



Our Approach for Developing the Industrial Sector

Swiss Business Enterprise



Industrial Growth Model

We have a deep understanding of the commercial and operational changing aspects of industrial companies, with expertise across all major industry segments. We combine our industry knowledge with rigorous analytical approach and fresh market insights to provide executives with the strategic guidance they need to achieve a genuine competitive advantage

We offer innovative solutions and strategic initiatives to develop the industrial sector and improve its growth potential

SBE Industrial Growth Model

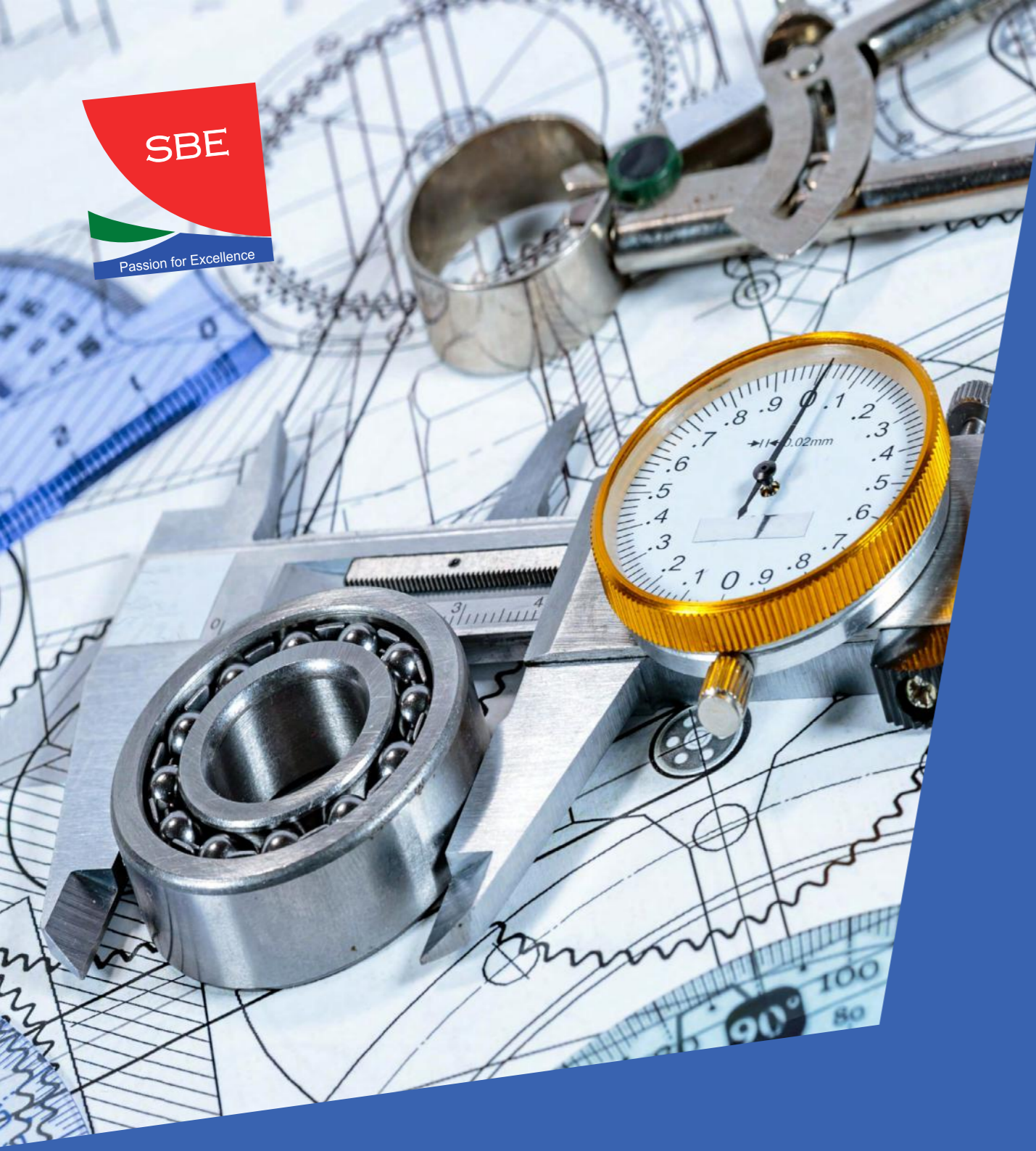
Our Industrial Growth Model (IGM) is designed to help building and growing the industry sector with emphasis on Small to Medium size enterprises (SMEs). It specifically addresses the challenges of technology, entrepreneurship, innovation, marketing, business information and availability of financial support. In this area, our services are focused on detaching SMEs from the vicious circle restricting their growth and definitely enabling their sustainability and development of their competitive edge. Effective delivery of these services will ensure business growth, promotion of quality services and products, increased efficiency, productivity, capacity building for employment creation, income generation and economic growth at national level.

