



European Commission

Enterprise and Industry
Directorate-General

The Euro-Med Charter for Enterprise – a policy tool for the Mediterranean

National Investment Reform Agenda Workshop

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A close look inside

Tina Mede

**Enterprise and Industry Directorate General
International Affairs Unit**

Outline

1. The Euro-Mediterranean Charter for Enterprise : context, aim, principles

2. What can Lebanon gain from the Charter?

3. The way forward

The Euro-Med Charter for Enterprise

Context

- **Adopted at Euro-Med Ministerial Conference in Caserta (October 2004)**
- **Reference framework** to create an enabling environment for private sector development
 - release investment and trade potential of the region
 - develop industrial partnerships and
 - promote growth and jobs.
- **European Neighbourhood Policy** : Charter priority under the chapter “Enterprise Policy” of the EU-Lebanon Action Plan

The Euro-Med Charter

Content

Charter Action Lines

Simple Procedures for
business

More innovation capacity
for SMEs

Education and Training for
Entrepreneurship

Strong professional
associations

Improved skills

Business support schemes and
services of high quality

Easier access to finance for
SMEs

Integration of Euro-Med
networks and partnerships

Better market access

Targeted business
information

What can Lebanon gain from the Charter ?

It provides an overall framework to improve

- the business environment
- enterprise competitiveness
- attract investment
- access to the EU market

What can Lebanon gain from the Charter?

Potential for

- More attention paid to enterprise needs in **national reforms**
- Improved **coordination** between
 - Ministries
 - Public and private sectors
 - Implementing agencies
 - National, regional, local levels
- **Learning from experience at regional level** (Med countries, EU, Western Balkans), gaining time, saving energy, avoiding mistakes
- Making **achievements more visible** at country and international level
- Gearing **financial support** and technical assistance to country's needs

The Euro-Med Charter

The way forward - Work Programme 2007-2008

Bilateral level

- ✓ Set targets and act
- ✓ Greater visibility
- ✓ Close involvement of the private sector
- ✓ Monitor the charter process and report results

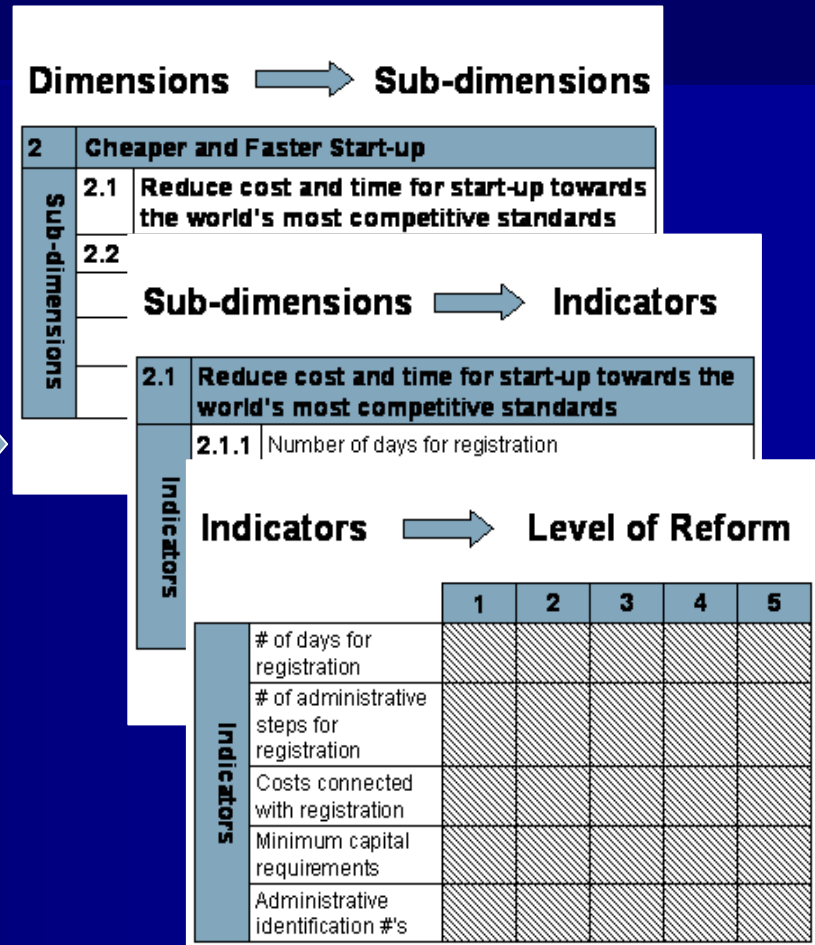
Regional level

- ✓ Learn from each other – enhance mutual learning (between Mediterranean partners, with the EU and Western Balkans)

