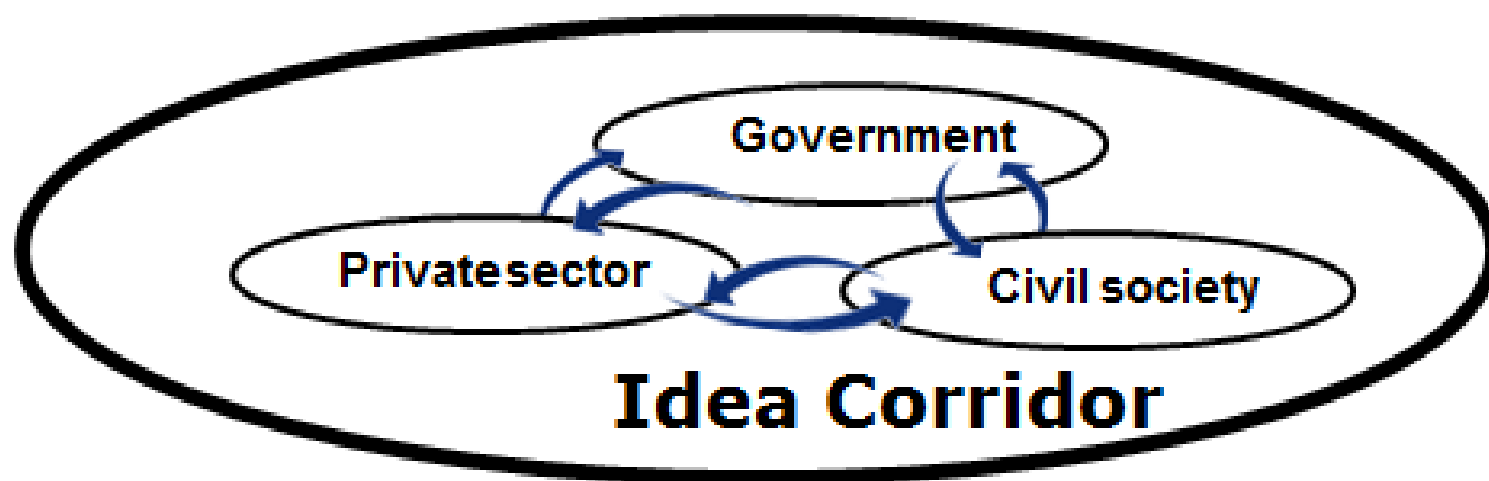
- **What's Idea Corridor?**
- **Idea Corridor objectives.**
- **Idea Corridor Phases.**
- **Proposed pilot project.**
- **Evaluation indicators.**



What's Idea Corridor?

