

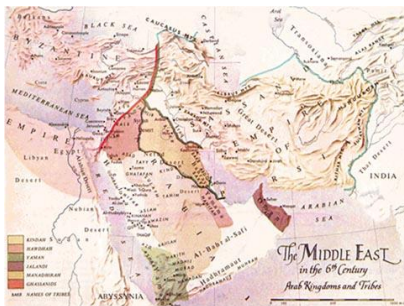
Jeddah Entrepreneurs Meet 2012 – 2013 Update Report

**“The Jeddah Entrepreneurs Meet is an
interactive platform that provides
business and investment opportunities
for budding entrepreneurs.”**

A launch pad for promising initiatives

Introduction

With the need to support the development and growth of small businesses through opportunity provision for budding entrepreneurs the Jeddah Entrepreneurs Meet was born. As the Jeddah Young Business Women's Committee (part of the Jeddah Chamber of Commerce and Industry) was setting its strategy to support its target audience aiming to set up a series of programs with measured impact and tangible results, and with the unique partnership with Trans Arabian Creative Communications – TRACCS the initiative to host an annual entrepreneur's meet. The JYBWC aligned with TRACCS to further redefine the program as an umbrella for a series of supporting activities within to include an annual competition.



The Idea

For thousands of years – nomads lived in the Arabian Peninsula. There were farmers living off the lands, raising animals in the highlands and coastal areas. While in the towns lived the merchants and traders who crossed the desert on trade routes connecting Asia, Africa, and Europe. They traveled across the desert in camel caravans, stopping at oases for food, water, shade, and rest. They also stopped to trade goods with the nomads and other traders and merchants. The desert oases on these trade routes developed into some of the first Arabian towns. Muslim traders met in busy port cities on the Persian Gulf and the Red Sea. They also traveled to

Baghdad and other Muslim cities in the Middle East as well as to African centers of commerce. The routes they traveled became established trade routes that traders followed year after year. One historian said that by uniting the Mediterranean world with Arabia and India, Muslims ***“created the greatest trade network ever seen.”***

Excerpt taken from: Explore World History [Unit 1: The Growth of Islam (600-1600) / Chapter 4: The Islamic Empires]

Building on the quote came the element of linking entrepreneurship and commercial trade to the history of the Islamic trade routes. To further highlight and define this role a meeting point to bring together leading entrepreneurs, potential budding business enthusiasts, key governmental officials and other stakeholders is a key component to identify how to take advantage of, strengthen and promote the spirit of enterprise. Jeddah Entrepreneurs Meet would be the key platform launched from the heart of the Jeddah the bustling port of merchants for decades and the gateway of the holy city of Makkah Al Mukarramah where its history shows us that it was the trade route linking spice producers of the east with Mesopotamia [modern day Iraq, Syria, Turkey and Iran] and the Mediterranean.

The Jeddah Entrepreneurs Meet initiative became not only a platform for budding entrepreneurs but a launch pad for business opportunities from the private and governments sectors for the benefit of the entrepreneurs. The initiatives include commercial prospects that open avenues of growth and innovation for new businesses helping with job creation and economic development with results being showcased during the meet every year.

Strategic Partner

The Jeddah Young Business Women's Committee [JCCI] and TRACCS signed a strategic partnership agreement with AlAghar Think Tank in 2011. This was cemented with a series of workshops and meetings that brought together entrepreneurs, business men and women, supporting entities including academics and business NGO's to build on the initiative turning it into a comprehensive annual program:

"Live example of partnerships between the public and private sectors supporting emerging business ... an opportunity for growth"



CEO of AlAghar Mr. Fahad Abu Alnasr, JCCI Board Member Mr. Ziad Al Bassam and JCCI Secretary General Mr. Adnan Mandourah

- Inspiring competition and creativity
- Pushes entrepreneurs ambitions forward
- Builds on competitive advantage of the SME's
- Builds bridges of cooperation between the public and private sectors

The Jeddah Entrepreneurs Meet has become the platform that brings together the various sectors in partnerships and in support of emerging initiatives, providing business development opportunity that brings about tangible results reflected on the economic development.