Setting targets : Experience with the SME Policy Index - Western Balkans

SME Policy Index Dimensions

1. Education and training for entrepreneurship
2. Cheaper and faster start-up
3. Better legislation and regulation
4. Availability of skills
5. Improving online access
6. Getting more out of the single market
7. Taxation and financial matters
8. Strengthening the technological capacity of SMEs
9. Successful e-business models and top-class business support
10. Developing stronger, more effective representation of small enterprises



Each dimension is broken down into main sub-dimensions
 Example: Cheaper And Faster Start-up

2 Cheaper And Faster Start-up			
Sub-dimensions	2.1	Reduce Cost And Time For Start-up Towards The World's Most Competitive Standards	How long does it take to register an SME? How much does it cost? Silence is consent principle?
	2.2	Increase On-line Access For Registration	Is there an on-line registration system in place?

Each sub-dimension is broken down into core indicators Example:
Reduce Cost And Time For Start-up

2		Cheaper And Faster Start-up		
Sub-dimensions	2.1	Reduce Cost And Time For Start-up Towards The World's Most Competitive Standards		
	2.1.1	Number Of Days For Registration	How long does it take to register a SME?	
	2.1.2	Number Of Administrative Steps For Registration	How many administrative steps are required for SME registration? Is there a one-stop-shop?	
	2.1.3	Costs Connected With Registration	What are registration costs as a percentage of GNI per capita?	
	2.1.4	Minimum Capital Requirements	What are minimum capital requirements as a percentage of GNI per capita?	
	2.1.5	Administrative Identification Numbers	Is there a unique identification number used in dealing with all standard functions of public administration?	
	Indicators			

SME POLICY INDEX - Example

2.1 Reduce Cost And Time For Start-up Towards The World's Most Competitive Standards		Level 1	Level 2	Level 3	Level 4	Level 5
Indicators	2.1.1 Number Of Days For Registration	Registration in more than 30 days.	Registration takes more than 15 days, but less than 30 days.	Registration takes more than 5 days, less than 15 days.	Registration takes less than 5 days, but more than 1 day	Registration in 1 day.
	2.1.2 Number Of Administrative Steps For Registration	Registration requires more than 10 administrative steps.	Registration requires 8-9 administrative steps.	Registration requires 5-7 administrative steps.	Registration requires 2-4 administrative steps.	One-stop-shop.
	2.1.3 Costs Connected With Registration	More than Euro 250	Less than Euro 250, more than Euro 150	Less than Euro 150, more than Euro 50	Less than Euro 50, more than Euro 10	Less than Euro 10
	2.1.4 Minimum Capital Requirements	More than 40% of GNI per capita.	Between 20% and 40% of GNI per capita.	Between 10% and 20% of GNI per capita.	Less than 10% of GNI per capita.	No minimum capital requirements for general partnerships with personal liability.
	2.1.5 Administrative Identification Numbers	5 registrations and identification numbers in dealing with different administrative authorities	4 identification numbers in dealing with different administrative authorities. Some registrations merged.	3 identification numbers in dealing with different administrative authorities. Half of registrations merged.	2 identification numbers in dealing with different administrative authorities. Most of registrations merged.	Single identification number in dealing with all standard functions of public administration - single registration process.

Note: This table has been simplified for presentation purposes: each level of reform is fully detailed in the actual SME Policy Index.

	Level 1	Level 2	Level 3	Level 4	Level 5
Descriptor	No promotion of entrepreneurship education in primary education	National policy discussion Ad hoc projects	Key competence curriculum reform teachers training	key competence 50% schools, 50% teacher trained; monitoring	key competence 75% schools, 75% teacher trained; monitoring
Albania		X			
BiH	X	X			
Croatia		X			
Kosovo	X	X			
Macedonia	X				
Montenegro		X			
Serbia	X	X			



Setting targets : The SME Policy Index - Advantages

The SME policy index helps to

- measure SME Policy Development using the **Charter** framework, on the basis of inputs from **government and private sector**;
- allow an **independent progress evaluation**, with reference to good practices;
- promote **policy coordination** and **policy planning** at country level;
- support countries in setting targets on SME Policy Development that are **measurable, comparable, relevant and consistent** with the Charter policy framework;
- promote **exchange of experiences**



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http://europa.eu.int/comm/enterprise/enterprise_policy/ind_coop_programmes/med/index.htm

tina.mede@ec.europa.eu