We believe that the implementation of our Industry Development plan will ensure:

- A) Growth of public private sector partnership
- B) Promote synergy between research and entrepreneurship development
- C) Stimulate and support increased SME involvement
- D) Facilitate formalization of new industrial ventures
- E) Promote improvement of industrial sector
- F) Improve operational capacities and increase chances of survival and success
- G) Promote increased economic activities, stimulate economic growth, & increased income
- H) Create jobs and contribute to the improvement of national GDP

Objective

To plan, coordinate, encourage and offer innovative services to small industries. Focusing on supporting industrial SMEs growth and competitiveness, ensuring increased local content and facilitate increased involvement of SMEs to the industrialization process.



Strategic Outcomes of our Model

1. Facilitate SMEs access to technology, infrastructure and technical services
2. Promote business skills development services for SMEs
3. Facilitate SMEs access to markets and information
4. Facilitate SMEs access to finance
5. Enhance operational capacity of the organization.

Monitoring and Evaluation

Service delivery effectiveness will be tracked by observing the following performance indicators:

Measures of efficiency and productivity

Measures of SMEs business growth

Measures of SMEs products quality

Measures of employment creation capacity



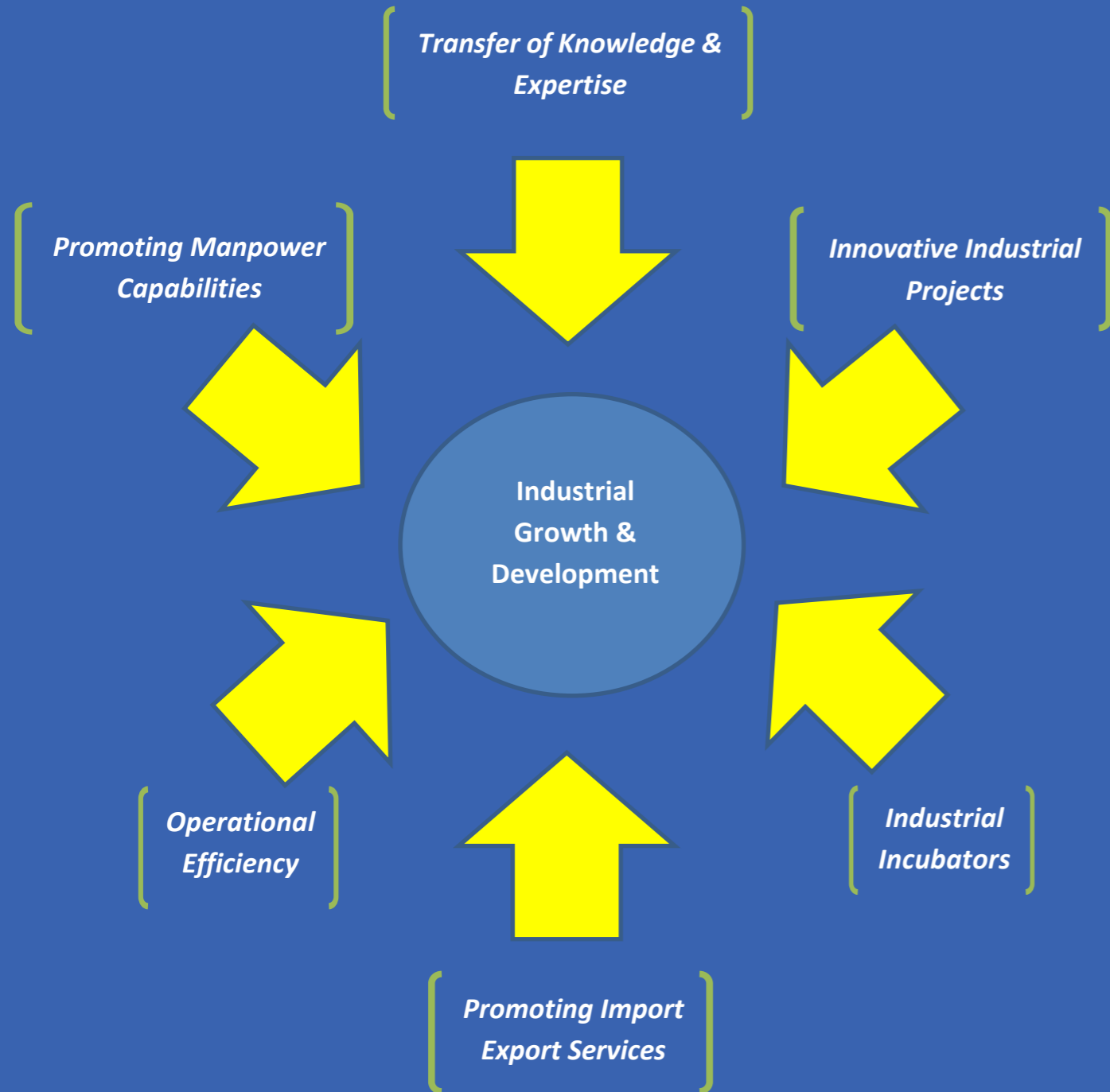


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The main output of our Industrial Growth Model is SMEs growth, competitiveness, regional and national economic development
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Outcomes of SBE Industrial Growth Model