The Preparation Stage

JEM 2012 – First Cycle
Selection – Training - Evaluation



(1) The Competition 2012

Selection: the competition kicked off in December 2011 as per the announcement made by the Young Jeddah Business Women's Committee. The competition was open to any ladies with innovative business ideas or an existing revenue positive business no more than five years in operation. The JYBW Committee interviewed over 300 candidates that had registered online via the program website and underwent a series of assessments and interviews to identify the final finalists. The candidates were then shortlisted to 75 potential businesses with those candidates undergoing another interview and selection process till the 25 finalists were selected. And official announcement was then made about the final 25 candidates that would be undergoing the intensive training program.

Training: University of Business and Technology [formerly CBA] in Jeddah was signed on as the Academic Partner for JEM in April 2012 with the goal to oversee the training program for the 25 finalists. The training program curriculum included: marketing, budgeting and financial statements, IT, HR, business plan development, marketing plan development and presentation skills. During the training sessions a number of business leaders took part in presenting case studies and mentoring the various groups on how to prepare and finalize their business plans.

Evaluation: AlAghar Think Tank set the criteria and judging process for the business plans shared by the 25 candidates. The Judging Committee included: Eng. Bariq Mohamed Siraj, Mr. Ziad Al Bassam, Eng. Reda Islam, Mrs. Faten Bunduqji and Ms. Hanan Madani. The judging committee met with the candidates and conducted a series of interview to assess the final projects and select the winners. The judging committee also selected 12 candidates to feature their initiatives on stage during the Jeddah Entrepreneurs Meet that took place in May 2012.

During JEM the judging committee also announced the winners of the 2012 competition with seven projects being selected to receive a non-returnable seed capital of SAR 150,000 and a 12 month mentorship session with key business personalities. The winners would also benefit from the initiatives and supporting projects presented by both the public and private sectors.

(2) The Jeddah Entrepreneurs Meet 2012

The Topics: based on the workshops conducted prior to the launch of the Jeddah Entrepreneurs Meet four key topics needed to be the focal point of the event:

1. The identity and personality of the entrepreneurs and enterprise
2. Innovation and creativity in new business initiatives – a key element for success whether in new or traditional fields
3. Opportunity to support the development of existing small business through operational initiatives and contracts from the private sector
4. Opportunity to support the development of existing small businesses through initiatives and benefits from the public sector

The Initiatives: The Jeddah Entrepreneurs Meet session topics were designed to showcase the immediate announcements of the initiatives from both sectors; the organizing committee held a series of marketing meetings during a period of three months with:

- Businessmen
- Business Development Centers and Investment Entities
- Specialists in small business development and funding
- Minister of Labor
- Deputy Mayor of Jeddah
- SAGIA
- Saudi Post

JEDDAH ENTREPRENEURS MEET – RESULTS

1st Jeddah Entrepreneurs Meet

15 Initiatives presented by the Public Sector
20 Initiatives and Business Opportunities presented
by the Private Sector



JEDDAH ENTREPRENEURS MEET 2012

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The first Jeddah Entrepreneurs Meet event was hosted at Laylaty Jeddah in May 2012 under the theme:

“PROMOTING THE SPIRIT OF ENTERPRISE”

Under the auspices of HRH Prince Khaled Al Faisal Prince of the Makkah Al Mukarramah Region, with the attendance on his behalf by Dr. Abdulaziz AlKhodairy Deputy of the Makkah Al Mukarramah Principality and with the participation of 30 speakers the event was attended by 1,000 guests during the two day sessions.

The 2 day program included topics on business development through mergers and partnerships, investment opportunities with key speakers from supporting entities and case studies by leaders in their field.

Public Sector announcement:

- **Ministry of Trade** research on licensing free-lancers
- **Ministry of Information** – supporting business women interested in entering into the field of production. Dr. Abdulaziz Khoja Minister of Information announced the license provision immediately for two of the JEM competition candidates interested in the field of production and filming.
- **Ministry of Labor** – Provision of monthly salary support for entrepreneurs including the salaries of their Saudi female staff.
- **Jeddah Municipality** – ease of provision of necessary licensing for women’s businesses and launching the electronic portal for serving business women.
- **Saudi Post** – presented the winners with local and international courier support coupons at a total of SAR 1 million.
- **King Abdulaziz University in Jeddah** – agreement with the Jeddah Young Business Women’s Committee to launch an awareness and training program on business development for students.

Media Initiative Announcements:

- Al Madinah Newspaper – dedicated pages to feature the candidates, their business and women entrepreneurs throughout the year.
- Alif Alif Radio – special programs on entrepreneurs and business women with key focus on training, innovation and business development.

Private Sector Initiative Announcements:

- **Business Development Center** – support for one of the finalists businesses.

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- **Alwan Trading Company** – supporting Event Management and Florist initiatives.
- **Jamjoom Pharma** – supporting health services initiatives.
- Consultants [**Dr. Naila Attar, Dr. Fuad Bogary, Mrs. Noha AlYousef**] supporting initiatives that require feasibility studies and business development planning.
- **Eng. Abdullah AlMoammar** – MEPCO investment support in recycling initiatives and production line development.
- **Eng. Rami Abu Ghazaleh** – ALBAIK 4 contracts for bid for the following business opportunities – open to entrepreneurs [Young business men and women]:
 - (1) Home delivery in Makkah Al Mukarramah region contract.
 - (2) Restaurant maintenance in Leeth and Qunfuthah.
 - (3) Restaurant parking operation.
 - (4) Dessert preparation.
- **Muna Abu Sulieman** – Dollani ALSouq initiative for macro businesses to receive training, display section and networking opportunity with the sales and marketing teams for target corporations.
- **Eng. Mohamed Fitaihi** – competition for designers to design jewelry boxes and designs for Fitaihi Junior brand.
- **Mr. Nasser Al Sidiqi** – inviting Saudi designers to share abaya and traditional garment designs to be bought by the brand [Motahajeba].

FOLLOW UP ON OUTPUT

1ST ANNUAL SESSION

THE WINNING PROJECTS AND MENTORSHIP



JEDDAH ENTREPRENEURS MEET 2012

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1) **AlAghar** formed a steering committee to follow up on the output of the mentorship segment of the competition and forum; set for a period of 12 months the steering committee would be the overseeing the achievements and requirements within the program; its members included: **Mr. Fahad Abu Alnasr, Eng. Reda Islam, Mr. Ziad Al Bassam, Mrs. Sarah Al Ayed, Ms. Rania Salamah.** The mentors overseeing the winning projects for the 12 month were leading businessmen various fields within the initiative criteria:

The Entrepreneur	The Project	The Field	The Mentor
Safana Hussein Sejini	Purple Kube	Social media	Mr. Eissa Bogary [Founder and MD of 3Points]
Heba Abdulwahab Rajab	Velvet Bakery	Innovative Desserts maker and shop owner	Eng. Rami Abu Ghazaleh [CEO of ALBAIK Food Systems] Mr. Ahmed Binzagr [Binzagr Company]
Arwa Binsidiq	E-Community Training	Online training portal providing database for training centers and online venue for training provision	Mr. Emad Al Deghaither [CEO Semanoor]
Heba Abdulrahman Zamzami	Akl Beyti	Chilled home cooked ready meals production	Mr. Samer Kurdi [Partner Sunbulah Group]
Ghadeer Fuad Khafaji	Pixel Arabia	Internet Web Development Solutions	Mr. Eissa Bogary [Founder and MD of 3Points]
Ola Hamed Rajab	Hejazi House	Traditional Hejazi food production and catering	Mr. Abdullah AlNowaiser
Nesreen Mahmoud Nazer	Giving Tree	Training and development of underprivileged women in food production and marketing	The Society of Majid Bin Abdulaziz for Development and Social Services represented by Board Member Eng. Ihsan Abu Ghazaleh & GM Hammam Zare

2) During quarter one of the cycle TRACCS presented the first payment of the prize for each of the winners after the initial meeting with the mentors. A workshop to set the KPI's for each project was also set between the mentors, mentees and steering committee outlining where the project is today and what will be the outcome in the coming 12 months.