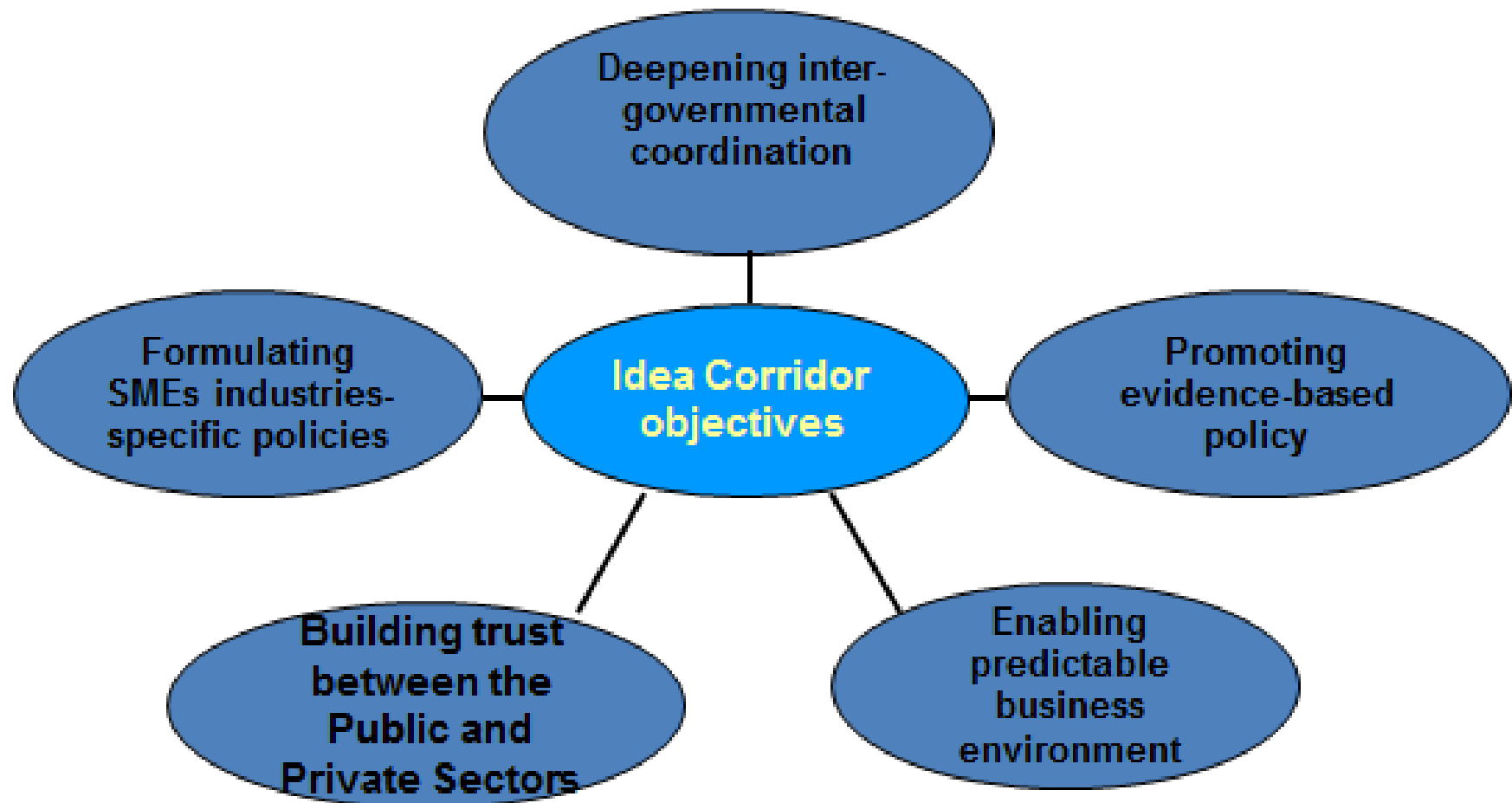


- Idea Corridor: A hub that bring together public institutions and SMEs to improve Egypt SMEs policy making process through structured, participatory, and inclusive approach.



