



TOGETHER
for a sustainable future

OCCASION

This publication has been made available to the public on the occasion of the 50th anniversary of the United Nations Industrial Development Organisation.



TOGETHER
for a sustainable future

DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

FAIR USE POLICY

Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

CONTACT

Please contact publications@unido.org for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at www.unido.org

**REPORT ON 2014
ANNUAL ACTIVITIES**



**INVESTMENT & TECHNOLOGY PROMOTION OFFICE
KINGDOM OF BAHRAIN**

REPORT ON 2014 ANNUAL ACTIVITIES



**INVESTMENT & TECHNOLOGY PROMOTION OFFICE
KINGDOM OF BAHRAIN**

Contents

Foreword	Page 4
United Nations Industrial Development Organization (UNIDO)	Page 5
UNIDO's Core Function & Services	
Investment & Technology Promotion Services	
UNIDO – Investment & Technology Promotion Office (ITPO)	Page 5
The Response	
The Services	
Information Fast Lane	
Partnership Promotion	
Investment/Technology Promotion Delegate Program	
Arab International Center for Entrepreneurship & Investment – Summary Results	Page 8
Investment Promotion Activities	Page 10
Manama Arab Capital for Entrepreneurship & Innovation 2014	
Intel Business Challenge MENA 2014	
Symposium on “Innovation & Entrepreneurship in ICT” at Bahrain International eGovernment Forum 2014	
Launching ITPO Bahrain Center as a Center for Excellence on Project Preparation and Appraisal including COMFAR	
Invest in Bahrain 2014	
Bahrain International garden Show 2014	
Green Industry Transforming the Industry of the Future: Regional Green Industry training in Bahrain 2014	
2nd Gulf Businesswomen Forum	
First Arab Regional South-South Development Expo	
Food Processing & SME Development in the Primary Sector	
Bahrain Animal Production Show	
14th GCC Industrialist's Conference, Muscat, 30 - 31 March 2014	
4th Annual Investment Meeting - Dubai - 8-10 April 2014	
World Free Zone Organization	
SME Regional Conference, Amman	
Launch the Entrepreneurship Center at the UAC	
China International Fair for Investment and Trade, 8 September 2014 in Xiamen, China	

Arab International Center for Entrepreneurship & Investment (AICEI)	Page 16
Brief	
Enterprise Development & Investment Promotion (EDIP) Program	Page 18
Transferring the EDIP	
Training of Trainers	Page 21
1. Industrial Project Preparation & Appraisal	
2. Training of Trainers for the Development & Creation of SMEs	
3. Developing Business Counselors for the Growth of SMEs	
Enterprise Development & Investment Promotion Program Success Stories	Page 22
Kingdom of Bahrain	
The Republic of Lebanon	
The Republic of Sudan	
AICEI Activities	Page 24
ToT Economic & Social Fund for Development, Lebanon	
ToT Iran Businesswomen Association	
ToT Social Fund for Development Egypt	
ToT Jedco, Jordan	
Tot Sudan	
ToT Cyprus	
Tamkeen workshops	
Non-Financial Unit BOK	
National Center for Non-Financial Services, Sudan	
Ministry of Labor / Supreme Council for Women	
EDIP Program Regionally and Internationally	Page 26
Kingdom of Bahrain	
The Republic of Lebanon	
The Republic Sudan	
MENA Region	
Entrepreneurship Awareness	Page 31

Foreword

Entrepreneurship has been the focus for the past 15 years since we institutionalized the Enterprise Development & Investment Program (EDIP) known as the Bahraini Arab Model. Enhancing and developing economies through the development of Micro, Small and Medium Enterprises (MSME'S) has become a strategic approach and the engine for healthy economic growth. Since Investment and Technology Promotion Office (ITPO) Bahrain has been encouraging entrepreneurship and development in the region, 2014 highlighted Manama as the Arab Entrepreneur capital. 2014 was a fruitful year that continued to focus on entrepreneurship at the regional level. Manama, the capital of entrepreneurs appreciates the entrepreneur's hard work and effort especially that the entrepreneurs input in the market will support Bahrain in diversifying its economy further away from dependence on oil. It will further motivate the innovation and revitalization of the Bahraini businesses and it will certainly help in boosting the economy. In addition 2014 highlights UNIDO's new mandate Inclusive Sustainable Industrial Development (ISID) where every country achieves a higher level of industrialization and benefits from the globalization of markets where no one is left behind in benefiting from industrial growth, prosperity is shared among women and men in all countries. Also a broader economic and social growth is supported within an environmentally sustainable framework. Unique knowledge and resources combined of all relevant development actors to maximize the development impact of ISID. This marks as a base for promotion of entrepreneurship and sustainable development for MSE's in the region. UNIDO contributes in developing the SME's and help the entrepreneurs to expand and become more successful. One of our main goals is to focus in improving the living standards for people and improve their environment and surroundings. Helping the entrepreneurs is helping the economy since there will be more job opportunities and more money injected into the market. Bahrain gives the entrepreneurs the chance to enhance their creativity and talent.



United Nations Industrial Development Organization

UNIDO is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability.

The mission of the United Nations Industrial Development Organization (UNIDO), as described in the Lima Declaration adopted at the fifteenth session of the UNIDO General Conference in 2013, is to promote and accelerate inclusive and sustainable industrial development (ISID) in developing countries and economies in transition.

Inclusive and sustainable industrial development (ISID) means that:

- Every country achieves a higher level of industrialization in their economies, and benefits from the globalization of markets for industrial goods and services.
- No one is left behind in benefiting from industrial growth, and prosperity is shared among women and men in all countries.
- Broader economic and social growth is supported within an environmentally sustainable framework.
- Unique knowledge and resources are combined of all relevant development actors to maximize the development impact of ISID.

The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized by the recently adopted 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs), which will frame United Nations and country efforts towards sustainable development in the next fifteen years. UNIDO's mandate is fully recognized in SDG-9, which calls to "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation". The relevance of ISID, however, applies in greater or lesser extent to all SDGs.

Accordingly, the Organization's programmatic focus is structured in three thematic priorities, each of which represents different aspects of ISID:

- Creating shared prosperity; Advancing poverty eradication and inclusiveness, building productive capacities in an inclusive manner, and providing more opportunities for all women and men as well as across social groups, also through partnerships with all relevant stakeholders involved in industrialization processes;
- Advancing economic competitiveness; Advancing rapid economic and industrial growth, building trade capacities in industries, and ensuring that all countries can benefit from international trade and technological progress, also through the application of modern industrial policies and compliance with global standards and norms;
- Safeguarding the environment; Advancing environmentally sustainable growth building institutional capacities for greening industries through cleaner production technologies and resource efficiency methodologies, and creating green industries, including in fields of waste management and recycling.

In addition, UNIDO implements a selected number of cross-cutting programs, including industrial policy advice, research and statistics; partnership mobilization and South-South

cooperation; gender equality and the empowerment of women; and a wide range of regional programs.

Each of these programmatic fields of activity contains a number of individual programs, which are implemented in a holistic manner to achieve effective outcomes and impacts through UNIDO's four enabling functions: (i) technical cooperation; (ii) analytical and research functions and policy advisory services; (iii) normative functions and standards and quality-related activities; and (iv) convening and partnerships for knowledge transfer, networking and industrial cooperation.

In carrying out the core requirements of its mission, UNIDO has considerably increased its technical services over the past ten years. At the same time, it has also substantially increased its mobilization of financial resources, testifying to the growing international recognition of the Organization as an effective provider of catalytic industrial development services.

United Nations Industrial Development Organization

UNIDO is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability.

The mission of the United Nations Industrial Development Organization (UNIDO), as described in the Lima Declaration adopted at the fifteenth session of the UNIDO General Conference in 2013, is to promote and accelerate inclusive and sustainable industrial development (ISID) in developing countries and economies in transition.

Inclusive and sustainable industrial development (ISID) means that:

- Every country achieves a higher level of industrialization in their economies, and benefits from the globalization of markets for industrial goods and services.
- No one is left behind in benefiting from industrial growth, and prosperity is shared among women and men in all countries.
- Broader economic and social growth is supported within an environmentally sustainable framework.
- Unique knowledge and resources are combined of all relevant development actors to maximize the development impact of ISID.

The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized by the recently adopted 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs), which will frame United Nations and country efforts towards sustainable development in the next fifteen years. UNIDO's mandate is fully recognized in SDG-9, which calls to "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation". The relevance of ISID, however, applies in greater or lesser extent to all SDGs.

Accordingly, the Organization's programmatic focus is structured in three thematic priorities, each of which represents different aspects of ISID:

- Creating shared prosperity; Advancing poverty eradication and inclusiveness, building productive capacities in an inclusive manner, and providing more opportunities for
-

- all women and men as well as across social groups, also through partnerships with all relevant stakeholders involved in industrialization processes;
- Advancing economic competitiveness; Advancing rapid economic and industrial growth, building trade capacities in industries, and ensuring that all countries can benefit from international trade and technological progress, also through the application of modern industrial policies and compliance with global standards and norms;
 - Safeguarding the environment; Advancing environmentally sustainable growth, building institutional capacities for greening industries through cleaner production technologies and resource efficiency methodologies, and creating green industries, including in fields of waste management and recycling.

In addition, UNIDO implements a selected number of cross-cutting programs, including industrial policy advice, research and statistics; partnership mobilization and South-South cooperation; gender equality and the empowerment of women; and a wide range of regional programs.

Each of these programmatic fields of activity contains a number of individual programs, which are implemented in a holistic manner to achieve effective outcomes and impacts through UNIDO's four enabling functions: (i) technical cooperation; (ii) analytical and research functions

- Hosting delegates from developing countries for on-the-job orientation (ITPO Delegate Programme) to strengthen national capabilities in investment and technology promotion techniques and to promote portfolios of investment opportunities (country presentations);
- Operating as a catalyst and a source of technical expertise and mobilizing investors and institutional partners for the organization of key investment and technology related events at national, regional and international levels;
- Facilitating domestic investments through the provision of advisory and business skills development services to local start-ups or existing enterprises aiming at expanding their business;
- Advising potential business partners on financing possibilities from national and international institutions involved in financing industrial projects.

The UNIDO Investment and Technology Promotion Offices (ITPOs) fully embody UNIDO's vision of Inclusive and Sustainable Industrial Development (ISID) by promoting green technologies and investments for productive activities towards developing countries.

