



International Development Research Centre
Centre de recherches pour le développement international

Canada



Growing smaller business

Iris Boutros

Egypt's Missing SMEs: Time to Act

December 9, 2014, Cairo, Egypt

10,000 small businesses

Initiatives that aim to help entrepreneurs create jobs and economic opportunities by providing access to education, capital and business support services

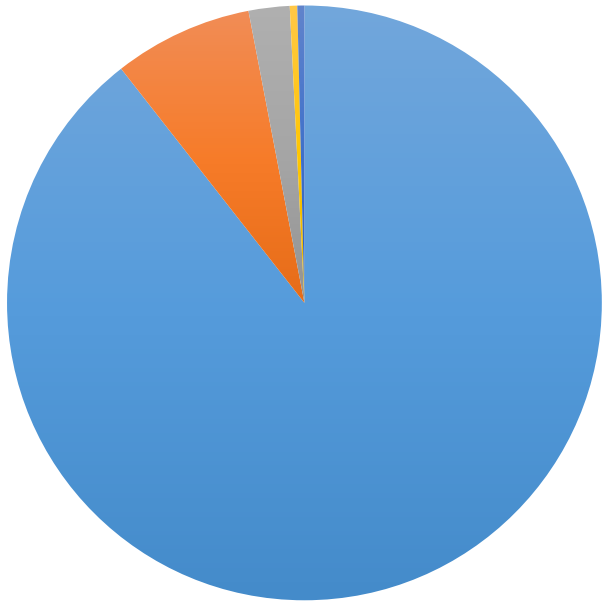
- Goldman Sachs
 - \$500 million
 - At least four employees operating for at least two years
 - 2,500 entrepreneurs, 19 locations, 125 partners
 - @GS10KSmallBiz @GS10KWomen
- Nigerian billionaire Tony Elumelu
 - \$100 million
 - Start-ups and young businesses
 - Create 1 million jobs and \$10 billion in revenues



Small business: capital or employment?

Innovators, suppliers, distributors, and exporters.

Number of enterprises by size (%)



- 1 to 4 Employees
- 5 to 9 Employees
- 10 to 24 Employees
- 25 to 49 Employees
- 50+ Employees



Large business working with small to create more value, beyond pilots

Several successful examples, including with IFC's Business Edge training program

- Novartis
 - 139 pharmacy owners, managers, and sales staff
 - 7 workshops over 17 days
 - 281% ROI, measured by Novartis
 - Increased loyalty, increased sales, behavior change
 - Ripple effect where competitors imitated
- Mobinil
 - 880 participants from 116 SMEs, distributors and super dealers
 - 43 workshops
 - Better enterprise management

Beyond government bureaucracy



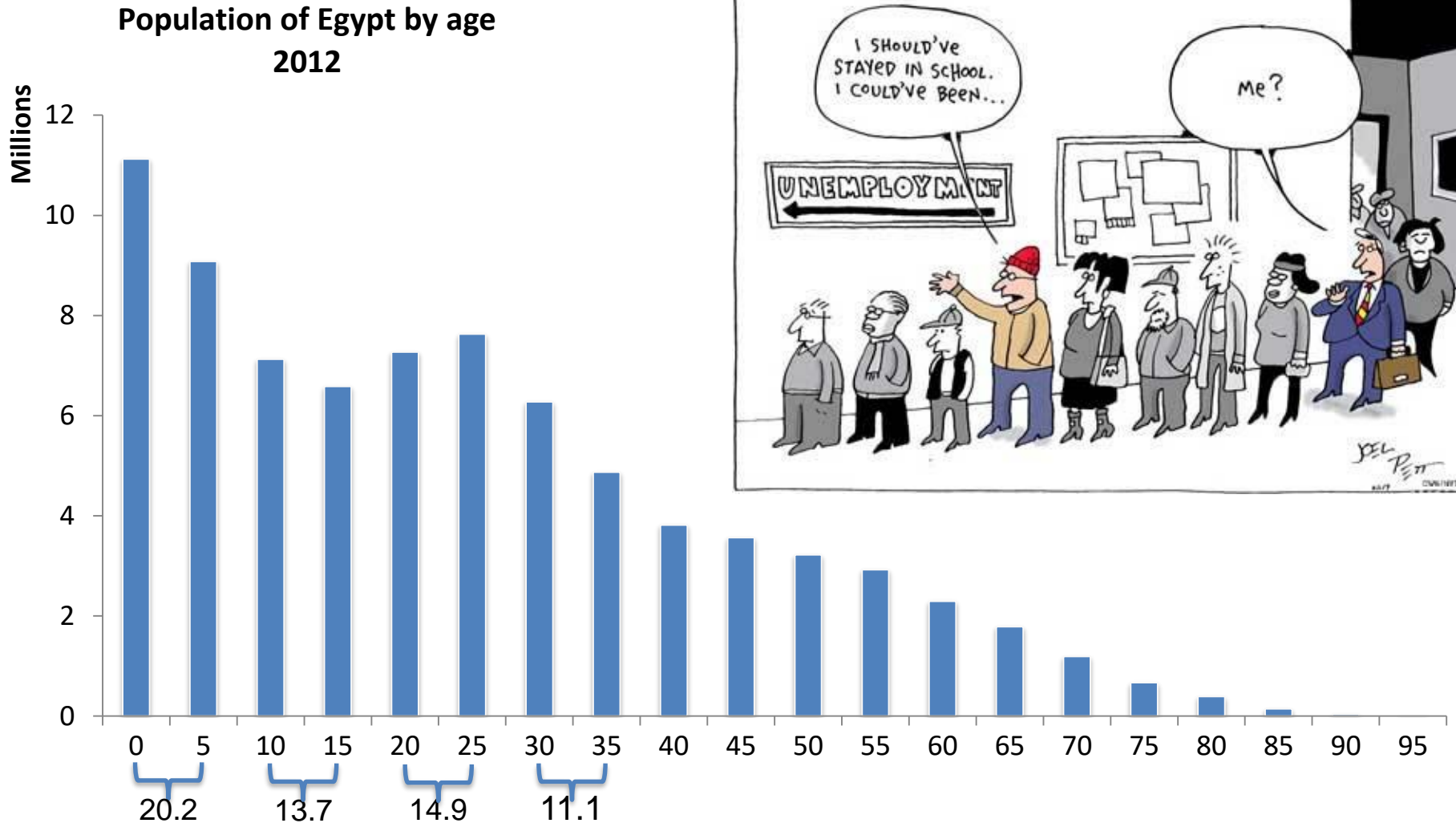
We all have a part to play

A better environment for smaller business to perform better requires more than 'one-stop shops'

- Facilitation between businesses, and between businesses and their markets
- More access to research and development and market assessments
- Better enterprise management
- Leadership and stewardship
- Celebrating high performing smaller businesses
- Financiers who better understand smaller business

Who are the actors? What are the solutions?

Egypt's ticking demographic time bomb



Source: More Jobs, Better Jobs: A Priority for Egypt

“Egypt possesses lots of economic low-hanging fruit that may be harvested quickly to generate higher growth and employment.” Mohamed El-Erian, Former PIMCO CEO

Better lives...

higher incomes



responsible government

equitable growth.