



Dansk Industri

Sune K. Jensen



Developing  
recommendations

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# Developing recommendations on SME challenges

Good practice on membership services  
and policy recommendation

# Objectives

- To increase growth among SMEs
- To increase share of SMEs with international activities
- To increase the number of entrepreneurs
- To increase the formal business sector

***Increase the incentives to run  
a successful formal business***

# Major key challenges

- Access to finance
- Access to foreign markets
- Lack of access to information
- Training / Human Resources
- Innovation / know-how

## Other relevant key challenges

- Linkages between SMEs and large companies
- Awareness of laws and regulations
- Licensing
- Taxation
- Family business -> limited liability

Challenge

**Access to finance**

**Access to foreign markets**

**Access to information**

**Training / HR**

**Innovation / know how**

Member service

Surveillance of financial markets/banks  
Seminars alone or together with EU  
Partnership with Banks

Information Dissemination  
Direct Training  
Study Tours

Information Dissemination  
Consulting services to members

Training of trainers  
Training of job-seekers  
Internships and student employees

Innovation Café  
Case Competition  
Sign conventions on IPR in partnership with academia and government

Policy

Loan guarantee (Kafalat)  
Regional Investment Centres (CRI)  
Micro-Finance Instruments

Lobby to keep subsidies on export promotion  
Export helpdesk  
Reduction of import and export restrictions / permits  
Tax incentives for first time exporters

Industry information centres  
Online business portal

Vocational training through public-private partnerships  
Knowledge pilot

Innovation Centres  
Cluster-Creation  
Innovation voucher scheme  
Knowledge pilot  
IPR helpdesk

## Challenge

**Linkages between SMEs and large companies**

**Awareness of laws and regulations**

**Licensing**

**Taxation**

**Family business -> limited liability**

## Member service

Ambitious SMEs receive sparring on their business plan from large corporations

Newsletter / online portal

Partnership with law firm

Online marketplace for buying and selling companies

## Policy

Fixed dates for new regulation - having two fixed dates helps businesses plan for new legislation

Reduce fees for business registration  
Reduce number of days to register a company

Ease administrative burdens of paying taxes for firms by enhancing electronic filing and payment of tax

Transfer of family businesses upon exempted from succession tax if certain conditions are met

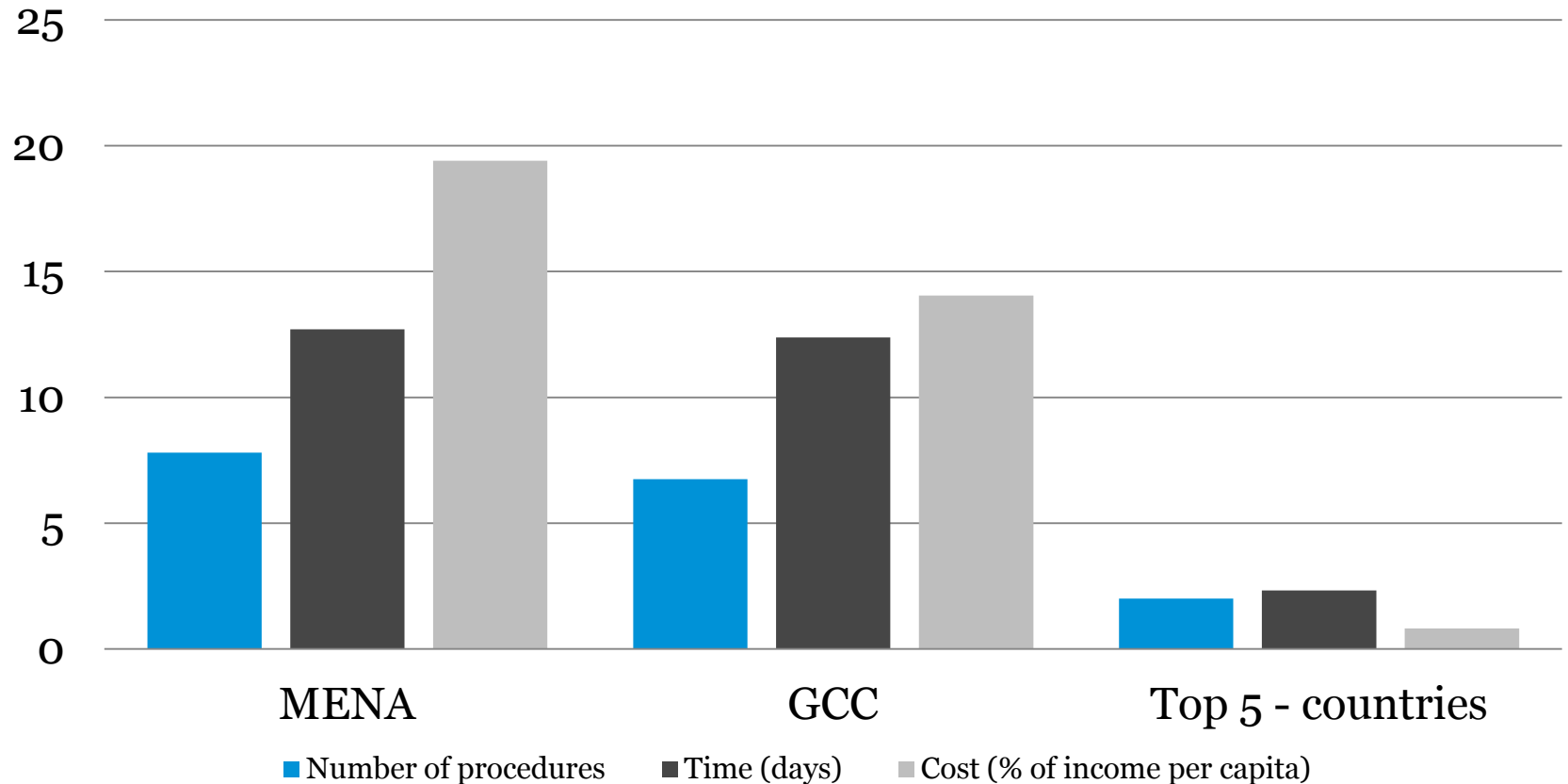
# Developing a MENA Small Business Act?

Develop a set of 10 principles which should guide the design and implementation of policies in the MENA region

1. Create an environment in which formal businesses can thrive and are rewarded
2. Facilitate SMEs' access to finance and develop a legal and business environment supportive to timely payments
3. Encourage and support SMEs in the MENA region to benefit from European Market
4. Promote the upgrading of skills in SMEs and all forms of innovation
5. Design rules according to the "Think Small First" principle
6. Fixed dates for when business regulation will come into force
7. Ensure that honest entrepreneurs who have faced bankruptcy quickly get a second chance
8. Adapt public policy tools to SME needs: facilitate SMEs' participation in public procurement
9. ...
10. ...

# Benchmarking and setting up goals

## Business registration



# Benchmarking and setting up goals

## Business registration