ITPO Bahrain Staff

Dr. Hashim Hussein

Head, UNIDO ITPO

Afif Barhoumi

ITPO Investment Promotion Expert

Ahmed Zakariya Hejres

Financial Business Counselor

Ghadeer Al-Sayed

Assistant Business Counselor

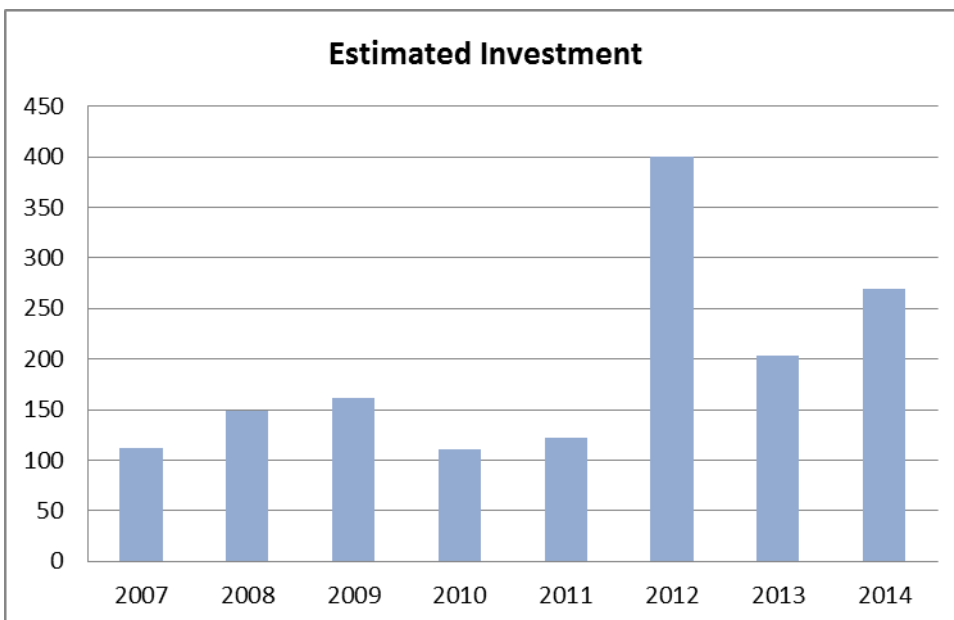
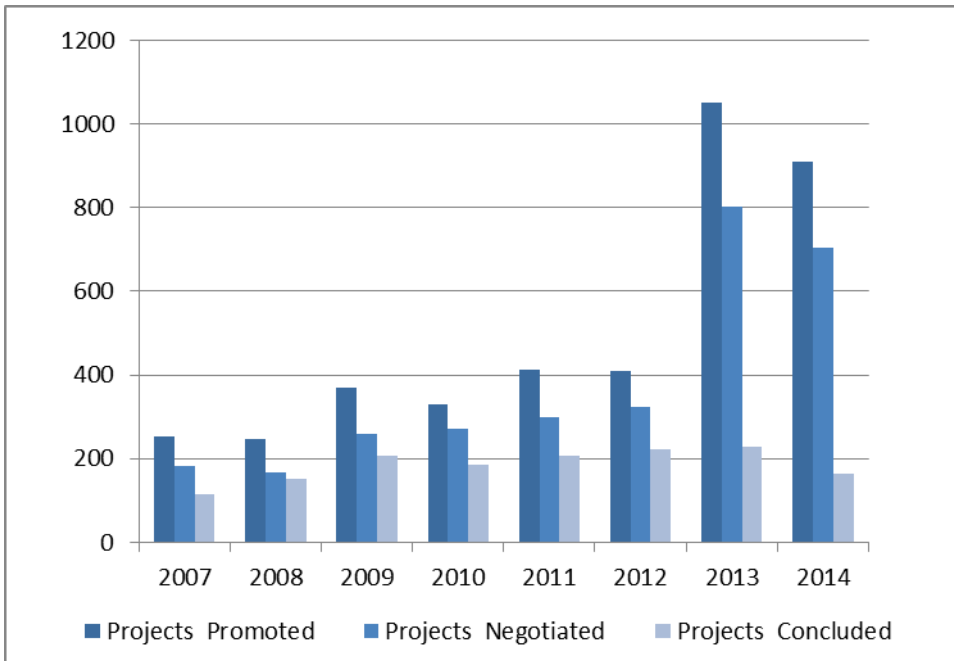
Redha Baqer

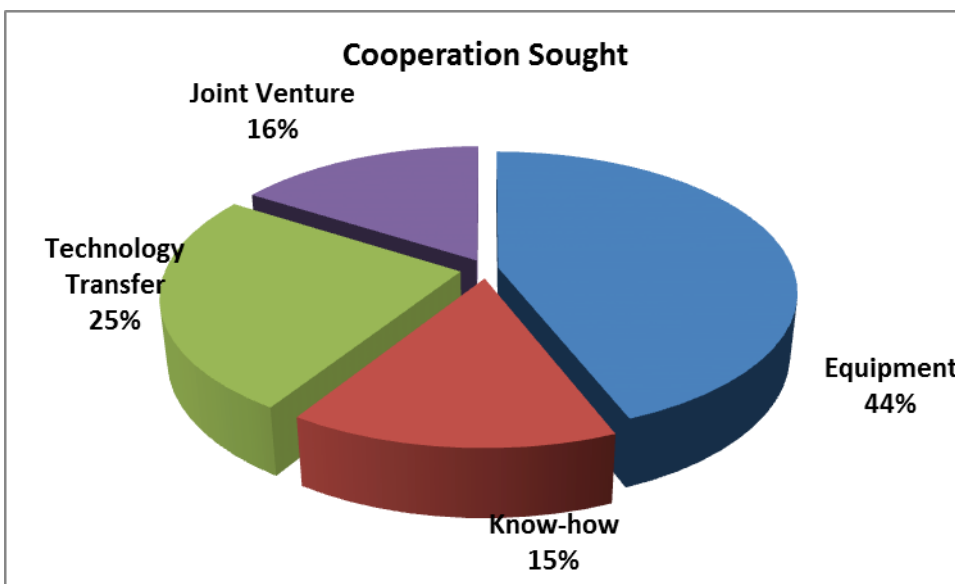
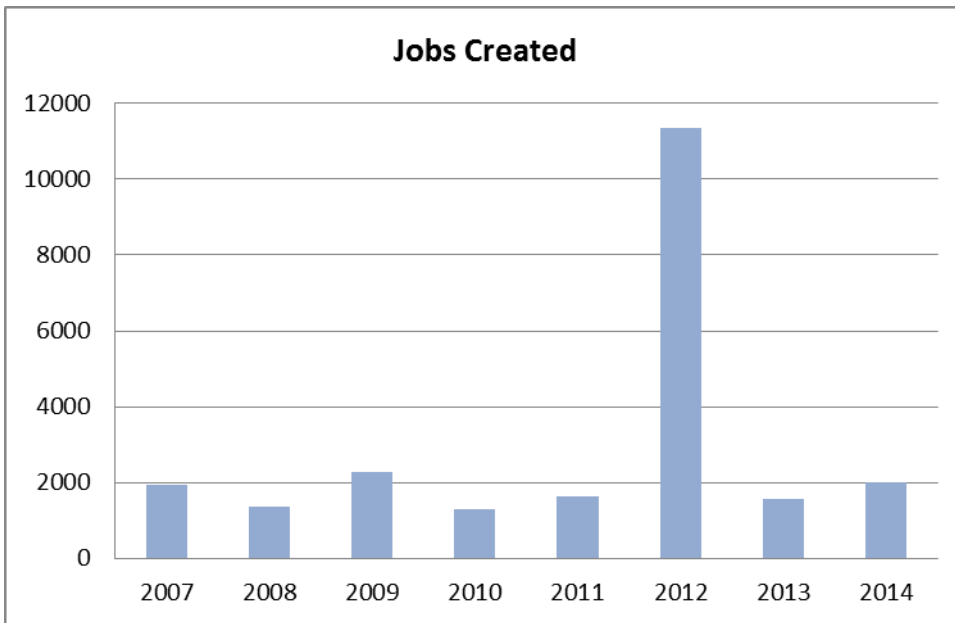
Public Relations

Hiba Al-Aali

Administrative Assistant

Investment & Technology Promotion Activities: Summary Results In light of the programs and activities held during the year targeting small and medium enterprises; ITPO Bahrain has promoted 911 projects of which 703 projects have reached negotiation stage and 163 have been concluded with an estimated total investment of \$269 million USD; thus leading to the creation of 1,988 jobs.





Invest in Bahrain 2014

Under the patronage of HRH Prince Khalifa bin Salman Al Khalifa, the Prime Minister of Bahrain, the Ministry of Industry & Commerce in cooperation with ITPO Bahrain organized the 2014 Invest in Bahrain Forum. The forum was attended by 1,200 officials, dignitaries, financial institutions, investors and entrepreneurs from the region and abroad. During which 56 investment opportunities, in various fields as plastic, fiberglass, ICT, commendation, metals and aluminum, have been promoted with an estimated investment of 1 billion USD. ITPO Bahrain was heavily active in promoting the forum and has facilitated the participation of a delegation from China and Norway.

Bahrain International garden Show 2014

Under the patronage of HM King Hamad Bin Isa Al Khalifa, UNIDO ITPO Bahrain, co-organized in cooperation with the National Initiative for Agricultural Development, Headed by HRH Princess Sabika Bint Ebrahim Al Khalifa, and President of the Supreme Council for Women the Bahrain International Garden Show 2014 with special focus on Agricultural Technologies.



The 2014 edition of BIGS was much bigger than previous years and has occupied 7500 sqm meters, with over 130 exhibitors and was visited by 20,000 visitors, making it a real success. The Show was officially inaugurated by HRH Princess Sabika Bint Ebrahim Al Khalifa and the IDB – UNIDO pavilion was officially inaugurated by HRH Prince Salman Bin Hamad Al Khalifa, the Crown Prince of Bahrain. In addition that HRH Princess Sabika also visited the IDB-UNIDO pavilion.



The 450 sqm IDB – UNIDO pavilion was organized under the banner of “Manama 2014: Arab Capital for Innovation & Entrepreneurship” and under the theme “Arab Agro-preneurs Green Exhibition”. It is worth noting that the concept of Green Exhibition is that all the material used for the stand, display and layout are fully recyclable.

Thirty three Arab and African Entrepreneurs from eight Countries (namely Bahrain, Sudan, Lebanon, Jordan, Iraq, Tunisia, Egypt, Yemen and Uganda) have been given the chance to display and exhibit their technologies, products and services. Of which twenty one have been sponsored by the IDB financial support provided. Moreover; eight Italian technology suppliers also displayed their latest technologies. It is worth noting that five of the Bahraini Agro-preneurs participating are benefiting from the IDB funded growth Agro-pole and have displayed their first harvest 3 in vegetables and 2 in cut flowers.

For the first time, this year and as part of the IDB UNIDO Pavilion, an information desk was organized where by a team of Arab Agro-Experts provided technical information to the visitors on a vast range of topics ranging namely answering questions on what, when and how to plant.

