غـــرفـــة الشرقـيـة
ASHARQIA CHAMBER

Asharqia Chamber, Dammam, Saudi Arabia

Project: Entrepreneurship Development Programs of Asharqia Chamber (EDPAC)

Executive Summary:

Asharqia Chamber (AC) was set up in 1952 by local businessmen of the Kingdom of Saudi Arabia with the support of the Government. Since then, AC has been providing promotional and development services to support the private sector initiatives in industry, trade and services. Among its various activities, AC established the first SMEs Development Center (SMEDEC) in Saudi Arabia in July 2000 and subsequently launched the Entrepreneurship Development Programs. The vision of SMEDEC was to be the essential body for supporting Entrepreneurs and SMEs development in KSA. SMEDEC has designed the in-house innovative entrepreneurship development programs (EDP) for the first time in the Middle East and North Africa (MENA) region to foster entrepreneurship in the whole region particularly in the Kingdom's Eastern Province and to enhance the competitiveness of existing SMEs and members of AC. EDP was totally supported by the Corporate Social Responsibility Department (CSRD) of the National Commercial Bank (NCB) in KSA. The project findings and outcome of the programs can be summarized as follows:

24 implemented sessions, (2006- 2010) – 2300 training hours – 74 weeks – 232,600 pages training material for 360 total trainees – 120 trainers – 360 graduates – 226 new enterprises (new members to the chamber) – 1256 new created - jobs – SR94,030,000 ($25,074,667) investment – SR2,211,000 ($589,600) covered by NCB,CSRD – SR1,326,600($353,760) net revenue to the chamber.

EDPAC includes 3 main modules (expanded to 5 modules to include females) as follows:

1- How to Start Your Small Business

Target Audience: Potential Startup Entrepreneurs

Objectives:

- To instill the concept of entrepreneurship and develop a sense of business to the Saudi youth.
- To identify the characteristics of the Saudi entrepreneurs.
- To motivate the young generation to invest in small businesses.
- To help achieve basic skills to identify investment opportunities.
- To teach how to prepare the feasibility study and find possible ways of funding.
- To enhance abilities of startup entrepreneurs to become successful business owners.
- To develop a viable business plan for each trainee at the end of the program.
- To provide counseling services and follow-up to the program graduates.

Implementation Time: 4 weeks, 120hrs in-house training + field visit to selected successful businesses.