



USAID | **JORDAN**
FROM THE AMERICAN PEOPLE

Launch of Small Scale Enterprise Development Program (SSEDP)

AMIR II Achievement of Market-Friendly Initiatives and Results

June 2006

This document was produced for review by the United States Agency for International Development. It was prepared by Chemonics International Inc.

JORDAN AMIR II

Achievement of Market-Friendly Initiatives and Results

Contract No. 278-C-00-02-00210-00

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

Contract No.: 278-C-00-02-00210-00

Contractor Name: Chemonics International, Inc.

USAID Cognizant Technical Office: Office of Economic Opportunities
USAID Jordan

Date of Report: June 2006

Document Title: Launch of Small Scale Enterprise Development
Program (SSEDP)
Final

Author's Name: Dina Sabbagh / Chemonics International Inc.

Activity Title and Number: Achievement of Market-Friendly Initiatives and
Results Program (AMIR Program)

NLP and SSE Launch Coordinator
Enhanced Competitiveness Initiative (ECI)
7339.08

Launch of Small Scale Enterprise Development
Program (SSEDP)
Final
June 2006

The opinions expressed herein are those of the author(s) and do not necessarily reflect the opinions of the United States Agency for International Development or the United States Government or Chemonics International or any firms in the AMIR Program consortium or the management of the AMIR Program.

Data Page

Name of Component: Enhanced Competitiveness Initiative (ECI)

Author: Dina Sabbagh / Chemonics International Inc.

Practice Area: Business Development Services

Service Offering: National Linkages Program (NLP)

List of Key Words Contained in Report:

- NLP National Linkages Program
- SSEDP Small Scale Enterprise Development Program
- JUMP Jordan Upgrading and Modernization Program

Table of Contents

Executive Summary 4
 Launch Date 5
 Launch Agenda 5
 Venue: 5
 Launch Invitation 5
 Confirmation 5
 Workplan..... 5
 Materials and Binders 5
 Banners: 5
 Giveaways:..... 5
 Application Form: 5
 Networking events: 6
 Press/Media..... 6
 Budget 6
Appendix A – Agenda Launch of SSEDP Program 7
Appendix B – SSE Launch Workplan (Feb. 06 event) 8
Appendix C – SSE Workshop Workplan (Mar. 06 event)..... 15
Appendix D – Budget – Introductory Event 19

Executive Summary

The Small Scale Enterprise Development Program was launched on 19 February 2006 at the Zarqa Chamber of Industry, Zarqa-Jordan. The launch was funded by USAID, organized by AMIR Program and the NLP-SSEDP Program. AMIR handled all logistics requirements and event management while empowering the SSEDP staff for future events.

The launch was hosted by Zarqa Chamber of Industry and JUMP, while it was held at ZCI. More than 100 people attended the launch from various industrial sectors in Zarqa

The structure of the Launch's program was built to enable the attendees to take a clear understanding of the Program concept and activities.

The success of this launch rested in the hands of many people and their collaborative efforts.

The Launch was followed by 2 networking events on 15 March and 8 May 2006 for food processing and packaging companies, and spare parts and engineering companies. Both workshops were industry-focused aiming at triggering potential linkages amongst businesses, in preparation for the NLP launch, through providing a meeting opportunity for businesses of different scales.

Both workshops were attended by 33 companies who were able to establish 20 possible linkages between them.

Launch Date

The first planning phase began in late 2004, the launch was delayed for almost a year due to technical issues and the date was determined according to the availability of the venue, Zarqa Chamber of Industry, and other concerns.

Launch Agenda

The agenda was structured to give a clear understanding of the program to the local industries in Zarqa through, a PowerPoint presentation followed by presenting models of similar successful linkages between companies. The launch was followed by a lunch. (Appendix A)

Venue:

According the Memorandum of Understanding between AMIR, JUMP, NLP & ZCI, the ZCI hosted all the activities of the SSEDP. The Launch and the followed two workshops were held at the ZCI hall.