2nd Gulf Businesswomen Forum

Under the patronage of HRH Princess Sabika Bint Ebrahim Al Khalifa, Wife of His majesty the King of Bahrain and the President of the Supreme Council for Women, ITPO Bahrain co-organized in cooperation with the Bahrain Chamber of Commerce and the Federation of GCC Chambers the 2nd Gulf Businesswomen Forum. The forum attracted the participation of more than 300 top women entrepreneurs from the region in various fields. ITPO Bahrain was actively involved in promoting the forum and provided a presentation on the role of UNIDO and ISID in promoting women economic empowerment in the Gulf region.

Food Processing & SME Development in the Primary Sector - Bahrain Animal Production Show

Under the patronage of His Majesty the King of Bahrain, the 3rd Bahrain International Animal Production & Processing Show (Mara'ee- March 21st to 24th, 2014). The exhibition was officially inaugurated by His majesty the King on March 21, with the participation of 180 companies from 35 countries.

UNIDO ITPO Bahrain co-organized the exhibition in cooperation with the Ministry of Municipalities Affairs & Urban Planning; whereby ITPO Bahrain through the financial support of the Islamic Development Bank has facilitated the participation of 27 Agro-preneurs from 9 countries namely Bahrain, Lebanon, Egypt, Iraq, Albania, Italy, Sudan, Hong Kong and Australia.

The participating companies featured a variety of categories, including poultry, fish farming, animal products, fodder and animal feed, agricultural machineries and equipment's, food processing, veterinary products / services, pet products and services.

It is worth noting that more than 200,000 people visited Maraee over its four days.

14th GCC Industrialists' Conference “Industrial Exports: Opportunities and Challenges”

Under the patronage of His Highness Sayyid Shihab bin Tareq al Said, Adviser to His Majesty the Sultan and with the participation of ministers of industry in GCC countries and Yemen the Industrial Exports: Opportunities and Challenges Conference was held in March, 2014.

The conference was organized by the Oman Ministry of Commerce and Industry and the Gulf Organization for Industrial Consulting (GOIC), in collaboration with the Secretariat-General of the Gulf Cooperation Council and the Federation of GCC Chambers. Which resulted in the participation of a number of Industry Ministers from the GCC and a number of senior dignitaries, industrialists and financial institutions.

Dr. Hashim Hussein, Head of UNIDIO-ITPO Bahrain participated in the session entitled “Current State of Industrial Exports in GCC countries and Yemen” and provided a presentation on the ISID and various program and tools developed by UNIDO that can play a vital role in facilitating the transformation of SMEs from non-exporting enterprises into exporting ones through a range of financial and non-financial services. Thus allowing them to penetrate global markets and benefit from industrial inclusive globalization.

Green Industry Transforming the Industry of the Future: Regional Green Industry training in Bahrain 2014

Under the patronage of HE Dr. Hassan Fakhro, Minister of Industry & Commerce, UNIDO ITPO Bahrain in cooperation with the UNIDO Institute for Capacity Development and the University of Bahrain organized a summer academy under the theme “Green Industry: Transforming the Industry of the Future” from June 11th to 18th, 2014.



This specialized academy gathered 26 participants from 9 Arab countries namely Bahrain, Kuwait, Egypt, Morocco, Lebanon, Palestine, Sudan, Yemen, and Tunisia; to collectively work on concepts and strategies to improve industry's environmental performance and to implement the concept of “Green Industry” in practice.

The program provided in-depth understanding of Green Industry, technology and financing as planning tools for developing sustainable energy systems. The program was designed to provide participants with the opportunity to familiarize themselves with current and expected trends in sustainable energy solutions and to provide participants with an opportunity to reflect on practical, innovative and cost effective ways to address sustainability problems within the energy industry and systems.

4th Annual Investment Meeting - Dubai - 8-10 April 2014

Under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, the Annual Investment Meeting secretariat in cooperation with ITPO Bahrain organized the 4th Annual Investment Meeting (AIM) was held from 8 to 10 April 2014 at the Dubai International Convention and Exhibition Centre. The meeting focused on the theme 'Investment Partnerships for Sustainable and Inclusive Growth in Frontier and Emerging Markets.' With the participation of 500 delegates representing 165 countries have participated in the forum. During the inaugural session on April 8 the release of the foreign direct investment report for 2013, and discussions on legislative and regulatory frameworks for investments took place. The new addition was the Ministerial Roundtable, a high level forum involving ministers from various countries, business leaders, and representatives of multilateral agencies as well as world renowned experts from research centres and academia. During the conference the UNIDO-ITPO Bahrain actively promoted the Forum and delivered a presentation on the UNIDO ISID mandate to enhance their knowledge on how important the development of industries is.

Memorandum of Understanding signed between UNIDO and the World Free Zone Organization

Further to the official global launch and unveiling of the World Free Zones Organization (WFZO) in Dubai by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, ITPO Bahrain has been active in facilitating linkages between UNIDO and the WFZO. Accordingly, on June 2014, both organizations have successfully signed a strategic memorandum of understanding towards the promotion of inclusive and sustainable industrial development (ISID) and enhancing global investment and expanding trade links; through promoting domestic investment for leveraging Foreign Direct Investment (FDI).

Under the terms of the MoU, both parties aim to achieve these objective by introducing successful development initiatives from UNIDO to World FZO members, educating developing economies about the uses and advantages of free zones, transferring knowledge, experience and best practices, and utilizing UNIDO's expertise where appropriate.

The MoU also stated that World FZO and UNIDO will collaborate to provide technical support, guidance and capacity building in international trade, industrial development and free zones, to developing countries, countries with economies in transition, and free zone authorities, operators and users. With the ultimate objective of developing and

conceptualizing the “Future Free Zones” that provide added value services and benefits not only its tenants but also plays a vital role in developing the overall national economies.

Launching ITPO Bahrain Center as a Center for Excellence on Project Preparation and Appraisal including COMFAR

The UNIDO ITPO Bahrain has been officially identified by UNIDO headquarters as a Center for Excellence on Project Preparation and Appraisal including COMFAR; accordingly the first capacity building program was held under the patronage of Dr. Hassan Fakhro, Minister of Industry and Commerce in cooperation with the Ministry of Finance; through which 25 Financial experts from the Bahrain Ministry of Finance, Ministry of Industry and Commerce, the Supreme Council for Environment, the Economic Development Board, the Kuwait Finance House in addition to a number of technical experts took part in the program and got acquainted with the UNIDO methodology on the means of identifying, assessing and appraising potential investment opportunities utilizing COMFAR.

The Center aims at;



1. Serving as a beacon of knowledge and expertise for the provision of training in Investment Project Preparation and Appraisal with the application of COMFAR software.
2. Collaborating and networking with partner institutions to promote best practices developed by UNIDO in the area of investment and technology promotion in general and project preparation and appraisal in particular and provide guidance and support in the preparation and appraisal of feasibility studies as and when required by partner institutions.
3. Support developing countries in the development and establishment of similar centers at national level in order to diffuse and sustain the capacity building activities.

Proposal to name Bahrain Country Guest of Honor at the China International Fair for Investment and Trade (CIFIT) 2015

The 2014 CIFIT was held in Xiamen in Sept. 2014; with the participation of over 15,000 overseas trade professionals from 118 countries and regions, and more than 50,000 domestic governmental and business personnel from over 300 major cities of 31 provinces and autonomous regions in mainland China participating in the fair.

During the 2014 CIFIT, a meeting was held in Xiamen in the presence of HE Mr. Li Yong, UNIDO Director General, the Mayor of Fujian region, the Managing Director of CIFIT and Dr. Hashim Hussein, Head of UNIDO ITPO Bahrain through which ITPO Bahrain proposed organizing 2015 CIFIT under the theme “Maritime Silk Road East meets West” with the aim to develop a platform for promoting, mobilizing and forging investments flows between countries of the East and the West.

Accordingly, the participation of entrepreneurs and officials from the countries of the Maritime Silk Road will be invited from Asia (namely China, Malaysia, Vietnam, Pakistan, India, Indonesia, etc.), the Arab region (namely Gulf Cooperation Council countries, Lebanon, Jordan, Iraq, Iran, Egypt, Tunisia, Morocco, etc.) and African countries (namely, Tanzania, Djibouti, Ethiopia, Eretria, Kenya, Uganda, Etc.) with the goal of reviving the Silk road trading and investment routes and facilitating business linkages between SMEs and entrepreneurs.

In addition to that Dr. Hashim proposed inviting the Kingdom of Bahrain to be the Guest Country of Honor for CIFIT 2015. Accordingly, by the end of December 2014, the official invitation was officially submitted to the office of HRH Prince Khalifa Bin Salman Al Khalifa the Prime Minister of Bahrain, was well received and the Bahraini Government confirmed its consent to be CIFIT 2015 Country Guest of Honor.

MEET ICT and Bahrain IT Expo

Under the patronage of H.E. Eng. Kamal Mohammed, Minister of Transportation and Communication, ITPO Bahrain co-organized in cooperation with the Bahrain Technology Companies Society and Work Smart the “MEET Information Communication Technology (ICT) and Bahrain International Technology Exhibition”.

The “MEET ICT and Bahrain IT Expo” was officially inaugurated in Bahrain with the participation of 350 experts and techno-preneurs in the area of ICT with the aim of bringing together the ICT Community for business building as well as researching for more powerful solutions in the sector. Accordingly, the event encompassed a number of parallel events which included a conference and five specialized workshops. An IT exhibition to show case the latest ICT inventions and technologies developed in addition to a recognition awards provided to Bahraini techno-preneurs who excelled in the field of ICT. Through the active support of ITPO Bahrain 40 Bahraini techno-preneurs exhibited their products and services.

ARAB INTERNATIONAL CENTER FOR ENTREPRENEURSHIP & INVESTMENT (AICEI)

The Arab International Center for Entrepreneurship & Investment (AICEI) was established under the banner of South-South Co-operation through the joint efforts of the United Nations Industrial Development Organization (UNIDO), the Bahraini Government and the Inter Regional Center for Entrepreneurship & Investment Training (IRC)-Government of India. The Center functions with the objective of strengthening indigenous capacities of selected countries in the Arab-Asian region, particularly in the areas of promoting domestic investment and facilitating foreign direct investment which results in job creation, poverty alleviation and economic growth.

Since the inception of AICEI in 2001, the center has developed the capacities of 3500 experts from 55 countries around the globe on various issues related to entrepreneurship development, promoting domestic investment for leveraging foreign investment, youth and women empowerment, investment promotion, MSMEs development.