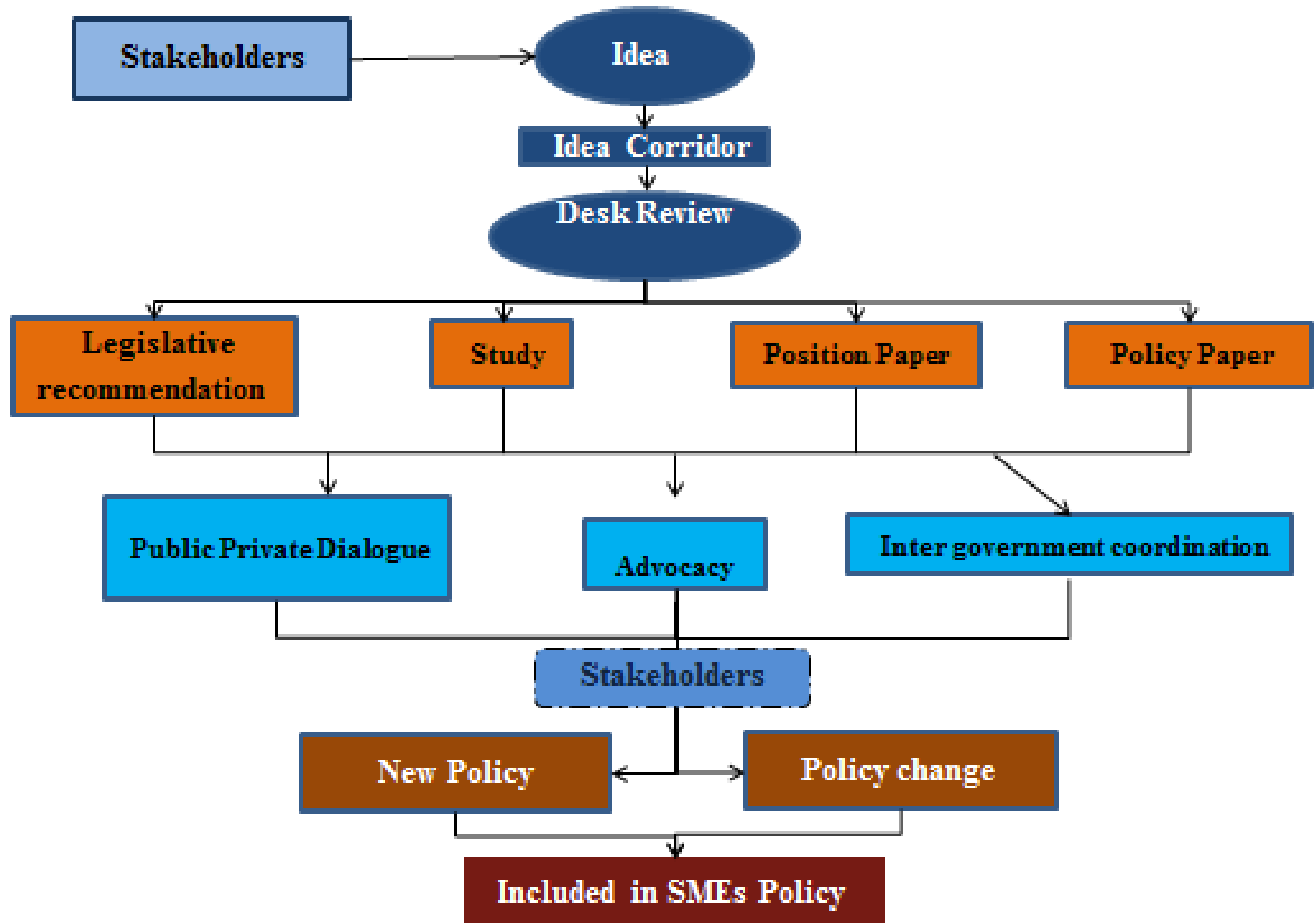


Idea Corridor objectives



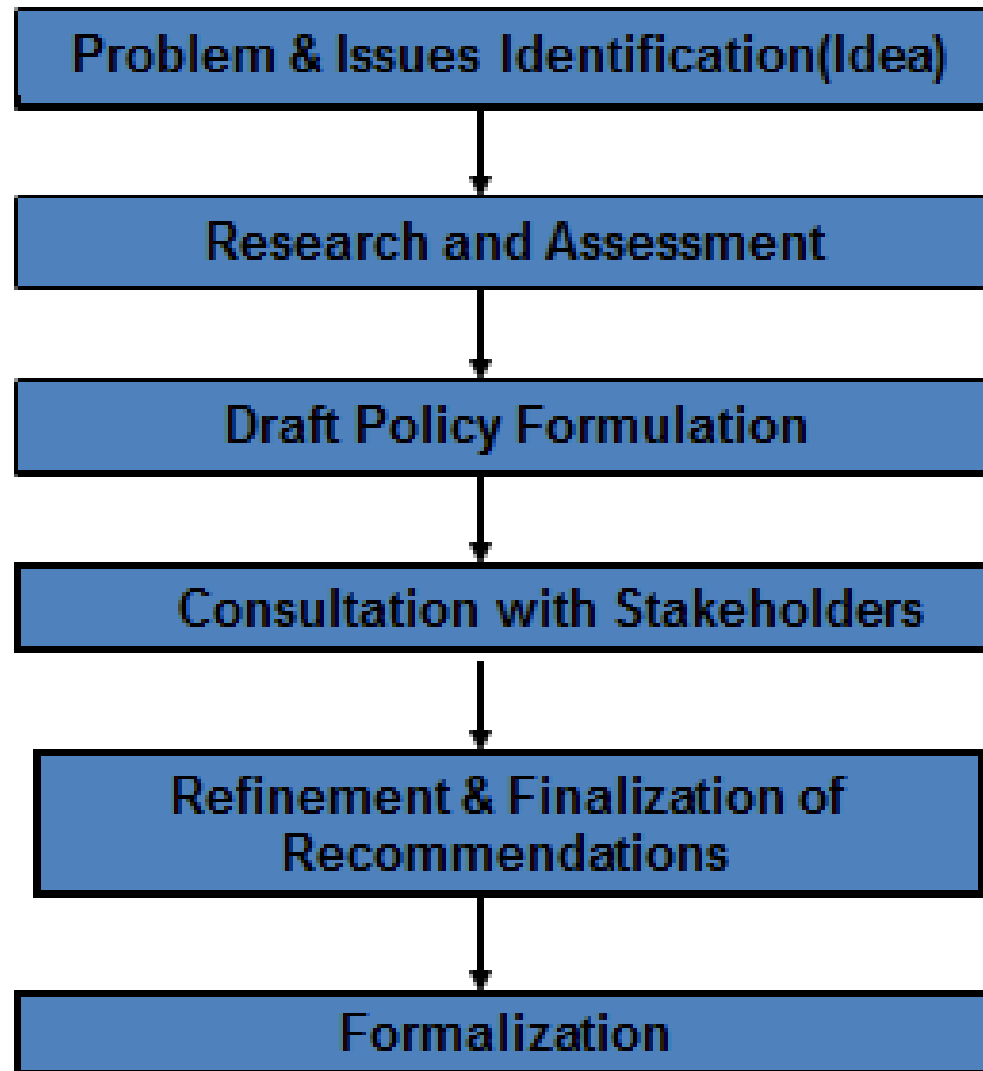


Idea Corridor Inclusive Policies for SBA in Egypt



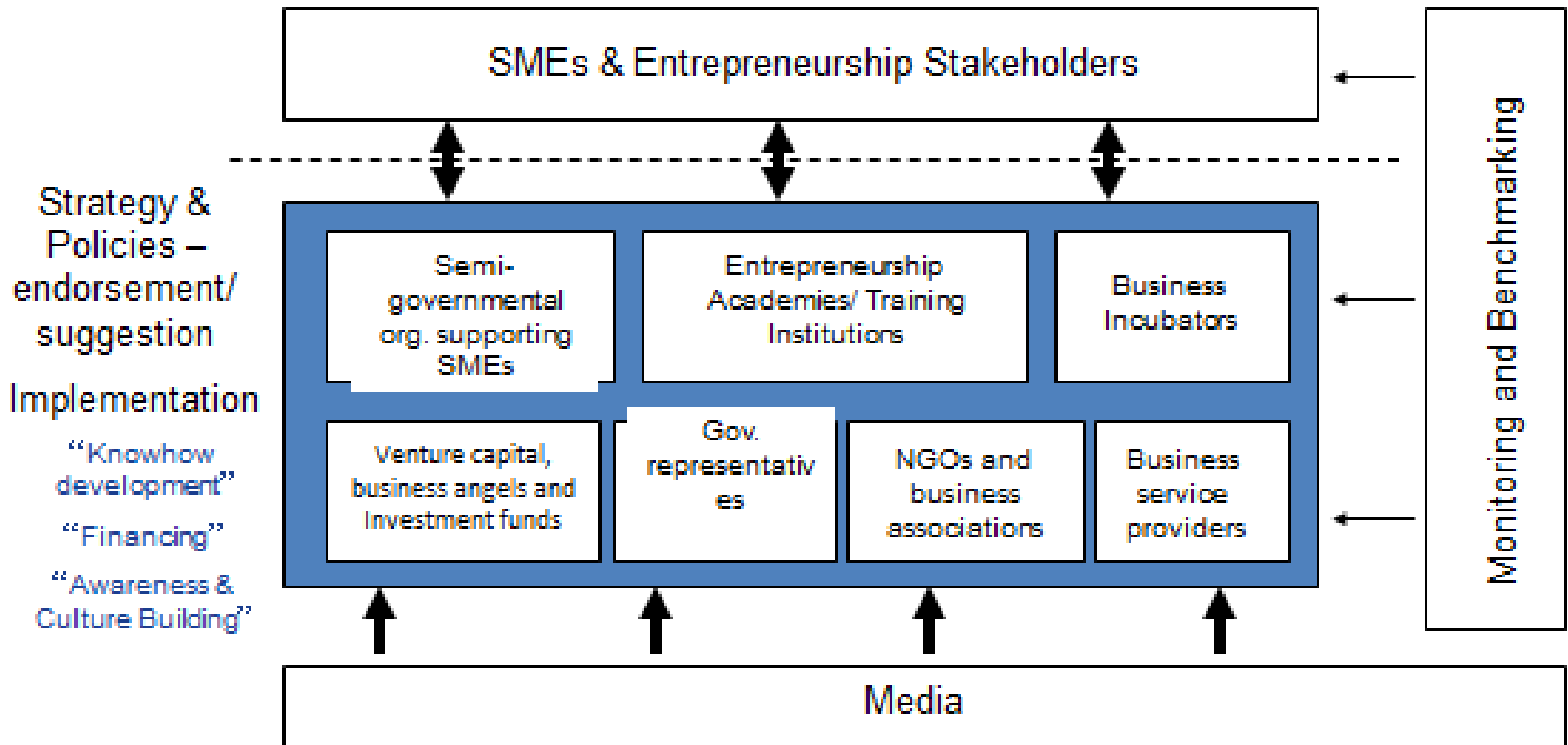


Idea Corridor Phases





Ecosystem Framework





Pilot project

Introducing Green Economy to Egypt SMEs Policy



□ Why greening Egypt SMEs policy?

- ✓ Revitalising and diversifying the economy.
- ✓ Promoting the efficient use of resources.
- ✓ Reducing waste and pollution.
- ✓ Enhancing competitiveness and market access.
- ✓ Promoting health and human welfare.
- ✓ Preparing Egypt to be the regional hub for services related to green economy.

□ How?

- ✓ The start will be by Creating a strategy for the SMEs in New BorghElArab City - Alexandria (NBC) industrial zone to become more sustainable and then develop & replicate this strategy to whole of Egypt.



Evaluation indicators



1. How many Ideas submitted?

2. How many draft Policies have been formalized?

3. Are the new policies producing the desirable impacts?



Thank you for your attention

Amr Taha

Amrtaha@imc-egypt.org

Project implemented by:

