



28 & 29 April, Le Royal Hotel - Amman

المؤتمر الإقليمي للمنشآت الصغيرة والمتوسطة
"غرف الصناعة والتجارة ومنظمات الأعمال: محركات التغيير"



SME Empowerment: A road Map for Chambers & Business Associations

September 2014

2 Days Conference



- ✓ The discussions tackled the role of CBAs in SME empowerment from all relevant angles in a quest of coming up with a vision of a transformed role for them across the MENA region to better serve the majority of their members
- ✓ Recommendations for CBAs to enhance the focus on their role in empowering SMEs based on their wide representation base of business communities

The Way Forward

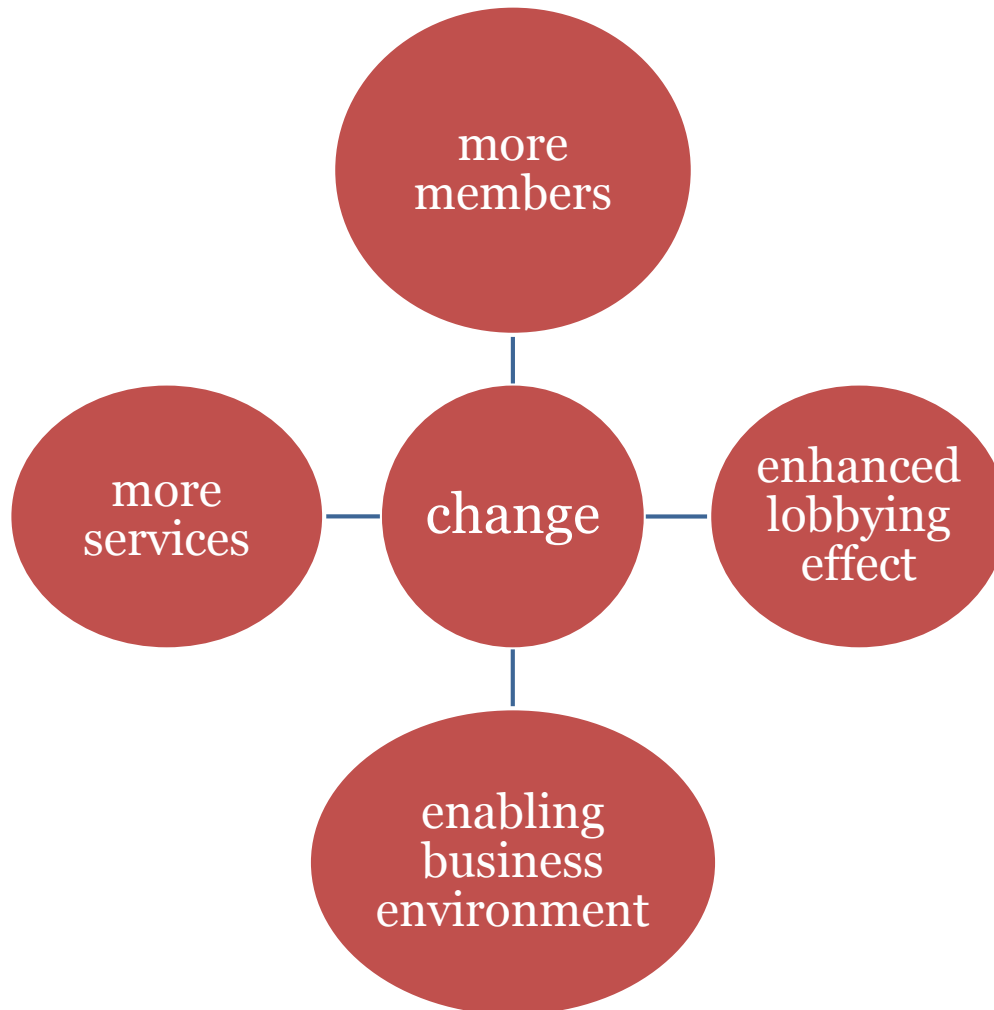
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graph LR; A[Member-oriented CBAs] --> B[Enabling Business Environment]; B --> C[Empowered SMEs]
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Member-oriented
CBAs