Sheikh Saleh Kamel:
"Educate, Mentor, Fund"

3) The steering committee met with Chairman of the Jeddah Chamber of Commerce and Industry **Sheikh Saleh Kamel** who reviewed the first 3 months report calling it a dynamic initiative from the Jeddah Chamber of Commerce and Industry that brings together the private and public sector in support of the young businesses and allowing them room to flourish and grow. Sheikh Saleh Kamel stressed on the importance of mentoring even before funding to insure the continuity and progress. Giving further insights Sheikh Saleh Kamel

also called for education and awareness on various business growth means especially through partnerships and mergers of small businesses to give them strength in the competitive markets.

4) The initiatives shared by the public and private sectors had all been documented and launched via a page on the Jeddah Entrepreneurs Meet website for the benefit of the young business community across the Kingdom. Entrepreneurs can access the portal and register to have an opportunity to pitch for any of the initiatives on offer opening new venues of business opportunities and building relations between major corporations and the public sectors and the young business community.

Quotes:

Mr. Ziad Al Bassam, Board Member JCCI: "JEM has a great potential in expansion. What the program has achieved in its first phase is a clear indication on what it has to offer and the opportunity for growth and further development."

Al Bassam: The program has an opportunity to expand

Mr. Fahad Abu Alnasr CEO AlAghar Think Tank: "The steering committee for the competition identified a number of key businessmen to take the lead in mentoring the winners in the JEM competition; with the selection made based on matching business sectors."

Abu Alnasr: Leading businessmen are mentoring the projects

Mrs. Sarah Al Ayed JEM Chair and TRACCS Board member: "The second cycle of the Jeddah Entrepreneurs Meet will include a development strategy based on the outcomes of this year's program."

Al Ayed: The program development planning depends on the outcome

Ms. Rania Salama Head of the Young Jeddah Business Women's Committee: "The program was designed to build a platform between the young business community and all entities presenting initiatives to support their development and growth."

Salamah: The initiatives offer opportunities of developments for small enterprises

THE MENTORSHIP PROGRAM

**“The winning projects are models
that reflect the broad base of
young women entering into the
business field”**

AlAghar Group set the mentoring program and the means for follow up and work implementation between the 7 winning projects [mentees] and the selected mentors. A number of meetings and workshops were conducted to finalize all the mentoring program stages and requirements between the steering committee members, members and mentees. With a key insight that the seven winning projects represent the broad base of young female entrepreneurs entering into the business arena and the issues affecting their entry, work development, sustainability and requirements for progress.

The goal was to achieve a full fledged complete mentorship program that can be implemented on a larger scale for all young women entrepreneurs that are able to compete and sustain progress for advancement.

The Steering Committee agreed on the following steps for the Mentoring Program:

- Setting KPI's for each winning project with a quarterly review and update report.
- Monthly meeting between each mentor and mentee with opportunity for updates and contact where necessary either through phone calls, emails or more meetings.
- Each mentor would be sending a monthly update report to the steering committee [AlAghar Group] that includes an evaluation of the project achievement and updates to date. The mentee would also be sending a report evaluating mentorship support and project updates.
- Quarterly meetings between the winners [entrepreneurs] and the Jeddah Young Business Women's Committee members [JEM team] for further support within the program scheme and any requirements from with focus on any challenges and recommended solutions; meetings with potential investors and other entities of support and benefit at the same time working on any legal, governmental requirements and support.
- Prize payments for each of the winning projects provision to be agreed upon within the steering committee upon receipt of the reports and updates from the mentors / mentees.

