

Global Entrepreneurship Week

Second Conference for Employment and Entrepreneurship

The High Institute for Specific Studies

Saturday 21 11 2009

Under auspices of the Ministry of Trade & Industry as part of the Global Entrepreneurship Week TMA Development, Training & Consulting has organized a day for entrepreneurship and small business in The High Institute for Specific Studies campus in Marioutia. The main partners were The National Fund for Development, The Egyptian Junior Businessmen association, the Middle East Council for Small Business and Entrepreneurship and The Industry Modernization centre.

The event took place on the main lawn of the Institute as a form of an exhibition for the sponsoring entities services and for NGOs and international student unions to support small business initiatives, social entrepreneurship and networking between the students and the civil society, government institutions, The event also meant to enhance the students' and young graduates' self confidence for work and production as Dr May ElBatran, Managing Director of TMA ascertained, she also added that Small Businesses are good employment vehicles for new graduates and that they present an integral support to the national economic development, she stressed that youth participation in such events was integral to enhance networking and collaboration and chances of employment and to get introduced to new ideas necessary for the new millennium global citizen (environment issues, special needs integration). The day was intercepted by awareness seminars for the students to enhance the government support to small business and entrepreneurship as well as highlighting the supporting institutions roles and benefits criteria.

Dr Ashraf Gamal ElDin, Executive Director of The Egyptian Institute for Directors of The Ministry Of Investment had a key role in emphasizing to the young audience the support of the Ministry of Investment to such initiatives and the importance of small businesses and entrepreneurship education to the business climate in Egypt, he also mentioned that the Ministry started a one billion pound fund for small businesses. Dr Gamal ~~also talked about the importance of a structured approach to managing a~~

small business as well as the social responsibility aspect of the business as key to its success.

Mr Essam ElAzab head of the Giza branch of the Social fund and his team had an impact on the audience too as they introduced the social fund and its support services to the young investors like support in the feasibility studies and loan requirements and paying methods.

The representatives of the various civil society entities also introduced their services and activities and the various collaborations they needed from the students and graduates via their talks and their booths throughout the day.

The event was attended by 1178 graduates and students who went around the various booths of the sponsoring entities like the social fund and the Industry Modernization Centre and the Ministry of Investment's Egyptian Institute for Directors as well student societies like SIFE and NGOs like Sohbet Kheir, Resala, Wayana for special needs integration, Roh el Shabab for environmental services. This event is considered the largest of its kind over the whole entrepreneurship week in terms of youth communication in all Egyptian universities and institutes.

It is note worthy to mention that TMA in cooperation with People Development Foundation in Giza and other NGOs in upper Egypt from Kena to Minya to help train and employ over 4000 young Egyptian male and female in various applied technical and vocational fields and has helped establish several productive projects and initiate entrepreneurial small businesses of its graduates.