Launch Invitation

The invitation letters for the launch were sent one week prior to the event via fax. Invitation letters for both workshops were also sent one week prior to event in addition to visiting the targeted companies by the SSEDP officer to explain the workshops' idea and concept.

Confirmation

All Launch invitees were contacted by phone to confirm their attendance. Workshops invitees (purchasing companies) were contacted by phone to confirm their attendance, and the suppliers were sent a confirmation letter with the dimensions of the display-tables. All confirmations were sent to AMIR Program to make the necessary arrangements

Workplan

The Launch workplan was devised and maintained throughout the planning phase of the launch (Appendix B). This workplan was revised as tasks changed or were added. The organizing committee met weekly to discuss developments and outstanding items.

Materials and Binders

All materials and presentations were provided in Arabic. Upon arrival the attendees received folders containing SSEDP and JUMP's brochures, application form, note pad and a pen.

Banners:

The Launch banner included 3 roll-up banners which were designed to be used in other events.

Giveaways:

The giveaways, a note pad and a pen were included in the Launch folder.

Application Form:

SSEDP membership application forms were distributed to attendees at the Launch with the folders

Networking events:

Networking events were supposed to be held on weekly basis for different inter-related sectors in Zarqa, but due to technical issues and the program handing over to JUMP, two networking events were held on 15 March, between food processing and packaging companies, and 8 May, between spare parts and other engineering companies.

Both events were attended by 33 companies, and resulted in 20 possible linkages.

Upon arrival, attendees received folders containing SSSSEDP and JUMP's brochures, note pad, a pen and an evaluation form.

Evaluation forms results showed 20 possible linkages between the participating companies in both workshops.

Workplans for both workshops were devised and maintained throughout the planning period, the organizing committee held weekly meetings to follow up on the work process. (Appendix C)

Press/Media

The Communication Department devised and implemented a media plan for the Launch. The event was covered in all of the major newspapers – *Al Rai*, *Ad Dustour*, *Al Ghad*, and *Jordan Times*. A press bureau was set at the venue during the Launch.

Budget

The budget did not exceed \$4882.98 for the Launch and two workshops. (Appendix D)

Appendix A – Agenda Launch of SSEDP Program

**Launch of SSEDP Program
15 February 2006
Venue: Zarqa Chamber of Industry**

- 12:00 pm Welcoming remarks by H.E. Dr. Moh'd Al Tal (5 minutes)
- *Dr. Tal introduces Mr. Qudah.*
- 12:05 pm Welcoming remarks by Mr. Yarub Qudah (5 minutes)
- *Mr. Qudah introduces Anan Jaber*
- 12:10 pm Presentation by Mr. Anan Jaber (20 minutes)
- *Mr. Anan introduces the linkages model (Mr. Omar Masoud & Mr. Walid Kilani)*
- 12:30 pm Interactive presentation of the Linkages model run by H.E. Dr. Tal. (40 minutes)
- 12:50 pm Wrap-up remarks by Anan Jaber
- *Opening the floor for questions.*
- 12:50 pm Questions and Answers.
- 1:00 pm End of Ceremony, Dr. Tal invites people to lunch.

Appendix B – SSE Launch Workplan (Feb. 06 event)

Workplan

SSE Launch - 13 Feb. 2006

ID No.	Status	Task	Start	Finish	Assigned to
		AGENDA			
1	Done	Draft the agenda			
2	Done	Approve and finalize agenda			
		DATE & LOCATION			
3	Done	Setting tentative dates			Suad & Steve
4	Done	Confirm Launch Date and Time			Suad & Steve
5	Done	Visit potential site for the event	1/26/2006	1/26/2006	Tulin, Dina, Anan
6	Done	Check availability of venue			
7	Done	Confirm Location			
		PATRONAGE			
8	Done	Determine the patronage of the Launch			Suad & Steve
9		Send invitation			
10		Follow up on the patronage			
		SPEAKERS			
		JUMP			
11	Done	Confirm with speaker			AMIR
12	Done	Liaise about welcoming remarks' content			
13		Receive a copy of the welcoming remarks			
14		Reconfirm with speaker			
15		send a copy to training			
16		Give copy to press			
		ZCI			
17	Done	Confirm with speaker			AMIR