AICEI Mission

1. Contribute to the economic empowerment of youth and women regionally and internationally
2. Unleash and stimulate the spirit of entrepreneurship through various awareness and support programs for women and youth
3. Assist in developing eco-systems for the development of micro, small & medium enterprises (MSMEs) through capacity building programs, technology transfer, financing and incubation systems
4. Share and disseminate best practices for the development of value added services to entrepreneurs through local support institutions
5. Institutionalize business counseling and mentoring programs aimed at facilitating enterprise growth
6. Developing linkages between financial institutions and entrepreneurship programs
7. The establishment of business incubator systems as they play a key role in the development and growth of MSMEs through a range of services offered

ARCEIT Time line since inception:

- 2001: ARCEIT was established and the Bahrain Model evolved “Enterprise Development & Investment Promotion Program”
- 2003: Inauguration of the Bahrain Business Incubator Center
- 2005: Working arrangement with the Islamic Development Bank
- 2006: Working arrangement with the Arab Gulf Program for Development (AGFUND) and the Bahrain Model being labeled as the “Bahrain – Arab Model”
- 2007: UNIDO 12th General Conference officially adopts the Bahrain-Arab Model as its tool for Investment Promotion & Technology Transfer.
- 2008: UNIDO Independent evaluation to ITPO / ARCEIT Activities, which concluded that the role played by ARCEIT is instrumental in Economic Empowerment and recommended its conversion from a regional into an International Center for Entrepreneurship & Investment.
-

- 2009: Bahrain – Arab Model named best developmental program with in the UN agencies
- 2010: The League of Arab States through its Arab Union for Small Enterprises officially endorse the Bahrain – Arab Model
- 2012: The General Union of Chambers of Commerce, Industry & Agriculture for Arab Countries endorses the Bahrain – Arab Model and its implementation in 22 member country Chambers.
- 2013: Arab Regional Center for Entrepreneurship & Investment Training is transformed into the Arab International Center for Entrepreneurship & Investment

Enterprise Development & Investment Promotion Program (The Bahrain-Arab Model)

The road to employment, income, and prosperity

The development of MSMEs has been recognized internationally as an effective mechanism in facilitating economic development and promoting domestic investment. The promotion of entrepreneurship has been identified as a key factor to economic growth and as a primary engine for creating a country's wealth. Thus, many governments of developing countries and economies-in-transition have renewed their focus on this vital factor of production. For this reason, the enterprise development process has been initiated, giving due consideration to the operational environment in Bahrain and the special needs of Bahraini entrepreneurs and investors. The issues were studied and discussed thoroughly, including the analysis of other experiences in which countries around the globe have undergone. Finally, it has been concluded that the unavailability of (a) qualified entrepreneurs and investors, as well as (b) a cohesive set of support services, posed as the major bottlenecks in the Arab Region.

Accordingly, ITPO Bahrain in co-operation with the Ministry of Industry and Commerce (MOIC) and various entities concerned with the development of SMEs in Bahrain are trying to stimulate domestic and foreign investment into the country to boost the manufacturing and service sectors. The Arab Regional Centre for Entrepreneurship & Investment Training (AICEI) was established under the banner of South-South Co-operation through the joint efforts of UNIDO, the Bahraini Government and the Inter-Regional Centre for Entrepreneurship & Investment Training (IRC) – Government of India.

The Centre functions with the objective of strengthening local capacities of selected countries in the Arab, Asian, and African regions. Specifically, it promotes domestic investments and facilitates direct foreign investments, which results in job creation, poverty reduction, and economic growth. The activities of AICEI are closely coordinated by the ITPO Bahrain and UNIDO Headquarters in order to ensure maximum synergy among the institutional participants.

What is Enterprise Development & Investment Promotion (EDIP)

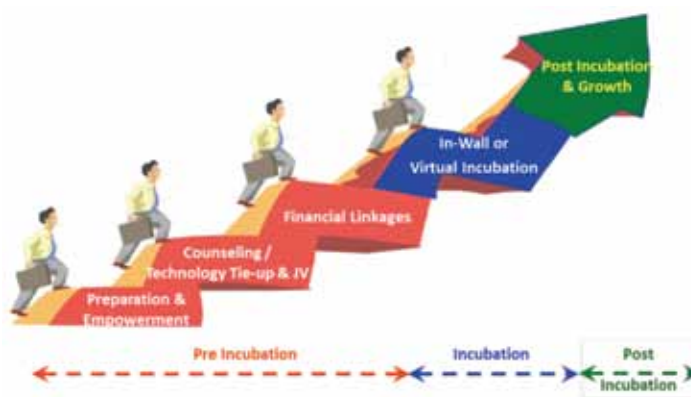
Economic growth required for the eradication of poverty and the achievement of the other associated MDGs depends on capital accumulation (investment) and technical change. Foreign direct investment (FDI) in particular is an important driver of industrial productivity performance. It is expected to improve industrial productivity growth directly by infusing new capital, technology know-how, managerial know-how, and improving the average skills and efficiency levels of the industry. An important factor, inter alia, which would influence the success of FDI promotion efforts, is the availability of qualified local entrepreneurs/investors backing the investment projects. However, finding qualified and capable local investors still remains a grave problem in many developing countries. A credible local investor base will emerge only once in the private sector and is induced to engage in productive activities by encouraging domestic investments. Therefore, in order to attain growth, developing countries and those with economies-in-transition need to mobilize investment – both domestic and foreign – as well as modern technologies in order to expand their productive assets.

The primary function of EDIP is to stimulate the emergence of new enterprises and facilitate the growth of existing ones. The EDIP Program has two main components, Enterprise Creation and Enterprise Growth. A third component of the program aims to develop institutional capacity which can handle the above mentioned components, as well as build up strong networks to ensure the program's long-term sustainability.

The EDIP Program, which is organized in four stages after some preparatory activities, aims at helping potential entrepreneurs and investors translate their ideas into commercial ventures in the manufacturing and service sectors. The emphasis is on small and medium enterprises, which has been recognized all over the world as an effective means of facilitating economic development.

The main features are:

- A result-oriented approach, with a focus on potential investors setting up their own business enterprises – appropriate to their abilities and backgrounds
- There is a firm commitment to the basic objectives offered by the counterpart institutions
- The entrepreneurs and investors are identified and selected through a rigorous selection process involving assessment of personality and competence by means of written tests and interviews



Enterprise Creation

Pre-Incubation

Step One: Preparation & Empowerment

An enterprise cannot be assured of long-term success if its management does not possess the necessary knowledge, skills, and competence. After suitable candidates have been

selected, they will be provided with inputs in order to strengthen their managerial skills in an effort to assist in setting up their own enterprises.

This stage, lasting for 3-4 weeks, has been designed to cover the following:

- Setting up a small business enterprise: whom to contact for what, the nature and extent of assistance available from various institutions
- Business opportunity identification: how to recognize and identify opportunities, how to screen them, how to firm up a business idea for further exploration
- Market assessment: how to assess the market potential, guidance in carrying out fieldwork for market assessment for the proposed product or service
- Development of enterprising competencies
- Business plan: skills for the preparation of a business plan, and assistance in finalizing it.
- Essentials of managing a small business enterprise
- Inputs on how to manage a project
- Business Plan Competition: The organization of a business plan competition has been added to step one which represents a major component for assessing the effectiveness of a program, and whether the potential entrepreneurs and investors were able to acquire the needed skills and competencies

Pre-Incubation

Step Two: Counseling & Technology Tie-Up

A dynamic follow-up mechanism involves counseling with the aim of translating business ideas into reality. Entrepreneurs are given advice on how to finalize their ideas and obtain the information they need to draw up their business plans and investment profiles as per UNIDO methodology. These entrepreneurs learn how to identify and select technology as well as promote partnerships with foreign companies in the form of joint ventures, technology tie-ups, and management. In addition, they receive assistance in applying for the necessary licenses and completing the legal formalities. The nature, extent, and time commitment of the counseling depends on the needs of the individual case.

Counseling includes but is not limited to the following activities:

- Business opportunity identification, analysis, and finalization
- Market research – collection, analysis, and compilation of relevant data
- Identification and sourcing of information on relevant technology, machinery, equipment, raw materials, etc.
- Facilitation of technology tie-ups and joint venture collaboration
- Compilation of a business plan
- Completion of legal documentation, seeking necessary registrations, licenses and clearances
- Finalization of the project implementation plan

Pre-Incubation

Step Three: Financial Linkages

After business counseling, the next important step involves establishing a link with a financial scheme. An appropriate investment package is worked out on the basis of the

project's capital requirements and the investor's own financial capacity. Investors are advised and guided on completing the required formalities for seeking loan support from financial institutions. The business counselor acts as a link between the investor and the financial institution, in order to facilitate the process, and to ensure that the project is linked with the most appropriate financial schemes.

Incubation

Step Four: Incubation, Growth Programs & Market Access

Incubation is twofold: virtual or in-wall. In terms of virtual incubation, one does not need to be established at a specific incubator, but rather, they may establish their businesses in any location and would revert to UNIDO on a need basis. As for in-wall incubated entrepreneurs, they are directed towards businesses that require constant follow-up and longer periods to reach a break-even point.

With all the essential resources necessary for the project tie-up, the investor is guided through the project implementation plan that was formulated during the second step. Assistance is provided to facilitate essential links with institutions providing infrastructural services (access, water, electricity, etc.). Guidance and support is also provided for the procurement, installation, and commissioning of the project machinery and equipment, as well as procurement of raw materials and other utilities. The business advisor/counselor monitors the project implementation process very closely and guides it to the stage where it becomes fully operational.

Each business receives tailored advice, as well as capacity-building in order to ensure project survival at crucial stages of initial operation and to facilitate growth in the subsequent period of project operation.

Post Incubation

Step Five: Enterprise Growth

As a result of privatization and globalization, the business environment has drastically changed for small and medium enterprises in developing countries. It is imperative that their international competitive edge is strengthened in order to keep pace with new products, processes, and services that constantly emerge. It will no longer be possible to remain in business if enterprises do not respond quickly to the changing contours of markets and management. Systematic and sustainable growth is a result of planned efforts on the part of the entrepreneur.

This could involve expansion, diversification, product development, quality improvement, and cost reduction. The Enterprise Growth program is designed to (a) help existing entrepreneurs redefine business processes by analyzing current performance of their enterprises; (b) facilitate entrepreneurs in opportunity mapping for growth. That is in relation to the enterprise and the external factors on growth; (c) help entrepreneurs develop core competencies and strategic awareness leading to sustainable growth. It does this by:

- Creating strategic awareness through helping entrepreneurs look objectively at their businesses and recognize the basis from which to develop
- Identifying those aspects that need to be strengthened or corrected and working out an action plan
- Understanding the growth potential of the business
- Arriving at growth plans, while recognizing that growth is not simply expansion or diversification
- Understanding the implications of growth on the current business
- Examining the impact of internal and external factors on growth and setting appropriate growth plans and targets
- Assisting in the implementation of the growth plans

Transferring the EDIP

EDIP is here to assist small and medium-sized enterprises of developing countries achieve their full potential. However, it cannot do this unless it has an organization with expert personnel on location to do the actual development and promotion. The program starts off by establishing an institutional framework – the Enterprise Development and Investment Promotion Unit (EDIPU). This can be established within an existing public or private institution that is concerned with investment promotion and the development of small and medium-sized businesses.

