

SMES & ENTREPRENEURSHIP DEVELOPMENT

“Empowering Small Businesses for Sustainable Growth, Innovation, and Economic Impact”

Schedule

Date	Venue	Fees (Face-to-Face)
12 - 16 Apr 2026	Cairo, Egypt	USD 3495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Small and Medium Enterprises (SMEs) play a vital role in job creation, innovation, and economic diversification. However, many face challenges such as limited access to finance, weak institutional support, and capacity gaps in leadership and strategy. Sustainable SME growth requires a supportive entrepreneurial ecosystem, policy backing, and the skills to scale responsibly.

This intensive 5-day course equips participants with practical strategies for developing high-impact SME and entrepreneurship programs. It explores frameworks for enabling innovation, business support, financing, and policy environments that foster long-term SME success and economic resilience.

Objectives

By the end of this course, participants will be able to:

- Understand the SME landscape, lifecycle stages, and growth challenges
- Design targeted support programs for entrepreneurs and small businesses
- Leverage public-private partnerships and digital platforms for SME development
- Implement innovation, incubation, and business model tools
- Assess funding models and policies that stimulate entrepreneurship

Why Attend

- Learn practical tools to support SME creation, scaling, and sustainability
- Understand best practices in incubator and accelerator management
- Explore successful policy models from global entrepreneurship hubs
- Strengthen your ability to drive inclusive economic development through SMEs
- Build action plans for ecosystem development and entrepreneurial engagement

Target Audience

This program is designed for:

- SME development officers and entrepreneurship program managers
- Government policymakers and economic planners
- NGO leaders and business development service (BDS) providers
- Incubator, accelerator, and innovation hub coordinators
- Consultants and professionals working in enterprise growth and policy reform

Individual Benefits

Key competencies that will be developed include:

- SME strategy planning and ecosystem design
- Entrepreneur profiling and segmentation
- Program management for incubators and enterprise centers
- Innovation tools for product-market fit and scalability
- SME finance, grants, and investment readiness

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved enterprise development programs and service delivery
- Greater SME access to growth resources and finance
- Enhanced impact of entrepreneurship support on economic inclusion
- Stronger policy and regulatory frameworks for SME development
- Integrated planning across public and private sector stakeholders

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - SME segmentation, policy design, and ecosystem building
- Case Studies - Regional and global models of successful SME support
- Workshops - Business model canvas, support program design, and pitch readiness
- Peer Exchange - Lessons from government, private sector, and social enterprise initiatives
- Tools - SME diagnostic templates, funding pathway maps, and KPI scorecards

Course Outline

Training Hours: 07:30 AM - 03:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 - 02:00

Day 1: Understanding SMEs and Entrepreneurial Ecosystems

- Module 1: SME Definition and Lifecycle (07:30 - 09:30) • Types of SMEs and sectoral trends • Growth challenges and failure risks
- Module 2: Entrepreneurial Ecosystems and Stakeholders (09:45 - 11:15) • Mapping the ecosystem: actors, enablers, and gaps • Public-private partnerships and support networks
- Module 3: Workshop - Local SME Ecosystem Mapping (11:30 - 01:00) • Analyze ecosystem strengths and development needs

Day 2: Innovation and Business Development Tools

- Module 4: Business Models for Startups and SMEs (07:30 - 09:30) • Business Model Canvas and Lean Startup • Design thinking for entrepreneurs
- Module 5: Incubation, Acceleration, and Advisory Services (09:45 - 11:15) • Incubator/accelerator setup and management • Coaching, mentoring, and training design
- Module 6: Workshop - SME Innovation Planning (11:30 - 01:00) • Design an innovation support program

Day 3: SME Access to Finance and Markets

- Module 7: SME Financing Mechanisms (07:30 - 09:30) • Microfinance, venture capital, and blended finance • Public grants, credit guarantees, and crowdfunding
- Module 8: Market Access and Export Readiness (09:45 - 11:15) • E-commerce platforms and procurement inclusion • Quality standards, certifications, and logistics
- Module 9: Workshop - Funding Pathway Design (11:30 - 01:00) • Build a roadmap for financing SME clients

Day 4: Policy, Regulation, and Institutional Frameworks

- Module 10: SME Policy Development (07:30 - 09:30) • SME strategy frameworks and scorecards • Regulatory reform and legal empowerment
- Module 11: Monitoring and Evaluation of SME Programs (09:45 - 11:15) • KPI design and impact reporting • Data systems and evidence-based planning
- Module 12: Workshop - Policy Drafting and Review (11:30 - 01:00) • Design a targeted SME policy initiative

Day 5: Strategic Planning and Action

- Module 13: Building Inclusive SME Programs (07:30 - 09:30) • Women, youth, and underserved entrepreneurs • Social enterprises and community-based SMEs
- Module 14: Program Scale-Up and Partnership Strategy (09:45 - 11:15) • Multi-stakeholder coordination and resource mobilization • Branding and communication of SME initiatives
- Module 15: Final Workshop - National SME Development Roadmap (11:30 - 01:00) • Present a strategy for building or improving an SME support system

Certification

Participants will receive a Certificate of Completion in SMEs & Entrepreneurship Development, validating their capability to design and manage programs that strengthen small businesses, foster entrepreneurship, and drive inclusive economic growth

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