Launch of Small Scale Enterprise Development Program (SSEDP)

18	Done	Liaise about welcoming remarks' content			
19		Receive a copy of the welcoming remarks			
20		Reconfirm with speaker			
21		Give copy to press			
		PRESENTATION			
22	Done	Determine the speaker for presentation			Team
	Done	Review presentation	1/25/2006	1/25/2006	Suad, Steve, Shirine
23	Done	Prepare Presentation content in ARABIC			
24	Done	Setup rehearsal with speaker			Communication
25	Done	Determine equipment requirements			Communication
26	Done	Submit equipment requirements			Communication
27		Submit Presentation			Communication
27		Contact IT for installation			
		INTERVIEW			
28	Done	Liaise with MC			
29	Done	Prepare talking points			
30	Done	Translate talking points to Arabic			
31	Done	Confirm with speakers			
32		Liaise with speakers about the interview content			
33		Reconfirm with speakers			
		LIST OF INVITEES			
34	Done	Compile list of Purchasing Companies to invite			Anan
35	Done	Obtain contact names and information for each Company			Anan
36	Done	Compile list of organizations to invite (NGOs in Zarqa)			Muna
37	Done	Obtain contact names and information for each organization			Muna
38	Done	Finalize list of invitees			
39		Approve final list			Suad & Steve
40		Sort invitees according to sectors			
41		Insert list into AMIR's system			Muna

Launch of Small Scale Enterprise Development Program (SSEDP)

INVITATION Letters					
42	Done	Draft invitation text – Arabic			Anan
43		Review invitation text			Amir
44		Finalize text			
45		Get approvals			
46		Prepare proposed layout and design			Communication
47		Review proposed layout and design			Suad
48		Distribution of Invitations			
49		Receive Public Confirmations			
50		Confirm list of Attendees			
RESPONDING TO INQUIRIES AND CONFIRMATION					
51		Respond to inquiries			SSEDP
52		Follow-up with VIPs (confirmation)			SSEDP
VIPs					
53		Identify VIPs			Dine
54		Compile a list of VIPs			Dina
55		Finalize and circulate list of VIPs			
VENUE PREPARATION					
56	Done	Establish venue requirements			Training
57		Draft booking letter to Zarqa Chamber			Training
58		Approve and send letter			Training
59		Obtain rates for Lunch			Training
60		Obtain rates for tables and chairs			Training
61		Obtain list of equipment available and rates			Training
62		Prepare purchase order for venue			Training
63		Obtain contract from venue with requirements			Training
64		Approval of contract			Training
65		Reserve venue			Training
66		Reserve banqueting services			Training
67		Reconfirm venue and banqueting services			Training
AUDIO-VISUAL EQUIPMENT					

Launch of Small Scale Enterprise Development Program (SSEDP)

68		Determine equipment needed for conference			Training
69		Setup contract with AV company-includes all items			Training
70		Approval of contract			Training
71		Reconfirm with company			Training
72		Deliver equipment			Training
73		Install equipment			Training
74		Test AV output thoroughly			Training
75		Retest AV equipment each morning			Training
76		Manage technicians running the equipment during the event			Training
		PHOTOS			
77		Contract photographer			Training
78		Follow up on photos			
		BUDGET			
79		Determine budget			Suad
80		Get approval			Suad
81		Follow up on budget			
		MATERIAL DESIGN			
		REGISTRATION FORM			
82	Done	Draft form			Communication
83	Done	Review registration form text			
84	Done	Finalize text			Communication
85	Done	Get approvals			Communication
86		Prepare proposed layout and design			Communication
87		Review proposed layout and design			Communication
88		Finalize layout and design			Communication
89		Print hard copies of registration form			Communication
90		Receive printed registration form			Communication
91		Bring registration forms to venue			Communication