THE JEDDAH ENTREPRENEURS COMPETITION 2012

WINNING PROJECTS AND ACHIEVEMENTS TO DATE

Pixel Arabia “Website and IT solutions designing and smart phone applications implementation”

Entrepreneur: Ghadeer Khafaji

Mentor: Mr. Eissa Bogary



- Pixel Arabia has been hired by a number of major corporations in Saudi Arabia to design and smart phone Apps for key projects:
 - Walk your life for BUPA Arabia available for download for free.
 - App for autistic children currently under development [2 options free and enhanced feature for a set fee].
- Took part in the 5th Jeddah Young Business Expo.
- Recently signed agreements with a number of private and public entities for website design and development.
- Pixel Arabia site achieved 3rd place in the Google Search Ranking for search words such as website designing and programming.



Velvet Bakery “Bakery that serves exquisite desserts in an innovative culinary manner”

Entrepreneur: Heba Rajab

Mentors: Eng. Rami Abu Ghazaleh / Mr. Ahmed Binzagr



- Finalized financial plan to insure her production costings and inventory development is all aligned – working to identify the key suppliers insuring consistency and top quality and service excellence within a financial savvy framework
- Velvet Bakery shop officially opened in Yanbu [Jawhara Mall] during the beginning of Febuary 2013.
- Participated in various events and festivals in Yanbu under the brand name Velvet Bakery.
- Achieved great success with outside catering requests and has leadership for handmade creative dessert creations.



Akl Beity-Beyti Express “Home made chilled food production”

Entrepreneur: Heba Zamzami

Mentor: Mr. Samer Kurdi



- Project amended from frozen food to chilled food – to ease the process of food production, costings and food production regulations.
- Preparation and packaging requirements under study for the finalization of the project roll out.
- Participation in the 5th Jeddah Young Business Expo
- Participation in the Dollani ala Alsouq initiative and opportunity to test production and delivery process.
- Currently looking into agreements for catering opportunities before going into store sales.
- A number of investors have expressed interest in the project and meetings are underway for negotiation and opportunity for partnership.



**Albayt AlHejazi [Hejazi House] “Hejazi identity
– food production and catering”**

Entrepreneur: Ola Rajab

Mentor: Mr. Abdullah AlNowaiser



- Financial planning completed concerning recipe costings and revenue and profitability.
- Health and safety aspects finalized for project to be licensed from the Municipality.
- Mentor set up a number of meetings with the company's operations manager to identify opportunities of growth and project enhancement and setting customer satisfaction measurement system.
- Participated in the 5th Jeddah Young Business Expo.
- Participate in the Dubai Hospitality and Catering Exhibition.
- Achieved increase in sales during the second and third quarter based on the strategic media relations program set featuring the project and its services.
- A number of investors expressed interest in the project and meetings to identify opportunities.



Giving Tree [Social Entrepreneurship Initiative] “Training under privileged families [under social welfare] in producing and marketing non perishable [such as cheeses, olives, jams etc.]”

Entrepreneur: Nesreen Nazer

Mentor: Society of Majid bin Abdulaziz for Development and Social Services [represented by Board Member Eng. Ihsan Abu Ghazaleh and GM Mr. Hamam Zare]



- Undergoing HACP training and certification program.
- Completion of the action plan featuring cash flow and expected sales during the year with a financial performance measurement template for risk prevention and means to measure planning versus implementation.
- Brand identity completed.
- Recognition by a number of entities for catering services by the team.
- The project faced a number of challenges after the training of the under privileged on welfare women to be established employees officially registered in GOSI or to work with other private entities. The ladies preferred to maintain the welfare checks they receive as a steady income even if it's less than what's to be gained from the sales and other employment benefits. Social welfare checks are sustained set income ... at the moment discussion is underway between GOSI, Labor Office and Ministry of Social Affairs on developing a system to allow for them to benefit [as an incentive] and with process to ease them from social welfare into financial independence.

