Project Summary

The Algerian-German project “Promotion du Développement Economique Durable” aimed at improving the competitiveness of the SMEs in 4 selected regions of Algeria (Oran, Algiers, Annaba, Gardhaïa) at policy, intermediary and company level. A pool of short term experts (STE) was recruited to strengthen the BDS providers in the 4 regions. The project was the component 2 of a comprehensive GTZ programme of SME promotion.

Project Objectives

To improve the SME’s competitiveness through
- Advice to the SME Ministry on policies and strategies;
- Advice to the national SME promotion agency (ANDPME) and development of demand driven BDS for the SME’s;
- Establishment of private financial institutions to improve the financial services to the SMEs;
- Promotion of businesses (Biz) and employers’ associations

Project Activities

- Technical advice to ANDPME in the fields of SME promotion policies and BDS offer development
- Workshop organization for SME and micro-enterprises
- Workshop organization for BDS consultants
- Support to SME, micro-enterprises and champion enterprises by placing at their disposal BDS consultants in the 4 business areas
- Support to the Creation of a “Consultants Academy”, offering training courses to BDS consultants.

Services provided

Advice to ANDPME
- The Consultant worked in close relationship with the chief technical advisor of the project and the programme director, all the private BDS providers and in relationship with the ANDPME
- Advice to the ANDPME the SME’s, micro-enterprises and champion enterprises via BDS providers and intermediary institutions
- Advice to institutions regarding the development of their service range

Provision of Short-Term Expertise
- Terms of Reference for short-term assignments
- Recruitment of a pool of national, regional and international STEs in the fields of:
  - Human resources management,
  - Innovation: creation of new products, new production processes, marketing, certification of export products,
  - Business financing strategies including microfinance and
  - Corporate social responsibility
- Mission supervision and monitoring
- Quality control of mission reports