



جهاز قطر للمشاريع الصغيرة والمتوسطة
ENTERPRISE QATAR

Enterprise Qatar (EQ)



Enterprise Qatar, a newly-established company to develop and promote small and medium enterprises in Qatar

Vision

To be the focal point of SMEs and the driver of economic diversification and entrepreneurial innovation in Qatar

A driving force

- for developing the SME sector

Mission

To create an SME ecosystem conducive to an innovative entrepreneurial spirit and business growth and to support SMEs in achieving excellence of business execution

A central feature

- in the landscape of the Qatar economy

Core Values

SMEs

Service providers

Entrepreneurs

A vital contributor

- to realizing Qatar's National Vision 2030, and strategic partner to many areas of Government.

EQ's Core Values

SMEs

- Create value for Stakeholders/Partners and make sound impact for SMEs
- Nurture SMEs in all stages of the business life cycle
- Provide vehicles for SMEs to strengthen their supply chain networks

Service Providers

- Commit to facilitating the introduction and support of SME products and services
- Foster an environment that enables SME growth and sustainability.
- Measure results and evaluate performance against targets

Entrepreneurs

- Learn to be Leaders and Entrepreneurs, conduct business from a cross-disciplinary lens
- Have a passion for growing the SME sector
- Measure and take risks to develop new ideas, products and services

EQ's Objectives

1

To increase the number of *successful Qatari companies* with consolidated positions in Qatar and the region

2

To increase the number of SMEs adding a *creative* services and technology component to their business model