The EDIP team of advisers and counselors who implement the program must be selected and trained through the “Training of Trainers” program, so as to become masters of entrepreneurial competence, investment and technology promotion, and enterprise growth. Their formal and theoretical training will be followed by on-the-job training, in order to promote practical application of what they have learned. This includes the identification of potential entrepreneurs and investors, as well as the identification of investment opportunities matching their profiles.

The EDIP staff will work closely with the entrepreneurs/investors in promoting investment opportunities through advisory/counseling services on a continuing basis. This includes support for partnership arrangements and technology tie-ups, linking with financial schemes, and providing all support necessary for the establishment of enterprises.

An additional dimension of the program involves development of business incubators and technology parks as institutional mechanisms to promote small and medium-sized enterprises. Incubation, when required, covers preparation of business plans and further assistance in establishing and operating the incubator/technology park.

The three major capacity-building programs required are:

1. Industrial Project Preparation & Appraisal

The workshop aims at enhancing the skills of participants during preparation and appraisal of industrial projects. The workshop extensively covers modules such as Project Development Cycle, Market Analysis, Technical Analysis (including environmental impact assessment), Financial Appraisal and a brief overview of national cost-benefit analysis.

The program upgrades the capacities and capabilities of representatives of the public sector dealing with entrepreneurs.

2. Training of Trainers for the Development & Creation of SMEs

The program aims to help participants understand the process of Investment Promotion and Enterprise Development, and give support to various target groups. It equips the participants with necessary competencies in the area of identifying, selecting, training, counseling, and supporting small enterprises while expanding existing enterprises. Finally, the program acquaints participants with the process of planning and implementing the Bahrain Model for various target groups.

3. Developing Business Counselors for the Growth of SMEs

The program seeks to equip participants with skills in profiling SMEs in terms of their current performance and potential for growth; enable the counselors to acquire problem-solving skills; generate awareness on counseling styles; and finally, develop skills required to assist existing entrepreneurs in consolidation, performance improvement, and growth of their businesses.

EDIP SUCCESS STORIES

Bahrain

Nawal Al-Sabbagh



Nawal Al-Sabbagh runs one of the best-known florist and chocolatier shops in Bahrain. Her clients include royalty and some of the most discerning and wealthy families who value her artistry and quality finish. Her unique story was not always roses though – or rather, it was a rose garden with its share of thorns. Through a failed partnership in an earlier business and the urgent need to provide for her children as a single mum grew her determination to rebuild her business and succeed once again.

“I come from a family where we were not entrepreneurial but we were very independent. From childhood I was taught to find ways to solve challenges and this stood me in good stead when I faced the issue of re-starting my business.”

Bahraini women have an in-built ability to surmount challenges, she says and organisations such as the Supreme Council for Women and UNIDO tap this strength and lend wings to their ambitions.

“We Bahraini women have a long history of independence and entrepreneurship but it needed to be re-shaped to fit the 21st century context. For this, UNIDO is an excellent mentor and a teacher for the new generation. It is a safety net for entrepreneurs and a guide for those of us who want to expand our established business.”

UNIDO has a clear step-by-step strategy to support women in Bahrain since it is involved in drafting women's empowerment policies such as the 2009 drafting of the economic component of the Bahrain National Women Empowerment Strategy.

Nawal's inspiring story of business reconstruction began when she found her earlier partnership falling apart just when she was also in the midst of a personal life crisis.

"Many of my former clients from the earlier flower business contacted me and asked me to handle their special event décor but I was unable to do so because I needed capital for flower and chocolate. I didn't want to overload myself with loans although family and friends wanted to help. I am an artist and in all the turmoil, I had turned to painting to calm me. I sold these paintings to raise the capital and contacted my old suppliers. To my delight, they were happy to extend credit and help me to start again because they believed in my ability to succeed."

Initially, Nawal worked from her home, supplying tastefully arranged flowers and gifts of top-quality chocolates to VIP clients. Her big break came when she went to BBK to negotiate a bank overdraft. It was Ramadan and the PR department was preparing to place an order of Eid sweets for VIP customers. Nawal persuaded them to use her artistic talent to create a custom-made Eid greeting and also her chocolate supplies.

"Entrepreneurs must always watch for opportunities. I was able to convince BBK of my reliability as a supplier and as a good SME client. I never used the overdraft but got a great client in BBK!"

The three secrets to business success, according to Nawal are to build trust in customers and suppliers because both are your partners in success; to offer quality at a reasonable price always and to always believe in oneself.

"UNIDO's structured approach to enterprise creation and growth means that we have access to excellent counselling and global exposure. This makes the UNIDO Arab International Center for Entrepreneurship & Investment successful in its nurturing of women entrepreneurs and stimulating economic empowerment of women."

Nawal is currently working with UNIDO to expand and enter the franchise business for her florist and chocolatier brand.

"You have to explore ways of reinventing your business and UNIDO has been very helpful in helping me to plan this next step into franchising. In this business, nothing smells sweeter than success!"

ARAB INTERNATIONAL CENTER FOR ENTREPRENEURSHIP & INVESTMENT (AICEI) ACTIVITIES

Manama Arab Capital for Entrepreneurship & Innovation 2014

Under the patronage of HE Shaikh Hisham Bin Abdulrahman Al Khalifa, the Governor of Manama, and in the presence of HE Mrs. Samira Ibrahim bin Rajab, State Minister for Information Affairs, UNIDO ITPO Bahrain in cooperation with the Arab International Center for Entrepreneurship & Investment and the prestigious Arab Thought Forum, Headed by HRH Prince El Hassan bin Talal of Jordan; have officially launched Manama as the Arab Capital for Innovation & Entrepreneurship for the year 2014. It is worth noting that Manama is the first capital to be named Capital of Entrepreneurship, this initiative will be replicated in another Arab capital on a yearly basis.



The initiative aims at developing and implementing a series of events, forums, workshops and programs that would expose Arab Youth in the region towards entrepreneurship, innovation and private sector initiatives. Thus, stimulating the spirit of entrepreneurship among youth and facilitating economic diversification; hence, leading to job creation. Under this banner a number of events have been organized in Manama during the year 2014, and as a result we would like to highlight two of these events:

Intel Business Challenge MENA, 3rd September 2014

Under the auspices of the Governor of Manama HE Sheikh Hisham Bin Abdulrahman Al Khalifa, and in the presence of HE Mrs. Samira Rajab Minister of State for Information (Bahrain Government Spokeswomen) UNIDO ITPO Bahrain in cooperation with Intel Corporation organized on 3rd September the Regional Final Award Ceremony for the Intel MENA Business Challenge 2014.

It is worth noting that in this year's challenge 3700 projects submissions from some of the most creative and innovative entrepreneurs and graduates from different universities across the Middle East and North Africa. The competing projects were of high standard and covered several technical and scientific fields. The



Business Challenge seeks to foster entrepreneurship among university students, support innovative ideas across different technical and scientific fields, and use these ideas to build successful businesses, which would positively impact the society at large. The Challenge aims first and foremost to nurture a new generation of innovators, who are well equipped to face different societal challenges and develop successful and innovative solutions and projects for a better future.

The twenty four projects competed in the finals at the Intel Business Challenge MENA 2014 in Bahrain, namely from Egypt, Saudi

Arabia, Morocco, Algeria, Tunisia, Jordan, Lebanon, Palestine and United Arab Emirates. The teams pitched their innovation in front of VIP Judging committee and the 250 attendees of government officials, diplomats, UN representatives, ambassador, investors, financial institutions and University professors

All 24 participating teams received an extensive three- day capacity building program in Bahrain under the mentorship of the UNIDO Arab International Center for Entrepreneurship and Investment through the support of 14 experts. These experts helped the participants refine their ideas, create viable business plans with financial, technical, and marketing analysis to foster their entrepreneurial skills and prepare them for the finals.

The top 4 winners announced had the opportunity to compete at the Intel® Global Business Challenge held in Silicon Valley in November 2014.

EDIP featured during the First Arab Regional South-South Development Expo

The Enterprise Development & Investment Promotion Program conceptualized, developed and implemented by the Arab Regional Center for Entrepreneurship & Investment has been featured as one of the leading solutions for Youth and Women Employment at the first Arab States Regional South-South Development Expo, hosted by the State of Qatar and co-organized by the United Nations Office for South-South Cooperation and the United Nations Development Program Regional Bureau for Arab States. The forum was an excellent opportunity to meet and get acquainted with a number of developmental programs and participants one of which was the introduction to the Troodos Thematic Centers in Cyprus and which has led later during 2014 to start the development of an EDIP Center in Troodos.

The expo raised regional awareness by showcasing and scaling up the impact of successful evidence-based solutions crafted and tested by countries in the Arab States region in addressing development challenges pertinent to their specific needs and aspirations.

The Expo featured solution exchange forums led by a number of United Nations specialized agencies, funds and programs that are active in advancing the South-South cooperation agenda in the Arab States region, including ESCWA, IFAD, ILO, UNDP, UNEP, UNIDO and UN-Women. Accordingly, more than 100 concrete South-South development solutions were showcased during 7 major forums, 5 special sessions, and at a physical solutions exhibition.

Symposium on “Innovation & Entrepreneurship in ICT” at Bahrain International eGovernment Forum 2014

As an integral part of the Bahrain International eGovernment Forum in 2014, UNIDO ITPO Bahrain in cooperation with the Ebtikar-Innovation Association and Intel Corporation organized a symposium under the theme Innovation & Entrepreneurship in ICT. One hundred entrepreneurs and expert in the field of ICT, innovation and entrepreneurship took part in this one day event which focused on presenting the best practices for the development and facilitation of innovation in entrepreneurship projects.



The workshop served as a platform to discuss and deliberate on opportunities and challenges to develop entrepreneurship in ICT sector; furthermore to discuss the role and contribution of creativity and innovation for better future of entrepreneurship.

Enterprise Development and Investment Promotion Program Regionally and Internationally

The unparalleled achievements of the EDIP model implemented in Bahrain since 2001, has facilitated its successful replication in 48 countries.

The EDIP model today is well-recognized by various financial and developmental institutions such as the Arab Gulf Program for United Nations Development Organizations (AGFUND), the Islamic Development Bank, the Arab Bank for Economic Development in Africa, the Saudi Fund for Development, the Kuwait Fund for Economic & Social Development, and the Kuwait Finance House.



