

Promotion of small and medium-sized enterprises in the partner countries of the german technical cooperation (TZ) and in Germany

Workshop 7 Chances for small and medium-sized enterprises (SME)

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Promotional approach of GTZ



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XXV. Deutsch-Brasilianische Wirtschaftstage 2007

- Increasing the competitiveness of SMEs
- Sustainable economic development
- Basis: funded potential analysis
- Multi level policy: approach on macro, meso and micro level
- Focus on structure building effects
- Offering services (information, consulting, training, financing)

1) Status Quo- Analysis

Understanding point of departure and development potentials in SME-sector

2) Development of a country specific SME promotional policy:

Elaborating and taking measures for the implementation of the promotional policy

3) Effect monitoring and benchmarking:

Monitoring activities, deficit analysis through benchmarking, analysing solutions

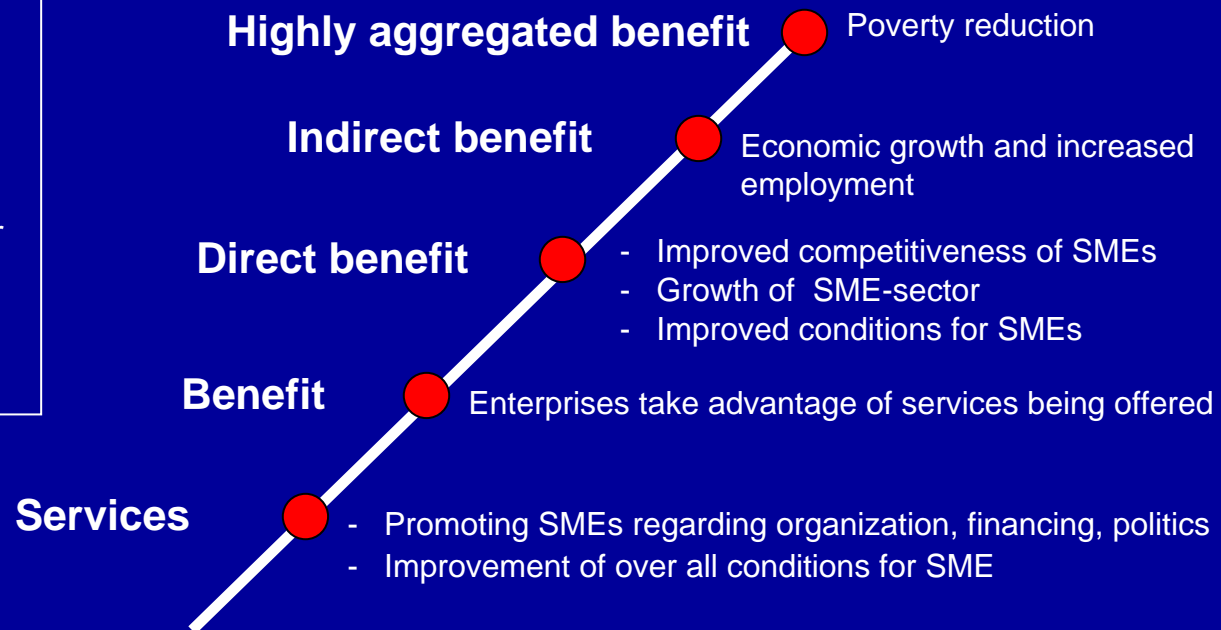
SME promoting policy – Functional chain



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Key problems:

- Lacking competitiveness of SMEs, or
- SMEs underrepresented in national economy, or
- SME-discriminating environment



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Projects in Brazil



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Project Vínculos

Establishing business linkages between large companies and SMEs

PPP

Promotion of Public Private Partnerships between german and brazilian partners

Tecnotrans

Technology transfer
(capacity building and technological learning)



Public levels of SME promoting policies

- **1) State level (dominant)**
 - Offers basic supply

- **2) Federal state level**
 - Financing
 - Qualification
 - Business start-ups
 - Developing foreign markets
 - Technology promotion