Purple Kube “Social media advisory and social media marketing developers”

Entrepreneur: Safana Sejini

Mentor: Mr. Eissa Bogary



- Business development plan set with KPI's covering increase in client base and financial planning with assessment in 3 months.
- Rate card and contracts development.
- Development of creative social media campaigns to be launched by Purple Kube building on the awareness and what the organization has to offer for the target organizations and community.
- The project faced a setback with Safana Sejini having to move outside of the Kingdom for 6 months due to her husband's work relocation – and then facing a health issue ... the Steering Committee set an extension for her KPI delivery and her mentorship and project support will be extended for another 6 months ... this matter is currently under alignment.

E-Training Community “Portal that provides virtual classrooms and links training centers and trainers on a database for the benefit of the public”

Entrepreneur: Arwa Binsidiq

Mentor: Mr. Emad Al Dughaiter



- Project is currently being realigned for finalization of the overall business plan and strategy and financial planning assessment.
- Risk management under study and revenue generation process.
- Site design and programming on hold till the legal framework and requirements are completed.
- Arwa Binsidiq has been undergoing training sessions in various fields including: English, financial planning, application of internet services ... for project implementation and enhance the projects competitive advantage.

PROJECTS THAT RECEIVED SUPPORT FINALISTS DURING THE JEDDAH ENTREPRENEURS COMPETITION

<p>Black Rose – flower design and decoration [specialty silk flowers] florist Entrepreneur: Alaa Bahanan Supporting Entity: Alwan [supervised by Mrs. Areej Alwan CEO of Alwan]</p>	<p>Nama Cartoons – cartoon characters and shows creator and production Entrepreneur: Abrar Qari [the youngest contestant ... just finished high school and entering into university]</p>
<p>Participation during the 5th Jeddah Young Business Expo. Contracted to handle the floor arrangements for the exhibition.</p> <ul style="list-style-type: none"> • Opportunity to training and work for a period of four months. 	<ul style="list-style-type: none"> • Obtained cartoon production licensing from the Ministry of Information ... this was an exceptional case done on the spot by the Minister of Information during the Jeddah Entrepreneurs Meet in May 2012 ... licensing for production companies in Saudi Arabia follows strict regulations (male only field.) • Working on producing a cartoon for 2013. • One year mentorship by Mrs. Noha Al Yousef [member of the Jeddah Young Business Women's Committee].

ASSESSMENT AND FINDINGS

Based on the follow up and assessment of the seven winning projects and tracking of the finalists the Steering Committee shared the results concerning what is needed for the development and support of women entrepreneurs and their entry into the business arena:

1. Legislative and legal framework
2. Challenges and solutions
3. Training and preparation

JEDDAH ENTREPRENEURS MEET 2012

لقاء ريادة الأعمال بجدة ٢٠١٢

1. Legislative and Legal Framework

The Challenge	Implemented and Proposed Solutions
<p>Entrepreneurs not licensing their projects due to:</p> <ol style="list-style-type: none"> 1. Lack of awareness on the legal requirements due to the size of the project. 2. Lack of awareness which entity provides the licensing. 3. No information online guiding them in the right direction. <p>No licensing for home based food production businesses:</p> <p>Difficulty in provision and implementation of food safety requirements.</p> <p>Difficulty in getting licenses for certain sectors:</p> <p>Licensing for certain fields and services doesn't discriminate between genders however some conditions are difficult when applies for women.</p>	<p>During the Jeddah Entrepreneurs Meet in May 2012, Vice Mayor, for IT and Women's Division, of the Jeddah Municipality – Dr. Arwa Alama – announced the launch of the online portal for women's services at the Municipality. The portal features all regulations, requirements and means of obtaining licensing for the various businesses as required by the municipality. An awareness booklet featuring services, means of supervision and women's businesses requirements was also shared and provided for the attendees.</p> <p>Post JEM 2012 the Jeddah Municipality women's business supervisory section visited the various home based women's business [JEM competition participants] to assess the projects and means of licensing.</p> <p>The Jeddah Young Business Women's Committee met with various investors in the food production fields assessing opportunity of industrial kitchen set up in various districts – and opportunity for partnership with the food production projects to turn them from home based businesses to establishments with an opportunity to further expand.</p> <p>The Steering Committee recommended that a series of awareness building training programs and workshops targeting young business women [Entrepreneurs] be hosted at the Jeddah Chamber of Commerce ... this resolution was also shared to other concerned entities to provide further information about services and regulations online.</p> <p>Minister of Information HE Dr. Abdulaziz Khoja announced immediate provision of production licensing for 2 of the finalists in the JEM competition during his participation at the Jeddah Entrepreneurs Meet 2012 last May.</p> <p>The Steering Committee requested that the exception for the production [media licensing] from the Ministry of Information to be reassessed for women to be granted licensing without exceptions.</p>

