

ENTREPRENEURSHIP AND ENTERPRISE DEVELOPMENT TECHNICAL BRIEF

Chemonics works with enterprises and entrepreneurs to create, grow, and sustain businesses that stimulate economic growth. Using a facilitation approach, we partner with local businesses and service providers to improve market linkages, foster innovation and product development, increase access to new or improved inputs, and identify market opportunities. Our work improves access to capital, enhances technical skills, and strengthens the sustainability of high-quality business development services. These efforts lead to growth in enterprises, jobs, and incomes.



Project Portfolio Highlights

Jordan Building Economic Sustainability through Tourism (BEST). Jordan's tourism sector has great potential to contribute to economic growth and job creation around the country. Building on the work accomplished by USAID tourism projects over the past decade, BEST supports Jordan's transformation into a globally competitive tourism destination. The project works closely with government, non-government, and private sector stakeholders to strengthen tourism facilities and services, improve management and promotion of tourism sites, boost marketing efforts, and encourage tourism to secondary sites. The project has leveraged more than \$9 million in private sector funding for investment in the tourism industry, and has facilitated the creation of tailored financial loan products for tourism sector firms. It also provides targeted hospitality training to boost the number of women working in tourism and promotes youth employment in this sector, where demand for skilled workers is high.

Georgia Zrda Activity (Zrda). Zrda is a five-year activity that fosters broad-based economic growth and improves community resilience in Georgia by strengthening the skills, productivity, and networks of local stakeholders in the agriculture, tourism, and innovation and services technology sectors. Zrda improves the development and growth of micro-, small, and medium-sized enterprises (MSMEs) and increases rural households' ability to generate income. Zrda also fosters market linkages between producers and buyers to strengthen the market system. The project aims to work in 70 communities, create at least 2,000 jobs, increase sales for at least 650 MSMEs by at least \$30 million, increase incomes of

KEY TOPICS

- Micro-enterprise development
- Small and medium enterprise (SME) development
- Market systems development
- Workforce development
- Accelerators and incubators
- Business development services
- Association development
- Market facilitation
- Public-private partnerships

11,000 households by at least 25 percent, and generate measurable improvements in community resilience.

Moldova Competitiveness Project (MCP). MCP builds on the results of its predecessor projects – the Competitiveness Enhancement and Economic Development projects (CEED I and II) – and works in three key sectors: wine and tourism, apparel and accessories, and information and communication technology. To promote capacity building and innovation in businesses, the project established a \$5 million Sector Engagement, Enhancement, and Development (SEED) fund to provide grants to businesses and industry associations. MCP is improving the quality of Moldovan products and services to maximize the benefits of Moldova’s Association Agreement and the Deep and Comprehensive Free Trade Agreement with the European Union (EU). By



building capacity in these sectors, MCP is preparing the country’s private sector to better compete in EU and other higher-value markets. In early 2017, the Moldovan wine industry showcased at two of the most significant international trade events, ProWein in Dusseldorf, Germany, and the Food and Drink Trade Fair in Chengdu, China. Moldovan bottled wine exports to China tripled in the last three years, reaching \$12 million in 2016. This growth helps Moldova decrease its dependency on Russian and Commonwealth of Independent States’ (CIS) markets.

El Salvador Small and Medium Enterprise Development Program (PDPYME). PDPYME supported SMEs to increase productivity and competitiveness, expand operations in local and international markets, and better access business development services. The program worked across various sectors, including agribusiness, light manufacturing, handicraft, food and beverages, and chemical/pharmaceutical. PDPYME also collaborated with the Salvadoran government to improve micro and small business development centers – based on the U.S. SBDC model - that provided service to more than 10,000 firms and entrepreneurs. The project supported more than 10,900 micro, small, and medium business and created 22,000 jobs – 48 percent of which are held by women. The project contributed to generating \$152 million in new sales by El Salvadoran SMEs – \$38 million of which was in exports. Additionally, the program leveraged \$29 million – more than double its budget – in contributions from its beneficiaries and partners.

Small and Medium Enterprise Activity (SMEA). Across Pakistan, small and medium enterprises (SMEs) make up 98% of the roughly 3.2 million businesses in-country, yet the majority of SME’s operate in the undocumented informal sector. SMEA will aim to provide targeted assistance to 6,000 SMEs, including 600 women-owned enterprises. The project will increase their competitiveness by improving the business enabling environment and enhancing the economic performance of seven industrial, manufacturing, and service sectors (textile, leather, minerals, ICT, logistics/packaging, hospitality, and light engineering) with the end goal of increasing employment and reducing poverty. SMEA’s efforts over its five-year implementation period are expected to yield 30,000 new jobs, increase revenues by 80%, and increase exports by 70% among the SMEs in the seven targeted sectors.

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