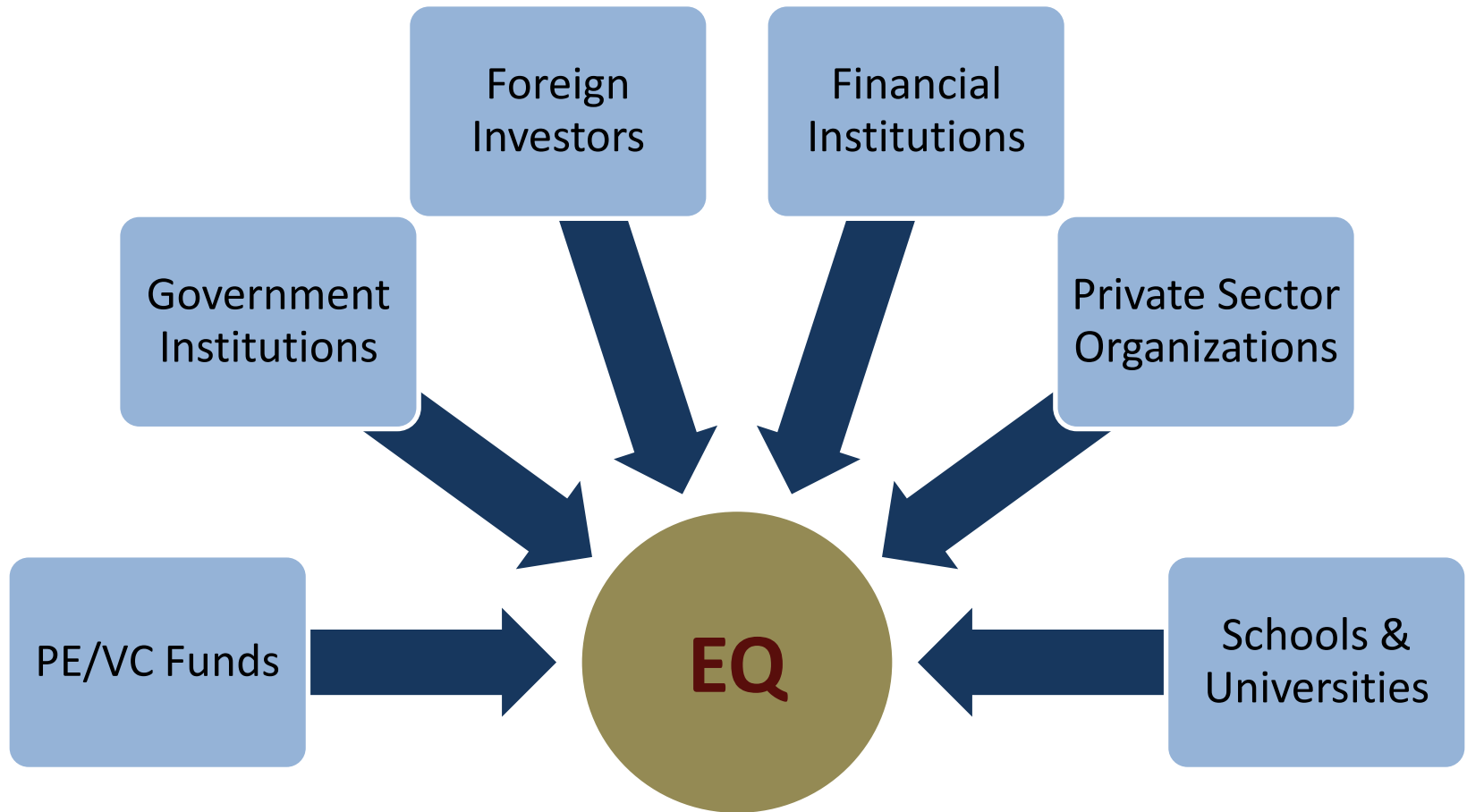
3

To develop a strong and vibrant *entrepreneurial* economy across Qatar

4

To drive an economy with smooth *business regulation* that fosters and support entrepreneurship

EQ's Stakeholders





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Enterprise Qatar & the Knowledge-Based Economy



Main KBE Pillars

Pillar 1: Education and life-long learning system

Pillar 2: Business environment and entrepreneurship

Pillar 3: Innovation ecology (S&T-led, enterprise-led, creativity-led)

Pillar 4: Telecom and IT infrastructure and usage pattern

Pillar 5: Trust-based society & hi-performance government

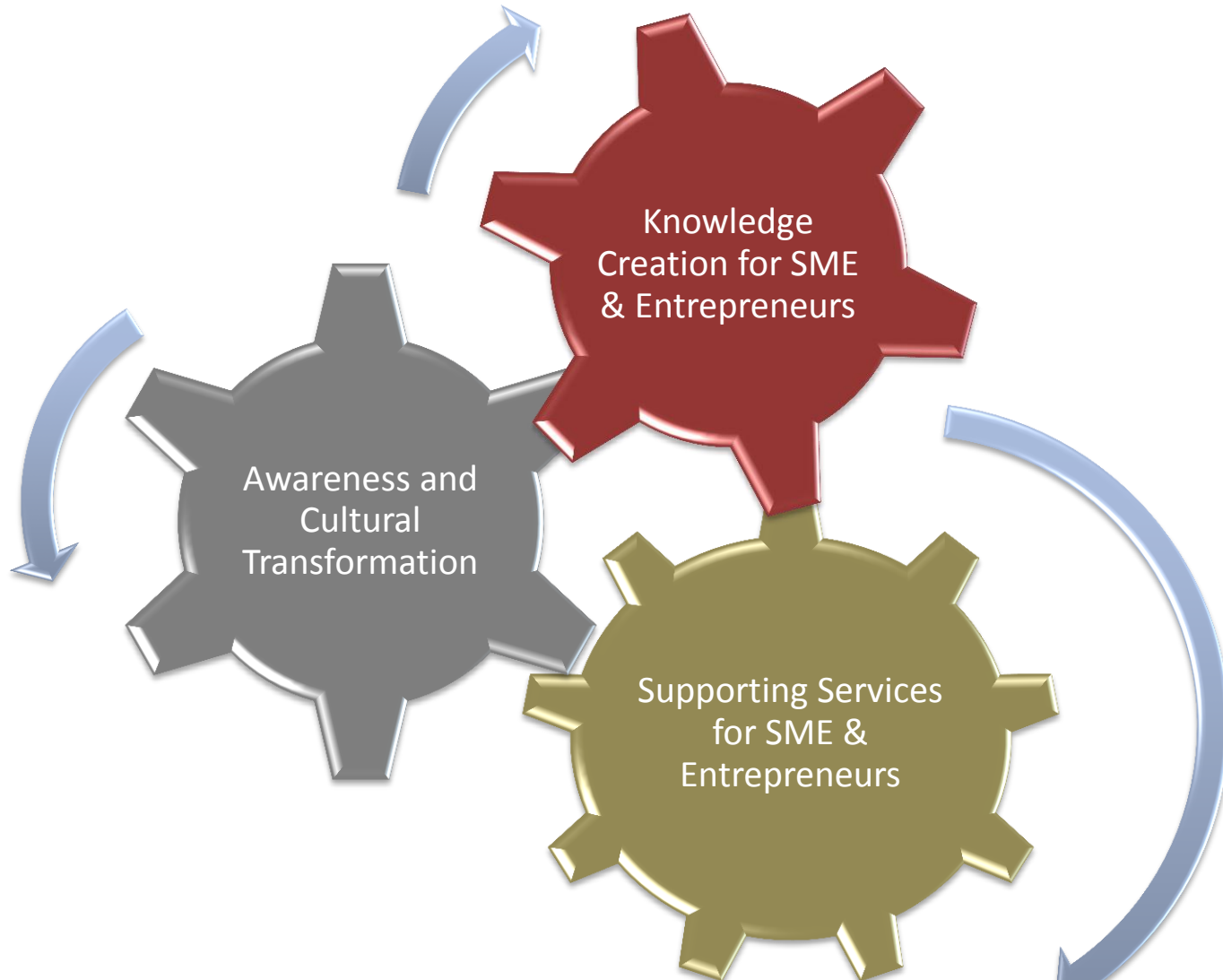
World Bank's lessons toward successful KBE