1. Provision of innovative technological solutions leading into realization of industrial development plan through utilization local resources
2. Development and implementation of Industrial Clusters
3. Position SMEs products and service to a competitive position in the world market by improving product quality and service delivery
4. Transfer of Knowledge & Expertise
5. Building and sustaining new industrial companies / new business ventures
6. Innovative industry initiatives
7. Training industrial manpower & developing capabilities
8. Enabling entrepreneurs to startup new industrial projects/ Industrial Incubators
9. Encouraging local and foreign investment in the industry sector
10. Improving operational efficiency & quality of services
11. Promoting import/export services





How do we promote industrial development ?

Industrial development is a complex process that requires intervention at different levels.

- **Entrepreneurship:** Our work starts at the early stages of entrepreneurship where we provide support and guidance to entrepreneurs to help them proceed in an efficient way from the startup idea to the mature stages of business success . This shall entail Industrial Incubation services.
- **Innovation:** We help to introduce innovative industrial projects (innovative ideas & techniques) which in turn help to enrich the market with new products, improve operational effectiveness, and achieve diversification of economy.
- **Enabling Manpower:** Industry can never be improved without the relevant expert manpower. As such, we play an important role in the training of manpower and enhancement of industrial skills. We offer training of manpower in certain expert centers and manufacturing facilities in Europe.
- **Promoting Operational efficiency:** Our work encompasses several innovative strategies and techniques used to accomplish the basic goal of delivering quality goods to customers in the most cost-effective and timely manner. Resource utilization, production, distribution and inventory management are all common aspects of operational efficiency.
- **Transfer of Knowledge & Expertise:** We help to develop the industry sector is by transferring the relevant knowledge and expertise from well-established and advanced industries in Europe.
- **Promoting Export/Import:** We help companies to improve their import/export activities, expanding their export markets, and lowering their relative operational costs.



Taking into account the importance of country specificities, an industrial strategy has to be planned keeping in mind the country's current situation or starting position. Most importantly, the existing manufacturing activities need to be well-thought-out in addition to divergent development stages, endowment structures, country and size of population, etc. This implies that the design of an industrialization strategy has to be based on a thorough evaluation of the country's present industrial base, i.e. an industrial diagnosis.

We start with an industrial diagnosis and the design of an industrialization strategy, and then move to consider the industrial policies needed to implement the strategy. This implies also that industrial policies need to be aligned with other policy areas, in particular macro-economic policies and financial policies. Another important added value of our strategic tool to industrial policymaking is the innovative approach we take from policymaking to the analysis stage. A critical examination of prior policy decisions (i.e. an independent monitoring and evaluation process) helps to pinpoint success stories and failures that provide input to the next policymaking cycle. Through such monitoring and evaluation, a systematic process of policy learning can take place, enabling adaptation and better performance. On top of that, the decision-making process needs to take serious account of the challenges and opportunities of the new global environment.

We provide guidance and support in the nurturing of a new generation of industries. We do this in various ways, including in particular (a) fostering new industrial capacity, (b) diversifying production, (c) creating inter-sectoral and inter-industry linkages, (d) promoting learning, (e) improving productivity, (f) shifting economic activity towards higher value added activities that provide access to more dynamic and rewarding niches.

We utilize three strategic approaches:

1. Industrial diversification
2. Industrial deepening
3. Industrial upgrading






Our Services- The Value that we add

"If you want to develop and grow your industry, then SBE is your ultimate destination"

With our proven track of industry development achieved through our top-notch experts we can offer you strategies and action plans to develop and grow your industrial sector. In brief we offer the following services:

1. Promoting industrial efficiency and leveraging operational profits
2. Introducing Innovative industrial concepts and ideas
3. Incubation services for new industrial projects
4. Industrial strategy geared at growing the industrial sector and achieving diversification
5. Designing and implementing industrial clusters
6. Expanding the export zone for existing industries. Helping them to export to new markets
7. Transfer of knowledge and expertise
8. Encouraging investments in the industrial sector
9. Training of industrial manpower and leveraging their expertise and skills
10. Facilitating joint venture and cooperation with European manufacturers





SBE has an extensive experience in workflow optimization with a diverse client base. Each project begins with an in-depth understanding of current practices and requirements. From this information, inventory management, forecasting and obsolescence issues are extracted and addressed.

Prospects for optimization become obvious and measurable, and we introduce solutions that include better operational efficiency and improved quality

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