2. Challenges and Solutions	
The Challenge	Implemented and Proposed Solutions
<p>Young female entrepreneurs unaware of the support provided by the various governmental entities for small businesses</p> <p>No clear regulations shared concerning benefits and services provided by the governmental institutions</p> <p>Note: the lack of awareness and unclear information provision led to loss of trust in the services being announced with requests by the entrepreneurs being hindered due to failure in meeting conditions.</p>	<p>Dr. Abdulaziz Ismail from the Ministry of Labor announced during JEM 2012:</p> <ol style="list-style-type: none"> 1. The Ministry will be launching an online portal that showcases all regulations / conditions for service support for the small businesses 2. Provision of support for winners in JEM 2012 competition [visa services and HRDF employee salary support] once the winners company registration and licensing has been finalized <p>The Steering Committee recommended coordination between all supporting governmental and funding entities as agreed during JEM for building awareness on the services, benefits on offer. This is to be done during a series of training sessions and workshops to insure all elements of the support and conditions are clarified.</p>
<p>Opportunity to reach the decision makers in the private and public sectors to present the services of the young women entrepreneur businesses:</p> <p>The decision makers in the men's divisions of these various entities might be unprepared to meet with women and in many cases women's divisions in various entities are not decision makers.</p> <p>No process that shows what business opportunities and contracts that are available from the various entities.</p>	<p>The first initiative segment of its kind was launched with the private and public sectors announcing key services and business opportunities that are open to all entrepreneurs – the listing was posted on the JEM website for further information and contact. An event will be hosted at the JCCI for further alignment inviting all entrepreneurs to meet and benefit from what's on offer.</p> <p>Report being prepared targeting the key stakeholders to shed light on how this impacts the growth and performance of the young business women's establishments in Saudi Arabia.</p>
<p>Young Saudi women's businesses to date are micro to small business establishments:</p> <p>Number of employees don't exceed 50 and capital is less than SAR 1million.</p> <p>Social obligations:</p> <p>Due to family / social obligations concerning guardians work requirements – travel matters or family pressure to accept a steady income job versus venturing into risk of starting business.</p> <p>Transportation issues, lack of permanent display and sales arenas</p>	<p>These challenges are reflected in means to get funding and support by the young business women and the Steering Committee recommended the following:</p> <ol style="list-style-type: none"> 1. Support for companies and not individual establishments to insure all issues can be aligned from a social obligations perspective. 2. Build awareness on the opportunity of mergers and partnerships to help lessen risk and help in expansion and opportunity for competition. <p>Identify central arenas for sales and promotional opportunities linked to public and investment entities.</p>

