

CASE STUDIES

Development of A General Policy Framework for SME Development in Egypt & Action Plan for Enhancing SME Competitiveness

In Cooperation with: Ministry of Foreign Trade / International Development Research Center (IDRC)
Date: September 2002 – January 2004

The Ministry of Foreign Trade and Deloitte & Touche Tohmatsu (SMBSP) contracted ENTRUST to conduct a full scale evaluation of all the International Trade Points in Egypt. The assessment covered the cost effectiveness of their functions, the adequacy of their physical, financial and human resources, the appropriateness of their operational, service delivery and information systems, in addition to their performance levels and the degree of client satisfaction, which were analyzed and benchmarked against international actors. The evaluation proposed restructuring measures to improve the performance and the relevance of the services provided. The recommendations were adopted by the Ministry of Foreign Trade and efforts are currently underway to restructure the International Trade Points along the lines suggested by ENTRUST.

ENTRUST further coordinated to develop an action plan to enhance the competitiveness of the small and medium enterprise sector. Through bringing together groups of experts, SME representatives, pertinent senior government officials and donor representatives, ENTRUST facilitated and informed the development of action plans in the areas of business development services, cluster development, innovation and technology, financial services, export promotion, legal and regulatory reform, foreign direct investment as well as networking and inter-firm linkages. The action plan was endorsed by two successive Egyptian Prime Ministers who wrote introductory notes for the policy document developed by ENTRUST.