Bahrain

Enterprise Development and Investment Promotion (EDIP) Program in Bahrain

In 2014, AICEI in co-operation with the Ministry of Industry and Commerce and Bahrain Development Bank held a total of 9 EDIPs which promoted 138 entrepreneurs, of which 52% were females.

Since the inception of AICEI in 2001, the center has supported 7000 potential Bahraini entrepreneurs, which has resulted in the establishment of 1450 new enterprises. The estimated investment size generated from the start-ups and growth of entrepreneurs is at around 1.4 billion USD which has led to the creation of 15000 new jobs. Of the total entrepreneurs assisted 51% were females; this increased participation of women falls in line with the efforts being conducted by AICEI and the supreme council for women to stimulate women.



Women Economic Empowerment Program

AICEI in cooperation with the Royal Charity Organization and through the support of the Bahrain Businesswomen's Society organized a ten day Women Economic Empowerment Program targeting 14 potential women entrepreneurs. The women participants are either widows or divorced accordingly, the need to economic empower them is of utmost importance. AICEI through its business counselors also provided the needed support to help them in materializing their business ideas and supporting those with an existing business to migrate from the informal sector to the formal sector.

Agro-Prenuers

Recent research shows that as food consumption increases, total GCC food imports will reach US\$ 53.1 billion by 2020, an increase of 105% from 2010 (US\$ 25.8). Thus, rising at a rate of 4.6% annually from 2011-2015 in a region low on agricultural land and natural water sources, and forced to import 90% of its food products and food.

Furthermore, agricultural investments in Bahrain are limited in comparison to the size of investments made in other sectors, thus leading to the use of lower technology levels.

Accordingly, it is vital and essential to stimulate new investments into the agricultural sector through entrepreneurs who are keen on exploring these new opportunities.

Based on the above and as part of the Arab Entrepreneurs Day celebrations in Bahrain, UNIDO



ITPO/AICEI in co-operation with the Islamic Development Bank, the National Initiative for Agriculture Development and the Ministry of Municipalities & Urban Planning officially launched a pilot initiative aimed at developing “Agro-Preneurs” initially in Bahrain and the world. The specialized Agro-preneurs program aims at assisting potential entrepreneurs to start and expand their agricultural projects. This program is strongly linked to the Agricultural Incubator being developed through the Islamic Development Bank and is also connected to the Bank of Innovation in order to facilitate financing.



In reference to the EDIP, two Agro-preneurs program were conducted during the year with a total of 16 participants. The Agro-preneurs program is two-fold: business skills development program, and a technical program on agriculture conducted by the Ministry of Agriculture in Bahrain.

Enterprise Growth Program, 2014

In 2010, UNIDO/AICEI launched its Growth Program for entrepreneurs completing the final survival stage of the incubation phase of the EDIP program. The participants are counseled extensively to ensure they are making sustainable profit and move on to the next level of business development in order to grow and not stagnate. Entrepreneurs at this stage require direct and hands-on assistance. Hence, AICEI’s growth program team is a mix of experienced business counselors and professional consultants who offer their expertise. They facilitate the transition of the business at this critical point in Quality Management, Access to New Markets, Medium to Large Financing or even Sector Specific Mentoring or Incubation. Since the launch of this program in 2010, over 150 entrepreneurs have benefitted from this program.

AICEI – TAMKEEN 24 Entrepreneurship Workshops

In ending 2013, AICEI and Tamkeen signed an agreement launching the “Entrepreneurship Workshops Program”, which seeks to encourage entrepreneurship and innovation among Bahrainis, a core objective of AICEI and Tamkeen’s towards developing the capabilities of Bahrainis and enterprises in the private sector.

Entrepreneurship is the lifeblood of all modern economies, and this program puts in place the right framework and support programs to facilitate innovation and sustainably develop the nation’s economy. This increases the capability of entrepreneurs to create new projects, contribute in the growth of current projects through an investment incentives program and develop enterprises.

Tamkeen allocated a budget of around BD 170,000 to the program, which will involve conducting 24 workshops covering a wide range of areas relevant to entrepreneurs. In all, 480 Bahrainis will benefit from this program. The workshops cover various areas such as

product/service development, brand identity, resource management, creativity and idea generation, market gap identification, and more. Each workshop will be conducted by a market expert with international experience of the subject matter.

Accordingly in 2014, two workshops were conducted

1. Workshop 1 “Developing a Strong Brand Identity” with the participation of 39 Bahraini entrepreneurs; the workshop presented and introduced techniques on how effective branding and packaging can connect to the customers, and grow a strong brand identity entrepreneurs.
2. Workshop 2: “Product/Service Development” has held with the participation of 23 Bahrain, the workshop presented insight on the means of assessing the value proposition, Needs based market segmentation, the value of ideas, innovating a product or service, positioning and how to develop creative customer engagement.

Lebanon

Since the inception of EDIP in 2010 till ending 2014, nearly three EDIP programs have been conducted in the various regions. Through which 1671 potential entrepreneurs have been supported through the various stages of the program; with an estimated total investment of \$107 million and leading to the creation of 2080 new jobs.

In line with our drive to develop local Lebanese support institutions capacities towards entrepreneurship and MSMEs development, eight capacity building programs have been conducted with the participation of 235 experts from various line ministries, government bodies, NGOs, and associations.

General Union of Arab Chambers

Currently we are in the process of finalizing the establishment of a regional Entrepreneurship Center at the General Union of Arab Chambers (UAC) which will be mandated with the development of EDIP Centers in the 22 member states of the UAC through the financial support of the Islamic Development Bank.

Economic and Social Fund for Development

In an effort to create and streamline the provision of financial and non-financial services to potential and existing entrepreneurs in Lebanon, AICEI organized a capacity building program for developing financial business counselors in cooperation with the Economic and Social Fund for Development (SFD). The 17 staff of the Fund were provided with the means and tools of non-financial services.

Sudan

The EDIP Center in Sudan, has been very active in providing support to potential Sudanese entrepreneurs since its first inception in 2011. Due to the size of Sudan, during 2014 the main focus was on institutionalizing the EDIP modality in a number of states in cooperation with various partners. In 2014, nine EDIP programs have been organized through which our services have been provided to 500 potential and existing Sudanese entrepreneurs.

Developing capacities of the local support institutions on;

1. Entrepreneurship Development through EDIP Modality (Enterprise Creation and Growth)

In achieving this objective 11 specialized capacity building programs have been organized since 2011 on the means of stimulating and unleashing the spirit of entrepreneurship. Though these programs 369 participated in this program out of them 150 were University Professors and academicians, 64 School teachers, 35 bankers and 120 other adhoc trainers and counselors.

2. Project Identification ,Formulation, Screening & Promotion including COMFAR
The main aim of this program is to develop a core group of Sudanese professionals equipped with the skills to identify investment opportunities, prepare opportunity studies and screen them using financial and non-financial indicators and preparing project profiles, in total 4 programs were conducted at 3 different States of Sudan. Through these programs a total of 155 professionals have benefitted, participants representing the National Investment authority

Ministries of Industry, Agriculture, Finance, Labor force, Banks Financial Institutions, Unions etc.

National Center for Non- Financial Family Bank

The Family Bank in Khartoum is one of the leading micro finance institutions in Sudan and with a clear drive towards the development of MSMEs and entrepreneurship. Accordingly, based on the banks request, work has already been initiated with the goal of establishing a UNIDO national non-financial center to be hosted at the bank and that would be mandated with the provision of non-financial services to existing and start-up entrepreneurs. This National Center will not only benefit the Family Bank, but will also serve as a national Center for the whole of Sudan and will provide its services and best practices to any financial institution operating in Sudan.

Accordingly, two training of trainers program on entrepreneurship development have been conducted with the participation of 77 bank staff representing head of departments, Managers and credit officers.

Non-Financial Unit Bank of Khartoum

Further to the success of the National Non-Financial Center at the Family Bank, we have been requested by the Bank of Khartoum to develop a similar non-financial unit within the Bank. Accordingly, a proposal has already been submitted to the BoK management and the Unit is expected to be officially inaugurated in 2015.

Mashrouy 2

For the second year in a row, EDIP Sudan has been named as a strategic partner of the Mashrouy TV Competition a collaborative partnership between the British Council, the British Embassy and the Sudanese Young Businessmen Association (SYBMA) to promote youth creative entrepreneurship in Sudan and is sponsored by the United Capital Bank, Soudani Telecom and CTC group.

EDIP Sudan was mandated with the provision of specialized capacity building programs to 20 counselors so that in turn they support the 600 applicants in conceptualizing their

business ideas in the early stages of the competition in addition to that EDIP Sudan provided business counseling support and interventions to the top 50 finalists.

Jordan

AICEI conducted in cooperation with the Jordan Enterprise Development Corporation (JEDCO) and the Arab Thought Forum a Training of Trainers Program on “Enterprise Creation” with the participation of 42 experts representing various support institutions in Jordan namely JEDCO, Ministry of Industry, Ministry of Finance, Ministry of Education, financial institutions, Universities and Chambers of Commerce and Industry. As a result of the program a national strategy for entrepreneurship and MSME development has been developed and agreed upon by all participants.

Iran Women Economic Empowerment Center

In line with promoting the economic empowerment of women in Iran, AICEI organized in cooperation with the Islamic Chamber of Commerce, Industry & Agriculture, Pakistan; the Iran Chamber of Commerce, Industries, Mines & Agriculture; and the Iran Businesswomen Association a specialized Training of Trainers Program on EDIP “Enterprise Creation” with the ultimate goal of developing a women economic empowerment center. The 43 participants were equipped with the means of developing and managing the EDIP program in Tehran.

Cyprus

In the frame work of the “First Arab States Regional South-South Development EXPO” held in Qatar on February 2014 and the presentation provided by ITPO / AICEI Bahrain on the ISID and UNIDO Enterprise Development & Investment Promotion Modality a brief meeting was held with the Mayor of Platres and the President of Troodos Network of Thematic Centers during which they expressed their keen interest in cooperating with AICEI Bahrain for the development of an EDIP Center for Troodos region in Cyprus. Accordingly, a Training of Trainers on Enterprise Creation was organized in cooperation with the Troodos Network of Thematic Centers and through the support of the Ministry of Energy, Commerce, Industry and Tourism in Cyprus. This program was held in Nicosia, with the participation of 16 experts from various line ministries, support institutions and universities.

Egypt

In an effort to further strengthen entrepreneurship development in Egypt which commenced early 2010, AICEI in cooperation with the Social Fund for Development in Egypt and the Arab Union for Small Enterprises conducted a capacity building program on the EDIP modality in Cairo with the participation of 31 staff of SFD which resulted in the development of an action plan for the establishment of a number of EDIP Centers in Egypt.

Sierra Leone

In 2014, the EDIP in Sierra Leone was hugely affected by the outbreak of the Ebola virus, which resulted in a small number of activities. In spite of this 35 potential women entrepreneurs have been supported through the EDIP.