Enabling
Business
Environment

Empowered
SMEs

Changing the Mindset



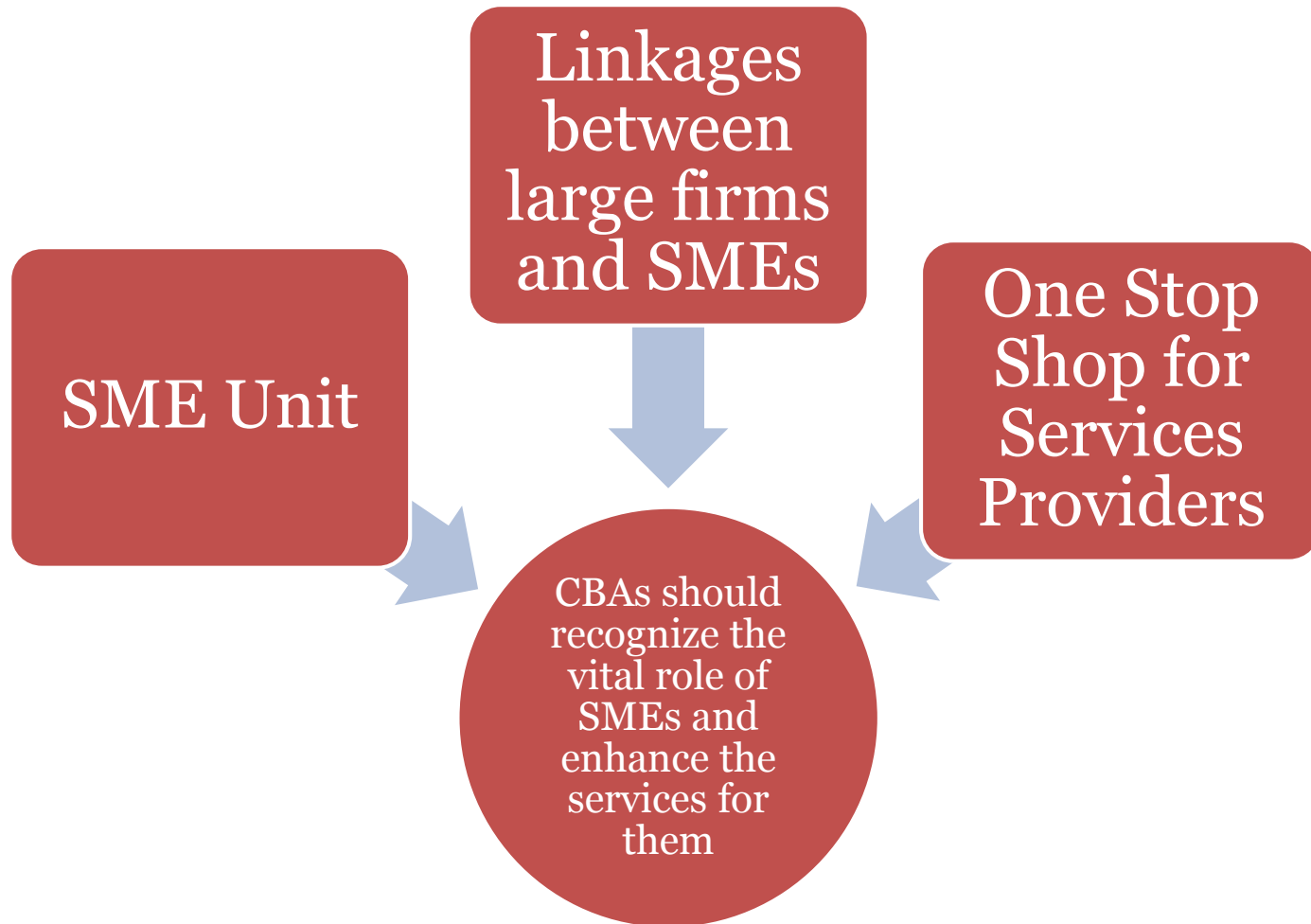
Recommendations into Action

Example on Policy Issues



Recommendations into Action

Example of Member Services



Work In progress

- ✓ This roadmap is only an attempt to move the valuable recommendations of this conference one step further, the rest of the work lies in the hands of CBAs
- ✓ This roadmap reflects clearly what kind of transformation everybody wants to see, the actual implementation required adjustments to the actual conditions of each CBA