		BANNERS			
92	Done	Determine size and number of banners			Communication
93	Done	Prepare content for banners			Communication
94	Done	Layout design of banners			Communication
95	Done	Review banner designs			Communication
96	Done	Incorporate changes			Communication
97	Done	Approve final design			Communication
98	Done	Print banners			Communication
99	Done	Receive printed banners			Communication
100		Hang Banners in venue			Communication
		FLYERS			
101	Done	Reproduce flyers			
		SIGNAGE			
102	Done	Determine size and number of signage			Communication
103	Done	Prepare content for signage			Communication
104		Print signs			Communication
105		Receive printed signs			Communication
106		Place signs in venue			Communication
		GIVEAWAY			
107	Done	Review giveaway options			Communication
108	Done	Decide on giveaways			Communication
109		Order giveaways			Communication
110		Receive giveaways			Communication
111		Send giveaways to venue			Communication
		FOLDERS			
112		Design folders			
113		Stuff flyers, questionnaire and notepads			
114		bring folders to event			
		SUPPORT PEOPLE			
115		Determine the number of people needed as support			Team
116		Obtain the number of people needed for support			Team

Launch of Small Scale Enterprise Development Program (SSEDP)

117		Liaise with volunteers and discuss in detail their role			Training
118		Reconfirm with each volunteer-time and place			Training
119		Bring copies to conference			Training
120		Handout seating arrangements to volunteers			Training
		PRE-EVENT PREPARATION			
121		Reconfirm registration layout is correct			Training
122		Ensure banners are hung and signage placed correctly			Communication
		SEATING ARRANGEMENT			
123		Determine VIPs and people involved in opening ceremony			
124		Determine seating arrangement			Training
125		Approval of seating arrangements			Training
126		Xerox seating arrangements			Training
127		Distribute seating arrangements charts to ushers/AMIR staff			Training
		REGISTRATION DESK			
128		Set up registration desk with supplies (badges, folders, etc)			Muna
129		Bring final registration list			Muna
130		Register guests			Muna
131		Distribute badges and folders			Muna
132		Manage registration desk			
		PRESS & MEDIA COVERAGE			
		PUBLIC & MEDIA RELATIONS			
133		Kick off meeting with Agency to determine deliverables and timeline			Communication
		PRESS BUREAU			
134		Respond to requests for information from media			Communication
135		Supply documentation to press			Communication
136		Draft talking points for interviewees			Communication
137		Set up interviews for press			Communication
		Pre-conference media preparations and press release			
138		Finalize agenda and timing for press release			Communication
139		Respond to press inquiries			Communication
140		Brief PR agency on press release			Communication

Launch of Small Scale Enterprise Development Program (SSEDP)

141		Draft press release			Communication
142		Review and approve			Communication
143		Distribute release			Communication
		PRESS KITS			
144		Design kit			Communication
145		Review and Incorporate changes			Communication
146		Approve			Communication
147		Send to Print			Communication
148		Receive printed material			Communication
		Press Release			
149		Draft press release for event			Communication
150		Review Press Release			Communication
151		Approval of press release			Communication
152		Translate press release into Arabic			Communication
153		Approval of Arabic Version			Communication
154		FAX press release			Communication
		Rehearsal/Setup			
		Closing Event's file			

Appendix C – SSE Workshop Workplan (Mar. 06 event)

SSE workshop - 15 March & 8 May 2006

ID No.	Status	Task	Start	Finish	Assigned to
		AGENDA			
1		Draft the agenda		5-Mar	
2		Approve and finalize agenda		5-Mar	
		DATE & LOCATION			
3	Done	Setting tentative dates			Souad & Steve
4	Done	Confirm Workshop Date and Time			Souad & Steve
5	Done	Confirm Location			
		WORKSHOP			
6	Done	Determine themes			Souad & Steve
7		Determine facilitators			Team
8		Determine main facilitator			Team
9		Write talking points for facilitator			Steve
10		Approve talking points			
11		Translate talking points			
12		Review talking points with facilitator			
		LIST OF INVITEES			
13	Done	Compile list of Purchasing Companies to invite			Anan
14	Done	Obtain contact names and information for each Company			Anan
15	Done	Compile list of Supplying companies			Anan
16	Done	Obtain contact names and information for each organization			Anan
17	Done	Finalize list			Anan
18	Done	Approve final list			Souad & Steve
19	Done	Sort invitees according to sectors			
20	Done	Contact companies for appointments			Anan
21		Visit potential companies		11-Mar	Anan