3. Training and Preparation	
The Challenge	Implemented and Proposed Solutions
<p>Weakness in personality traits:</p> <ul style="list-style-type: none"> • Communication and negotiation skills • Competitive culture • Teamwork • Self confidence • Risk and issues management • Entrepreneurial spirit and determination to identify solutions and information searching from sources 	<ul style="list-style-type: none"> - Issues concerning personality and character development was key topic of discussion with the steering committee, partners and academic partner. - Steering committee recommended a special program for the candidates be prepared to be launched during the 2nd cycle of JEM targeting candidates prior to final filterization ... program to include interactive personal development training and skills development not only business plan preparation. - Present the weaknesses within the personalities as reflected in the report to the target public sectors including the educational entities [higher education] during JEM 2013.
<p>Training program weaknesses:</p> <p>-The majority of the training programs available present general modules in business planning and strategy development with no concentration on the differences in sector or service. The programs also don't delve into implementation elements of the business plan is it applicable in reality.</p> <p>-Education doesn't offer the basics in fundamental principles and guidelines in work ethics and implementation as set within international training programs and is expected to be found in the young entrepreneurs.</p> <p>-The training programs don't have sections on quality management systems, quality control and service from a local or international perspective</p> <p>-Doesn't provide hands on training.</p> <p>-No mechanism to measure performance of each project for the first years of operation.</p>	<p>-Financial: concentration on cash flow, cost and purchasing management and means of decreasing costs.</p> <p>-Contracts: how to draft contracts, required guarantees</p> <p>-Marketing: strategy planning for building the brand and reputation management, marketing and sales services, building on the competitive advantage, how to promote and measure customer satisfaction</p> <p>-Human Resources: job classification, description, tasks, responsibilities and measurement</p> <p>-Food Production: projects that deal in food production must have HACCP certification.</p> <p>-Networking opportunities: with operational and strategy development managers in various fields.</p>

Preparations for JEM 2013

JEDDAH
ENTREPRENEURS
لقاء ريادة الأعمال جدة ٢٠١٣ MEET 2013

JEDDAH ENTREPRENEURS MEET 2012

لقاء ريادة الأعمال جدة ٢٠١٢

1. An **introductory session** will be hosted at JCCI targeting 2013 competition candidates, young entrepreneurs, program partners, public and private sectors aiming as follows:
 - Launch cycle 2 of JEM for 2013.
 - Introduce business options and development such as partnerships and mergers.
 - Encourage target sectors to participate and further build on the program and services.
 - Awareness on planning and strategy development and the initiatives on hand.
 - Launch the topics for the upcoming 2013 JEM.
2. JEM 2013 competition launch ... portal to be accessible for registration.
3. Training sessions to kick off once finalist are identified [post summer 2013.]
4. JEM judging committee to meet Q4 2013 to review finalists business plans.
5. For further information please visit the JEM website:

www.jem-yje.com

To follow up with the program on the YouTube channel:

<http://www.youtube.com/user/JYBWKSA>

Special Thank You and Recognition: JEM 2012 Partners and Sponsors

<p>الشريك التلفزيوني الحصري</p> <p>العربية</p> <p>Al Arabiya News Channel</p>	
<p>الشريك الصحفي الحصري</p> <p>مناسبتني</p> <p>عكاظ مؤسسة عكاظ للصحافة والنشر OKAZ ORGANIZATION FOR PRESS & PUBLICATION</p>	<p>الشريك الإذاعي</p> <p>ألف ألف</p>
<p>الراعي الذهبي</p> <p>ALWAN علمنا خدمات بيئية متكاملة</p>	
<p>المنظمون</p> <p>لجنة شابات الأعمال Young Business Women Committee</p> <p>TRACCS Trans Arabians Creative Communications</p> <p>الغرفة التجارية الصناعية بجدة JEDDAH CHAMBER OF COMMERCE & INDUSTRY</p>	
<p>الشريك الاستراتيجي</p> <p>مجموعة الأغفر AL-AGHAR GROUP</p>	<p>الشريك الأكاديمي</p> <p>كليات إدارة الأعمال Colleges of Business Administration</p>
<p>الجهات الداعمة</p> <p>TRACCS Trans Arabians Creative Communications</p> <p>صندوق تنمية الموارد البشرية HUMAN RESOURCES DEVELOPMENT FUND</p> <p>البريد الممتاز EMS</p> <p>مجموعة الأغفر AL-AGHAR GROUP</p>	