- 1** **Education System**
 - Top quality K-12 with steaming, intl. std. exams, new skills
 - Smart, differentiated higher education set-up
 - Knowledge technologist and integrators
 - Functional literacy and lifelong learning
- 2** **Business Environment**
 - A vibrant home base for business from all the world
 - Broadening and deepening the service sector
 - How do you foster entrepreneurship? Innovative SMEs?
 - How do you start clusters? Deep craft cultures?
- 3** **Innovation Ecology**
 - Business-Academia-Research Links
 - KBE-boosting R&D and KBE boosting FDI
 - 3 innovation strands: S&T-led, enterprise-led, creativity-lead
- 4** **Information Infrastructure**
 - Wide-open, competitive telecom sector
 - Minimum fixed line, and then broadband penetration
 - ICT literacy and usage, e-government as catalyst
 - IT centers, multi-media corridors
- 5** **Fifth Pillar**
 - High-performance government as role model
 - Creating an exciting vision, national dialogue
 - Do you have a trust-based society?
 - Openness to the world, and change-friendly values

EQ's Approach Toward KBE

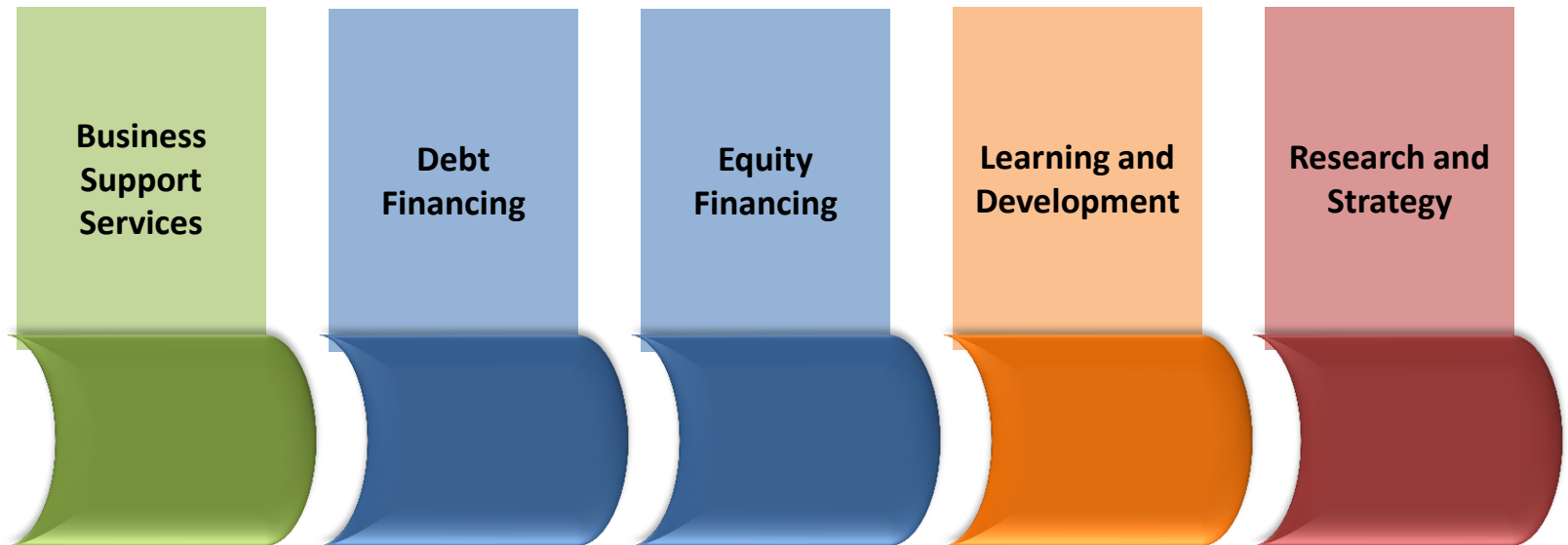
- **Catalyst** for KBE Through SME & Entrepreneurship development
- **Creating SME & Entrepreneurship Information** Pool through market research and collaboration with local and regional entities to increase the knowledge platform in Qatar
- **Supporting** SME & Entrepreneurs with industry standard services that enables them to create and acquire knowledge-based business opportunities
- **Be an Integrator** of business opportunities for SMEs in Qatar
- **Link** Social and economical domains under a single umbrella with Annual events and programs
- **Foster** the creation of Wining mindset for Qatari SMEs and Entrepreneurs that foster knowledge focused businesses