Clippings



على هامش منتدى البحرين الدولي للحكومة الإلكترونية اليونيدو وشركاه ينظمون ورشة عمل حول الإبداع وريادة الأعمال د. هاشم حسين: نعمل على إنشاء المركز العالمي للابتكار في البحرين

وهدياً للتميز والتطوير والابتكار، وافق اليونيدو وشركاه على تنظيم ورشة عمل حول الإبداع وريادة الأعمال في البحرين، وذلك في إطار سلسلة من الفعاليات التي تنفذها اليونيدو بالتعاون مع شركائهم المحليين في البحرين، بهدف تعزيز الابتكار وريادة الأعمال في القطاع الخاص، وذلك في إطار سلسلة من الفعاليات التي تنفذها اليونيدو بالتعاون مع شركائهم المحليين في البحرين، بهدف تعزيز الابتكار وريادة الأعمال في القطاع الخاص.



كتب: عبدالرحيم قفيري، تصوير: أحمد العيسى
بدأ خبراء اليونيدو والمختصون في مجال ريادة الأعمال ورشة عمل حول الإبداع وريادة الأعمال في البحرين، وذلك في إطار سلسلة من الفعاليات التي تنفذها اليونيدو بالتعاون مع شركائهم المحليين في البحرين، بهدف تعزيز الابتكار وريادة الأعمال في القطاع الخاص.

أسامة الخاجة: أنجزنا مسودة للاستراتيجية الوطنية للإبداع والابتكار

وأشارت الخاجة إلى أن مسودة الاستراتيجية الوطنية للإبداع والابتكار جاهزة لتقديمها إلى الحكومة، وذلك في إطار سلسلة من الفعاليات التي تنفذها اليونيدو بالتعاون مع شركائهم المحليين في البحرين، بهدف تعزيز الابتكار وريادة الأعمال في القطاع الخاص.

وهدياً للتميز والتطوير والابتكار، وافق اليونيدو وشركاه على تنظيم ورشة عمل حول الإبداع وريادة الأعمال في البحرين، وذلك في إطار سلسلة من الفعاليات التي تنفذها اليونيدو بالتعاون مع شركائهم المحليين في البحرين، بهدف تعزيز الابتكار وريادة الأعمال في القطاع الخاص.

Clippings

الخميس 11 ربيع الآخر 1435 - العدد 9075
Thursday 13b - February 2014 - No.9075
www.klayam.net | الأيام

14 محليات

خلال مؤتمر صحفي للمركز الدولي لريادة الأعمال والاستثمار التابع لمنظمة الأمم المتحدة.. المنامة تتوج بلقب عاصمة رواد الأعمال والإبداع العرب



جانب من الحضور



جانب من المؤتمر الصحفي

محمد رشاد | تصوير: نور عشتا

أقام المركز العربي الدولي لريادة الأعمال والاستثمار التابع لمنظمة الأمم المتحدة للتنمية الصناعية في البحرين بالتعاون مع منتدى الفكر العربي | الأيمن ومركز الأمم المتحدة للإعلام مؤتمراً صحفياً موسعاً أمس للاعلان عن تسمية المنامة عاصمة لرواد الأعمال والإبداع للعام 2014

وذلك في حضور الشيخ هشام بن عبدالرحمن آل خليفة محافظ العاصمة وصحيفة رجب وزير الدولة لشؤون الإعلام ونقيب فريحي مدير مركز الأمم المتحدة للإعلام وصالح الفقيه أمين عام منتدى الفكر العربي هاشم حسين رئيس مكتب منظمة الأمم المتحدة للتنمية الصناعية.

وقال الشيخ هشام بن عبدالرحمن آل خليفة في تصريحه خاصة له الأيمن: إن حصول المنامة على لقب عاصمة الإبداع ورواد الأعمال مصدر فخر واعتزاز وله لم يأت من فراغ بل نتيجة مجهودات كبيرة وحظوظ فعالة ترجعا إلى واقع ملموس.

مضيفاً أيضاً أن توجيهات صاحب السمو الملكي الأمير خليفة بن سلمان آل خليفة رئيس الوزراء كانت لها أثرها البالغ في توجيه المنامة بهذا اللقب، مؤكداً دور رجال ورواد الأعمال الذين ساهموا أيضاً في النهضة الاقتصادية التي تشهدها المنامة.

وأكد محافظ العاصمة خلال كلمته إن المنامة تضع اليوم أوتى بصمتها على خارطة ريادة الأعمال والاستثمار، ومسلماً اختيارها جاء نتيجة لما تتمتع به منعة البحرين من منعة مرموقة سواء على المستوى الإقليمي أو العالمي، نظراً لتلك الحكومة الرشيدة العديد من المبادرات لدعم رواد الأعمال في سوق العمل، حيث تم استحداث لجنة من السياسات والأفكار والاستراتيجيات بما يصب في مصلحة تفتح الرواد في النشاط الاقتصادي بكل.

وقال المحافظ إن الجميع يدرك أن المنامة سحبت هويتها وقلتها منذ الحضور القديم، فلم تلتزم الساحة الجبرالية الصغيرة حجر عثرة أمام طريقتها نحو تحقيق إنجازات حضارية عظيمة، وهدووح شامخة في شتى المجالات قسمت بالشمولية والتعامل في جوانبها التنموية والفرشوية.

مضيفاً أن منعة البحرين تعتبر هيئة استثمارية وتنموية ومرافقاً مالياً عالمياً خلال إحدى عشرة سنة الأخيرة في متوسط نحو 400 مؤسسة محلية و77.811 ألف بين مؤسسة وشركة، مما أسهم في توفير بيئة صديقة للأعمال وشجع كثيراً من الشركات العالمية على التواجد البحرين مراً أزواقة لثقافتها وبوابة لدخول السوق الخليجية.

وأوضح المحافظ أن ريادة الأعمال تعتبر

ويعود عرب الدعاور صادق الفقيه أمين عام منتدى الفكر العربي عن سعائه البالغة بتوجيهه في منعة البحرين وهي تحتل عديد ميادينها الوطني لثلاث سننل البحرين قوة ورأسية بهيمة لمنها ونماست شعبها وحكمت قيادتها الرشيدة وللهذا الأسباب كان الاختيار المنسق للتنامة والبحرين.

وأكد الفقيه أن اختيار المنامة عاصمة للإبداع لم يكن صفة ولا مصادفة ولا محضاً بل من منتدى الفكر العربي ولا من مركز الأمم المتحدة «اليونسكو» بل كان بسبب نشاط المبادرات والإبداعات والتقديم فعاليات الشباب والشراكات وفعالات المجتمع المختلفة في اتجاه التنمية الاقتصادية وفي اتجاه الارتقاء بحياة الناس ورفع المعنويات.

وأوضح أن هذه الأنشطة التي تلت نظام في البحرين مهدت أيضاً بأن تكون المنامة هي الخيار المعروض العربية الأول وأن تكون هي الرافدة لريادة الأعمال في المنطقة العربية، وسعداء أن تكون شرعاً في الفكر.

ولفت مسجراً رجب وزير الدولة لشؤون الإعلام خلال كلمتها إن المنامة هي العاصمة الأولى عربياً في الحصول على لقب عاصمة الإبداع ورواد الأعمال مؤتمراً أن الاختيار لم يكن بالأمر بالمعقول لولا الجهود الكبيرة التي بذلتها مكتب الأمم المتحدة للتنمية الصناعية (اليونسكو) وللشباب العربي رواد الأعمال وشباب الأفران العنية في المنامة والأوساط والشخصيات العربية والعمارة المهتمة بهذا المشروع والسنداء لفترة ريادة الأعمال.

وتدعيت رجب لافتة لا يولفتنا أن تشيد بالشراكة الفعالة بين منعة البحرين ومكتب الأمم المتحدة للتنمية الصناعية التي استطاعت تصميم النموذج البحريني العربي لتنمية رواد الأعمال الذي اصطلحه منظمة الأمم المتحدة كأحد رسمية لاني برنامج يهدف إلى تدريب وتطوير وإنشئة جيل من رواد الأعمال من فئة الشباب حول العالم.

وفي نفس السياق قال هاشم حسين رئيس مكتب منظمة الأمم المتحدة للتنمية الصناعية أنه في إطار تعزيز روح ريادة الأعمال والإبداع لدى

وذلك من خلال وضع خطة استراتيجية خاصة بتطبيق مشاريع ومبادرات صديقة للبيئة تحاكي الثقافة المؤسسات الصغيرة والمتوسطة عبر وضع برامج بالتعاون مع الجهات الداعمة بهدف تشجيع المشاريع الصغيرة لتبني وتعزيز مفاهيم السياسات الخضراء بين أهالي العاصمة.

وقدم المحافظ التهنئة والتبريكات إلى مقام حضرة صاحب الجلالة الملك حمد بن عيسى آل خليفة عاهل البلاد المفدى، يحول ذكرى تأسيس ميثاق العمل الوطني، مؤكداً أنها مرحلة تراه تربي الإنجازات والتحديث الشامل وعمارة أساسية لكل مشاريع التطور والتنمية في مملكتنا الغالية مما أسهم ذلك في اختيار المنامة كأول عاصمة لرواد الأعمال والإبداع العرب 2014.

من جانبه قال نقيب فريحي مدير مركز الأمم المتحدة للإعلام إن حصول المنامة على عاصمة الإبداع ورواد الأعمال العرب لعام 2014 نتيجة سعة منعة البحرين العينية في مختلف المجالات، وهو الأمر الذي يصب في مصلحة رواد الأعمال الذين هم شريان الحياة في لجيل الاقتصادي.

لافتاً أن دور المرأة البحرينية أسهم أيضاً في عملية التنمية الصناعية بمنعته ومشاركتها في العديد من المشاريع الصغيرة منها والكبرى وسبقاً أن الأعمال والإبداع التي تسودها ليست فقط من الأمم المتحدة بل أيضاً من المشروع الإصلاحي لصاحب الجلالة الملك حمد بن عيسى آل خليفة ملك منعة البحرين الذي يسهم في التنمية البحرية وتنمية المجتمعات.

وتابع فريحي إن قرار تسمية المنامة بعاصمة الإبداع يأتي لتأكيد القرار الصادر عن الجمعية العامة للأمم المتحدة تحت عنوان «مبادرة الأعمال الحرة من أجل التنمية» حيث يعتبر هذا الإعلان قيادياً في مجال تنفيذ قرارات الأمم المتحدة مما يؤيد منعة الشراكة بين الأمم المتحدة ومنعة البحرين.

