



Workshop on “The Effect of Entrepreneurship Strategies on SMEs Development”

Tehran, Islamic Republic of Iran

30 April-01 May 2019

DRAFT CONCEPT NOTE

1. Background

Entrepreneurship can be identified as the cornerstone for wealth creation and equitable distribution through a dynamic process of new firm formation and growth (Kirchhoff, 1994). It is observed that small firms create more jobs on a regional and national scale than larger corporations since they are more innovative and adapt faster to new market opportunities.

There are various ways in which entrepreneurship may affect economic growth. Entrepreneurs may introduce important innovations by entering markets with new products or production processes (Acs and Audretsch, 1990). They may increase efficiency by increasing competition and enhance the knowledge of what is technically viable and what consumers prefer by introducing variations of existing products and services in the market. The learning process often results in speeding up the coinage of dominant designs for product-market combinations. Knowledge spillovers play an important role in this process (Audretsch and Feldman, 1996; Audretsch and Stephan, 1996). Lastly, they may be inclined to work longer hours as well as more efficiently to increase their income and give a face-lift to their enterprises.

Successful entrepreneurship activities help firms expand the market for their products and services as well as provide access to resources that can strengthen its competitive position at national and international scale. These actions can lead to improve firm performance. Yet, for small and medium-sized enterprises, entrepreneurship procreates several challenges; for example, due to their size, SMEs tend to suffer from a unique resource gap that might often be difficult to fill in. SMEs tend to possess limited financial, technical, and managerial resources restricting them to maneuver international activities. Because of this, the workshop focuses on understanding how SMEs can improve entrepreneurship activities to expand forward both at national and international levels.

Besides, entrepreneurship activities provide firms with the key capabilities for building an advantage, better applying internal resources and obtaining resources from outside. Entrepreneurship orientation is the firm’s propensity to utilize novel behaviors, to anticipate and act/react towards future fluctuations and changes in the outside business environment, and the willingness to undertake investment with uncertain outcomes. Such firms with high entrepreneurship orientation are more apt to introduce new products, diversify their activities,

and learn how to thrive in an uncertain international business environment, create competitive pathways in a foreign market, which can result in a better international performance.

2. Objectives

The main objective of the workshop is to provide a clear image of the current modern economy and its complicatedness for SMEs that are striving to stay in the arduous competitive markets. This workshop is meant to investigate advised SMEs strategies and share them with all relevant people and entities in order to allow them the possibility to examine their situation thoroughly and to take a timely action. Moreover, the workshop will set forth the conditions to enter in the international markets and underline possible challenges and solutions.

3. Expected Results or Accomplishment

The workshop is expected to provide the required knowledge to SMEs and its stakeholders:

- i. to prepare them on how to deal with the complicated economic environment,
- ii. to familiarize them with varying kinds of marketing,
- iii. to identify their needs and requirements for adaption,
- iv. to shed light on the different policies and regulations, and
- v. to share with them some successful examples.

The workshop is expected to result in and be a knowledge product . A brochure or print will be published to summarize the main key points, recommendations, and roadmap.

4. Justifications for the Partners

The Sixth and Final OIC Task Force Meeting on SMEs” held in Bangkok-Thailand on August 15-17, 2008, mandated the Islamic Chamber Research and Information Center (ICRIC), which is an affiliated organ to Islamic Chamber of Commerce, Industry and Agriculture (ICCIA), to create an “OIC Network of SME Agencies (ONSA)”. It is worth mentioning that, the report of the Final OIC Task Force Meeting on SMEs was taken note of by the Thirty-Sixth Session of the OIC Council of Foreign Ministers (OIC/36-CFM/ECO/RES/FINAL).

The workshop was devised according to the resolution of the 34th Session of the COMCEC held on 26-29 November 2019 in Istanbul, Turkey. Moreover, it has been also developed within the framework of ICRIC’s project namely “ONSA”, which aims to inform the audiences on how to increase their potentials and to maximize using their facilities, as well as highlight the several familiar key topics meant to boost their businesses.

Small and Medium-sized Enterprises (SMEs) development has been given significant consideration in the OIC-2025: Programme of Action. The Programme has put special emphasis on developing a dynamic and well-functioning private sector for increasing investment and trade, economic growth, industrialization and structural transformation. Moreover, a dedicated goal has been set to increase the contribution of SMEs to the overall economic growth and development of OIC Member States and enhance their competitiveness and dynamism by

facilitating their access to information, market, human resource development and skills, finance as well as technology.

5. Scope and Modality

5.1 Format and Structure of the Workshop

The workshop will last for two days as follows:

- The first day will comprise four speeches fully allocated to training courses which will be delivered by speakers competent in the entrepreneurship field. the workshop deals with the characteristics of an entrepreneur company and the ways it takes to overcome the challenges.
- The second day will continue with a few training courses and some qualified speakers explaining their success story as examples. The course of the second day is dedicated to the strategies required to enter into the international market and how to enjoy the best of governmental policies and supports.

Potential themes of the workshop sessions are as follows:

- Entrepreneurship characteristics of firms,
- General strategies to penetrate into the market
- Task strategies to compete
- General strategies to penetrate into the market
- Internationalization strategies
- Innovation types and processes
- Policies and rules in other countries
- Successful examples of start-ups

It is worthy to note that ICRIC, SESRIC and ICYF are the main custodian of this workshop.

5.2 Participants of the Workshop

A total of 150 participants are targeted to attend the workshop. The participants will include: managers, manufacturers, students, representatives of provincial chambers in Iran and governmental sector.

5.3 Venue and Date

The meeting will be held in Tehran, Iran on 30 April -01 May 2019 with a grand opening ceremony.