Launch of Small Scale Enterprise Development Program (SSEDP)

22		Update database			Anan
23		Send invitation letter for companies.		11-Mar	
24		Send final list of confirmed participants to Muna		12-Mar	
25		Insert list into AMIR's system			Muna
INVITATION Letters					
26	Done	Draft invitation text - Arabic			Anan
27	done	Review invitation text			Amir
28	done	Finalize text			
29		Get approvals			
30	done	Prepare proposed layout and design			Communication
31	done	Review proposed layout and design			Souad
32		Reconfirm with participants	13-Mar	14-Mar	
RESPONDING TO INQUIRIES AND CONFIRMATION					
33		Respond to inquiries			
VENUE PREPARATION					
34	Done	Establish venue requirements			Training
35		Obtain rates for food and beverage			Training
35		Prepare purchase order for venue			Training
36		Obtain contract from venue with requirements			Training
36		Approval of contract			Training
37		Reserve banqueting services			Training
37		Reconfirm venue and banqueting services		14-Mar	Training
MATERIALS					
Evaluation forms					
38		Draft forms		10-Mar	Anan
39		Approve forms		10-Mar	Souad and Steve
40		Reproduce forms		12-Mar	Communication
FOLDERS & BANNERS					
41		Stuff flyers, notepads, pens, application and evaluation forms		14-Mar	Training
42		Bring folders to event		15-Mar	Communication

Launch of Small Scale Enterprise Development Program (SSEDP)

43		Bring and Hang Banners in venue		15-Mar	Communication
44		Prepare and bring badges to event	14-Mar	15-Mar	Training
		SUPPORT PEOPLE			
45		Determine the number of people needed as support	12-Mar		Team
46		Obtain the number of people needed for support	12-Mar		Team
47		Liaise with volunteers and discuss in detail their role	15-Mar	15-Mar	Training
		PRE-EVENT PREPARATION			
48		Reconfirm registration layout is correct	14-Mar		Training
49		Determine site layout	12-Mar		
50		Arrange site layout	14-Mar		Training
		REGISTRATION DESK			
51		Set up registration desk with supplies (badges, folders, etc)		15-Mar	Training
52		Bring final registration list		15-Mar	Training
53		Register guests		15-Mar	Training
54		Distribute badges and folders		15-Mar	Training
55		Manage registration desk		15-Mar	Training
		PRESS & MEDIA COVERAGE			
		Pre-conference media preparations and press release			
56		Finalize agenda and timing for press release			Communication
57		Draft press release			Communication
58		Review and approve			Communication
59		Distribute release		13-Mar	Communication
		Press Release			
60		Draft press release for event			Communication
61		Review Press Release			Communication
62		Approval of press release			Communication
63		Translate press release into Arabic			Communication
64		Approval of Arabic Version			Communication

Launch of Small Scale Enterprise Development Program (SSEDP)

65		FAX press release		15-Mar	Communication
		Rehearsal/Setup			
		Closing Event's file			

Appendix D – Budget – Introductory Event

Budget

Small Scale Program Introductory Event			
	JD	\$ US	
Food (Coffee breaks and Lunch)	350.00	494.35	
Photos	100.00	141.24	
Training Materials Reproduction	60.00	84.75	
Roll up Banners	550.00	776.84	
Note Pads	555.00	783.90	
Pens	760.00	1,073.45	
Application Forms	650.00	918.08	
Total	3,025.00	4,272.60	
Small Scale Enterprise Networking Event			
	JD	\$ US	
Food (Coffee breaks and Lunch)	159.75	225.64	
Photos	50.00	70.62	
Stationary	29.90	42.23	
Total	239.65	338.49	
Small Scale Enterprise Networking Event - 2 (Machinery Spare Parts)			
	JD	\$ US	
Photos	35.00	49.44	
Snacks/Lunch Boxes	157.50	222.46	
Total	192.50	271.89	