EQ KBE Strategy



How EQ going to support and develop the SME for a Knowledge-Based Economy

EQ has developed a comprehensive approach to the development of the SME sector which addresses the major requirements of SMEs in the realm of policy, capital, training/development and business support services that will ultimately contribute in the efforts to create a Knowledge-Based Economy in Qatar.



Business Support Services

Business Plan Contest

E - Concierge

ICT Basic Services

Managerial & Technical Advisory

Research & Development

SME Clinic & Incubation Centers

Supporting High – Growth SMEs

Website Development

- Boost Creativity, productivity, efficiency and competitiveness
- Promote entrepreneurship, by supporting innovation and research
- Increase the number of Innovative SMEs
- Improve Survival rate for the new and existing SMEs
- Increase the growth rate and profitability of the new and existing SMEs
- Make SMEs more aware of the Business Support Initiatives



Debt Financing

Debt Financing

Bank Lending

Options and Standards

Target Services

- Build Capacity and appetite of commercial banks to lend prudently to SMEs on terms similar to corporate companies
- Give SMEs the choice of banks and products to meet their needs at world class service
- Link financing to EQ's policy and Business Support Services initiatives of programs (feedback loop)

Equity Financing

Access to Equity Capital

Strategic Advices

Startups Fund

Growth SME Funds

- To enable entrepreneurs/SMEs gain and access to equity capital to start or expand locally and internationally
- Provide equity capital to SMEs and strategic advice
- Provide equity fund to entrepreneurs/SMEs to start new business
- Provide equity capital to companies to expand their business

Learning and Development

Innovations: encourage entrepreneurial spirit through creative learning

Foundation: Build entrepreneurial and managerial knowledge and skills

Special: support sector specific SME, and offer new opportunities aligned with national vision and goals

Schools: foster culture of innovation in youth and enterprise education in schools

- To encourage the development of the entrepreneurial spirit
- To build a solid foundation of entrepreneurial skills and enhance managerial experience of SMEs
- To support sector specific growth related to Qatar national Vision 2030
- To foster culture of innovation among youth

Research and Strategy

The Role of SMEs in Key Industries

SME Database

Government Procurement Seminar

- Research and reporting within key industrial sectors for structure, performance, prospects, benchmarking and plan for the SMEs
- Build the national database of SME operations and support fact-based policy decisions
- Yearly seminar include multiple stakeholders who are involved in government procurement; to enhanced SME participation in government procurement bids.

EQ's Partners

Beginning in 2011 , Enterprise Qatar (EQ) is actively developing strategic partnerships with globally recognized international think tanks, institutes, private sector organizations, investment bodies and other related entities to co-explore opportunities and develop mutually beneficial economic and market research and project proposals to support the mandates and objectives of the organization and the Qatar vision 2030.



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Thank you