

# Institutional Capacity Building:



## Some Comments from Course Participants:

"I would like to express my enormous satisfaction...with the course."

Lic. Carlos Rafael Sanchez, Secretario de Industria y Comercio, Cordoba

"It was a very valuable experience and I have no doubt that the course was of much value for me, not only in the new methods for SME assistance that I learned, but also in the ways to implement them...which will benefit the programs of my Ministry."

C.P.N. Ramon Zorrilla, Subsecretario de Promocion y Gestion de Inversiones, Industria y Comercio, Corrientes

"The Course provided me with the tools to analyze the problems facing SMEs in my province"

Course Participant, April 1998, SME Course for Provincial Officials

"The Course gave me insights on how to benefit from the forces of globalization facing small businesses in Brazil"

Course Participant, Sept 1997, Course presented to Businessmen and Officials from Petrolina, Brazil

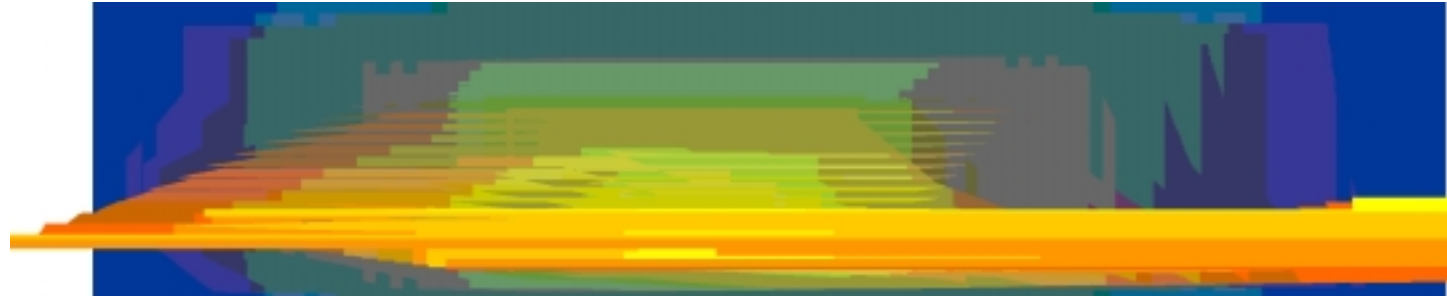


## Strategies for SME Development

### Customized Training for Government Officials and Private Sector Policy Makers

Presenting specialized training courses on small and medium sized enterprise issues, second generation reform, the regulatory framework and health service provision

Courses presented by:  
The Enterprise Research Institute and the  
School of Business and Public Management  
of the George Washington University

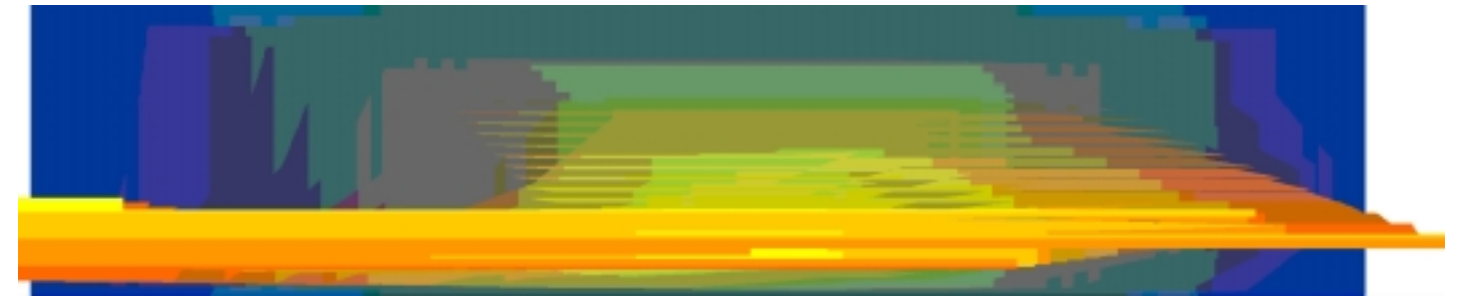


## Unleashing the Potential of SMEs: Small Business Policies and Practices

The Enterprise Research Institute and the School of Business and Public Management of the George Washington University conduct training courses in Washington DC on SME issues and policies.

The courses instruct members of the business community and officials at all levels of government on the factors that help small and medium sized businesses thrive. Participants get practical advice and an international perspective on policies that actually work as well as those that have not worked. They receive lectures from internationally recognized experts on SMEs issues. They discuss case studies and visit the World Bank, the InterAmerican Development Bank as well as US Government Departments that deal with small business issues.

The finale of the course is the preparation of an action plan for implementing the lessons of the course in the participants' country. These unique courses, which promote institutional capacity building, are tailored to specific country conditions, circumstances and levels of government. They also promote interaction and discussion between the participants and provide a forum for communication and problem solving strategies to be developed by the participants in a supportive environment.



## The Topics Covered in the Courses Include:

- \* How to assess the environment for business
- \* Removing barriers to business operation
- \* The importance and role of small business in the local and national economy
- \* SME policies - an analysis of "good" and "bad" programs of SME assistance
- \* Financing small business - Institutional reform to encourage small business finance
- \* How not to regulate small business into oblivion
- \* The impact of globalization on small business and how government can help
- \* Small business information services
- \* Infrastructure and small business - measuring costs of inadequate infrastructure and setting priorities for improvement