وأضاف فريحي أن الاقتصاد الإقليمي يتلقى الوتلاف ويسهم في اتجاه الشامل للمجتمعات ويسهم في تعزيز احترام الأفراد بذاتهم وتحسين نوعية حياتهم، وبالتالي تحقيق للتنمية الشاملة أو الاستدامة.

شريان الحياة في أي اقتصاد وما الجهود المحيطة التي تشهدها منعة البحرين في تحاكي ذلك إلا تماثياً مع رؤية البحرين الاقتصادية 2030 التي سعت إلى تلبية منظومة ريادة الأعمال، ويحسب تقرير أصدرته شركة KPMG لقرو لعام 2014 تشير الإحصائيات الواردة فيه بأن نسبة مساهمة المؤسسات الصغيرة والمتوسطة في الاقتصاد تبلغ 78% من إجمالي الناتج المحلي لمنعة البحرين.

مردفاً ذلك النمو الاقتصادي من خلال خلق فرص عمل جديدة وتقليص نسبة البطالة، ومحفزاً النشاط الاستثماري للاقتصاد الوطني، واستقطاب خلال المئة يوم من المبادرات والمشاريع التي أطلقتها حكومة منعة البحرين في سعيها نحو تشجيع وتنمية أنشطة ريادة الأعمال لديها صديق العمل تكيان التي تأتي في مقدمة هذه المشاريع لدورها في توفير فرصة سانحة أمام رواد الأعمال البحرنيين الواعين لإطلاق مبادراتهم التجارية، بالإضافة إلى ذلك سعي وزارة التنمية الإجتماعية للحد من تفتح المرأة اقتصادياً والأسر المتوجه، ووضع غرفة تجارة وصناعة البحرين نفسها موضع المسؤولية لرفع هنية الجهود بالمؤسسات الصغيرة والمتوسطة وخاصة الصناعية منها بهدف بلورة اقتراحهم وإزدهم لتطوير مسارات العمل الصناعي، وفي الوقت نفسه أطلقت وزارة الصناعة والتجارة ما يقرب من 60 برنامجاً، مستهدفة بذلك المؤسسات الصغيرة والمتوسطة.

وأضاف المحافظ لافتاً أن بنك البحرين للتنمية يسهم من خلال إنشائه لمركز البحرين للتنمية للصناعات التحويلة (المصناعات الصناعية) بالتعاون مع منظمة الأمم المتحدة للتنمية الصناعية (اليونسكو) والذي يعد المشروع الأول من نوعه في المنطقة لدفع عملية الاندماج ولا يولفتنا ذكر مشروع مركز تنمية قدرات المرأة البحرينية عيانية لتحقيق فرص عمل مناسبة للمرأة التي تتركب في تأسيس مشروع خاص بها أو تحويل أعمالها إلى مشاريع صغيرة ومتوسطة.

وأكد المحافظ أنه وسنن سعي محافظة العاصمة لتشجيع قطاع ريادة الأعمال سيحضان قريباً من إطلاق مشروع بالعاصمة الخضراء،

Clippings



سموه يبدشن تطبيقاً خاصاً بالهواتف المحمولة لأسعار الخضراوات والفواكه.. ولي العهد:

معرض البحرين الدولي للحدائق أصبح فعاليات بارزة

■ الأميرة سبيكة : دعم جلالة الملك للمعرض ساهم في اتساع مساحته وتطوره من عام إلى عام



بمشاركة أكثر من 1300 عارضاً يمثلون 20 شركة خارجية في جناح متفردة البونيمو، بالإضافة إلى 31 شركة إقليمية ومولوية لأخرى مستشارك في المعرض بصفة مستقلة من عدد دول إفريقيا والهندية، وجمهورية مصر العربية، والجمهورية العراقية، واللطفة المغربية، والجمهورية اللبنانية، وجمهورية السودان، والجمهورية اليمنية، والجمهورية التونسية، فرنسا، ولبنان، وإسبانيا، إلى جانب اليابان وألمانيا.

وقد تم تخصيص قاعة المعرض رقم 3 للمنتجات الزراعية للمنطقة من أوروبا واليابان والأبواب الزراعية وأنت الحدائق والآلات ومعدات الإسطراء وقاعة المنتجات والخدمات الزراعية. أما القاعة رقم 2 فلم تخصصها للتجار من المتاعين العام والخاص. والمعرض الحدائق للتطوير والعروض المتكررة في مجال تسويق الحدائق وأعمال التشجير والتاسيب.

جدير بالذكر، أن معرض البحرين الدولي للحدائق وصل في التطور والنمو بشكل مطرد منذ بدايته الأولى. وقد زاد عدد المعارض فيه إلى أكثر من الضعف، بينما أصبحت المساحة التي يشغلها المعرض ضعف المساحة الأصلية لفضل أما عدد الزوار فقد ارتفع من 6,000 زائر في السنوات الأولى من المعرض ليوقف 16,000 زائر في العام الماضي.

ويبرز معرض البحرين الدولي للحدائق الذي يعتبر أحد المعارض التي تقام في قطر من الضعف، بينما أصبحت المساحة التي يشغلها المعرض ضعف المساحة الأصلية لفضل أما عدد الزوار فقد ارتفع من 6,000 زائر في السنوات الأولى من المعرض ليوقف 16,000 زائر في العام الماضي.



دولية واسعة كما يعتبر فرصة للاطلاع على التجارب والأفكار التي تخدم مبادرة كافة القطاعات المعنية وقاعات المتسندة لهذا المشروع الوطني.

وخلال اليوم، قام صاحب السمو الملكي الأمير سلمان بن حمد آل خليفة ولي العهد نائب القائد الأعلى النائب الأول لرئيس مجلس الوزراء بتكريم الفائزين بمسابقة وزارة التربية والتعليم، كما قامت صاحبة السمو الملكي الأميرة سبيكة بنت إبراهيم آل خليفة بتكريم الفائزين بمسابقة نادي البحرين للحدائق. كما أشرف صاحب السمو الملكي ولي العهد نائب القائد الأعلى النائب الأول لرئيس مجلس الوزراء على افتتاح معرض البحرين الدولي للحدائق.

بنيابة عن حضرة صاحب الجلالة الملك حمد بن عيسى آل خليفة عاهل البلاد المفدى، التقى صاحب السمو الملكي الأمير سلمان بن حمد آل خليفة ولي العهد نائب القائد الأعلى النائب الأول لرئيس مجلس الوزراء معرض البحرين الدولي للحدائق للحدائق تحت شعار التكنولوجيا الزراعية - نقطة نمو مستقبل القطاع الزراعي، بحضور صاحبة السمو الملكي الأميرة سبيكة بنت إبراهيم آل خليفة فرينة عاهل البلاد المفدى ورئيسة المجلس الاستشاري للمبادرة الوطنية للتنمية الزراعية، وذلك عصر أمس بمرکز البحرين الدولي للمعارض والإنترنت بتخليد من قبل القيادة الوطنية للتنمية القطاع الزراعي وبالتعاون مع كل من نخبة ومختلفة الأمم للتقدم للتنمية المستدامة (اليونيدو).

ويشهد المناسبة أكد صاحب السمو الملكي ولي العهد نائب القائد الأعلى النائب الأول لرئيس مجلس الوزراء على ضرورة الاهتمام بتنمية القطاع الزراعي لما له من مساهمات مهمة في دعم الاقتصاد والمحافظة على البيئة الصحية بزيادة المساحات الزراعية المنتجة، وتعزيز الجهود المبذولة في تحقيق الأمن الغذائي عبر تشجيع المبادرات الناجحة في هذا المجال.

وتوجه سمو ولي العهد بالجهود الكبيرة التي تبذلها المبادرة الوطنية للتنمية القطاع الزراعي التي ترأس مجلسها الاستشاري صاحبة السمو الملكي فرينة عاهل البلاد المفدى من خلال العمل على الإسراع في تنمية القطاع الزراعي عبر التعاون مع كافة القطاعات المعنية لضمان تلبية كافة احتياجاته من خلال تنمية الأراضي الزراعية والمحافظة عليها وإشراك المنظمات الزراعية الحديثة، مبدياً على ضرورة أن تتعاون كافة مؤسسات الدولة مع المبادرة لتحقيق الأهداف الاستراتيجية التي أنشأت من أجلها.

والتصديقات التي تولاه هذا القطاع في البحرين 7 سبعا مع صغر المساحة، الأمر الذي يستدعي الاستفادة من الخبرات الأجنبية في هذا المجال واستخدام التكنولوجيا الحديثة.

من جانبها أكدت صاحبة السمو الملكي الأميرة سبيكة بنت إبراهيم آل خليفة فرينة عاهل البلاد المفدى ورئيسة المجلس الاستشاري للمبادرة الوطنية للتنمية القطاع الزراعي أن دعم جلالته الملك للمعرض ساهم في اتساع مساحته وتطوره من عام إلى عام، وإشراك كافة في السماع مساحته وتطوره من عام إلى عام، حتى أصبح المعرض يلقى سنوياً بيبوع كافة المنتجات من داخل البحرين وخارجها، وجعل المؤسسات الرسمية والشخصية ومؤسسات المجتمع المدني تتسابق لتعمل المعرض وجهة زراعية وحدفا سنوياً يتطلع له تربية واسعة من المهتمين والزوار.

وأوضحت فرينة عاهل البلاد المفدى بأن موضوع المعرض هذا العام وفي نسخته العاشرة يركز على مجال واحد للتطوير الزراعي من خلال التكنولوجيا الحديثة كالتالي نحو مستقبل القطاع الزراعي وأهمية الابتكار من الزراعة التقليدية إلى الزراعة التي تعتمد بشكل كبير على التقنيات التطورة كسيا لتولت وتوسيعاً لتطبيق الإنتاج، في جانب توفير الأمن الغذائي والبيئي، والمحافظة على المصادر الوراثية والطبيعية للثروة والثبات، تتميز بسهولة استخدامها من قبل المزارعين، مبنية بسهولة في الوقت ذاته بقدور التي تقوم بها كافة الجهات المعنية بالقطاع الخاص والمؤسسات الدولية ومؤسساتها الرسمية والقطاع الزراعي والتي ساهمت في تطوير مضمون المعرض ليكون فرصة لبريدنا، ما تحقق على أرض الواقع من نجاح ووجود وجدنية لعدم لوجه التنمية الزراعية التي هي مسؤولية مشتركة بين كافة مؤسسات الدولة الرسمية منها والشخصية والتدنية، مؤيدة بأن معرض البحرين الدولي للحدائق يعتبر من أهم المناسبات الزراعية السنوية التي تنظم في المنسوى الوطني وبمشاركات



Investment and Technology Promotion Branch Vienna - International Center



Investment and Technology Promotion Offices (ITPOs)

Bahrain, Manama

China, (Beijing, Shanghai)

Italy, Rome

Japan, Tokyo

Republic of Korea, Seoul

Russian Federation, Moscow