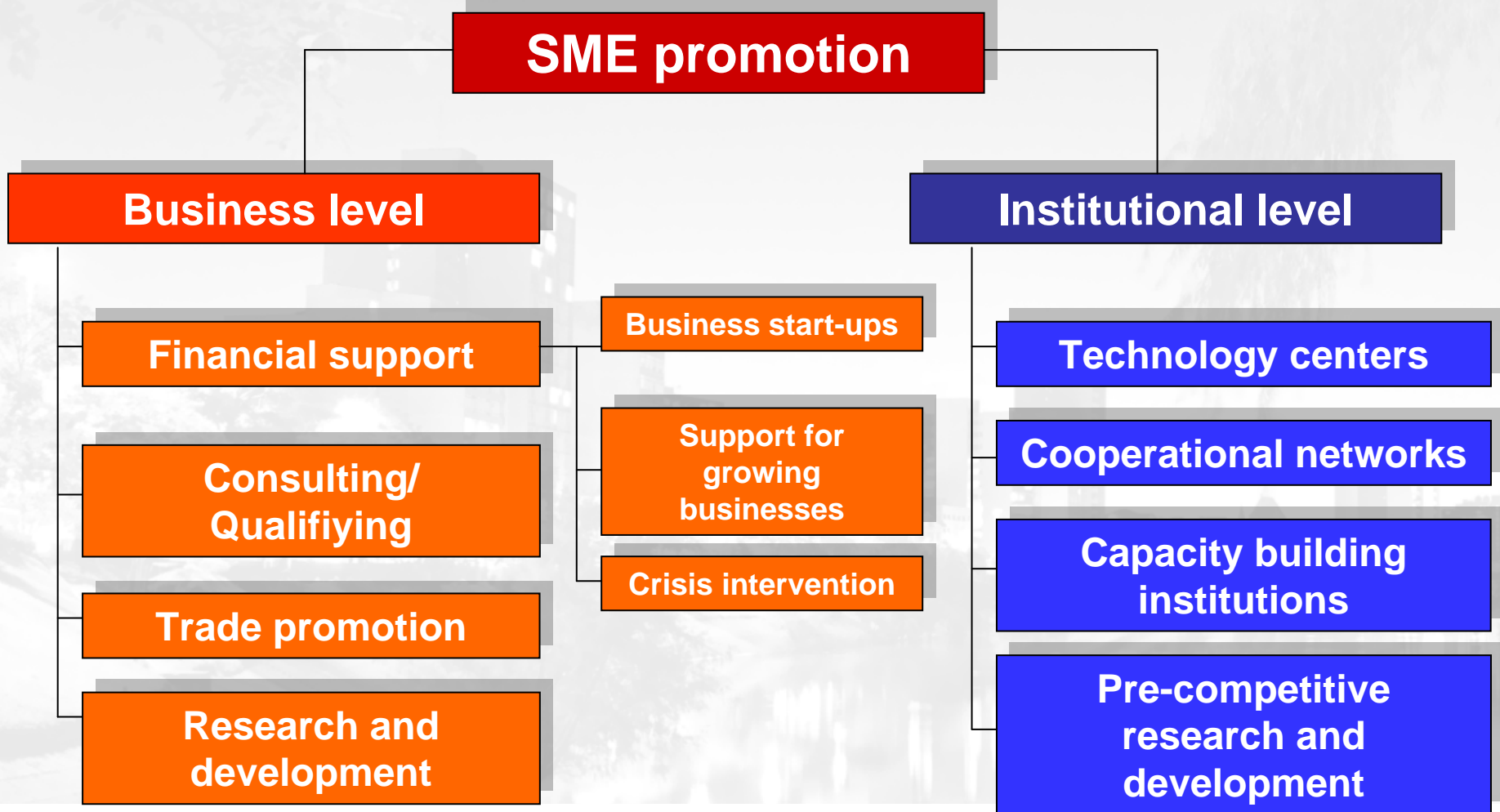
- **3) Regional level**
 - Infrastructure

- **4) European Union**
 - Decreasing regional disparities
 - Co-financing

Promoting SMEs in Germany



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Points of contact



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Business initiative in Germany

- 1) Creating favorable conditions for SMEs
- 2) Reducing bureaucracy
- 3) Business start-up offensive
- 4) Strengthening innovation capability of SMEs
- 5) Modernizing professional education
- 6) Improving the financial situation of SMEs
- 7) Mobilizing capital for innovations
- 8) Supporting SMEs on foreign markets

GTZ instruments in Brazil

- Modul 1: Business and investment climate:**
Cutback of SME-discriminating conditions
- Modul 3: Local and regional economic development:**
Analysing potentials and restraints
- Modul 10: Business start-ups:**
Increasing entrepreneurial competences
- Modul 9: Innovation and technology development:**
Consulting/qualifying function groups
- Modul 8: Business Development Services:**
Developing a market for business services
- Modul 7: Financing SMEs:**
Improving access to capital
- Modul 7: Financing SMEs:**
- Modul 5: Value added chains:**
Establishing business linkages, identifying potential markets