



INTERNATIONAL FINANCE CORPORATION
WORLD BANK GROUP

IFC's Management Training Products

Innovative Market Development Initiatives

Developing Service Markets & Value Chains

1st Regional MENA Conference

February, 20th 2007 - Amman

business
edge

What do we do ? : Supporting training organizations in meeting SME management training needs, by providing them with *Business Edge* products and tools, and by developing local training markets

Our Business Model : Yearly agreements with Training Firms to distribute IFC's BE products – Licencing Fees / Quality Control

Capacity Building of Training Firms
Training of Trainers / Master Trainers
Capacity Building Workshops
22 Distributors in 6 markets

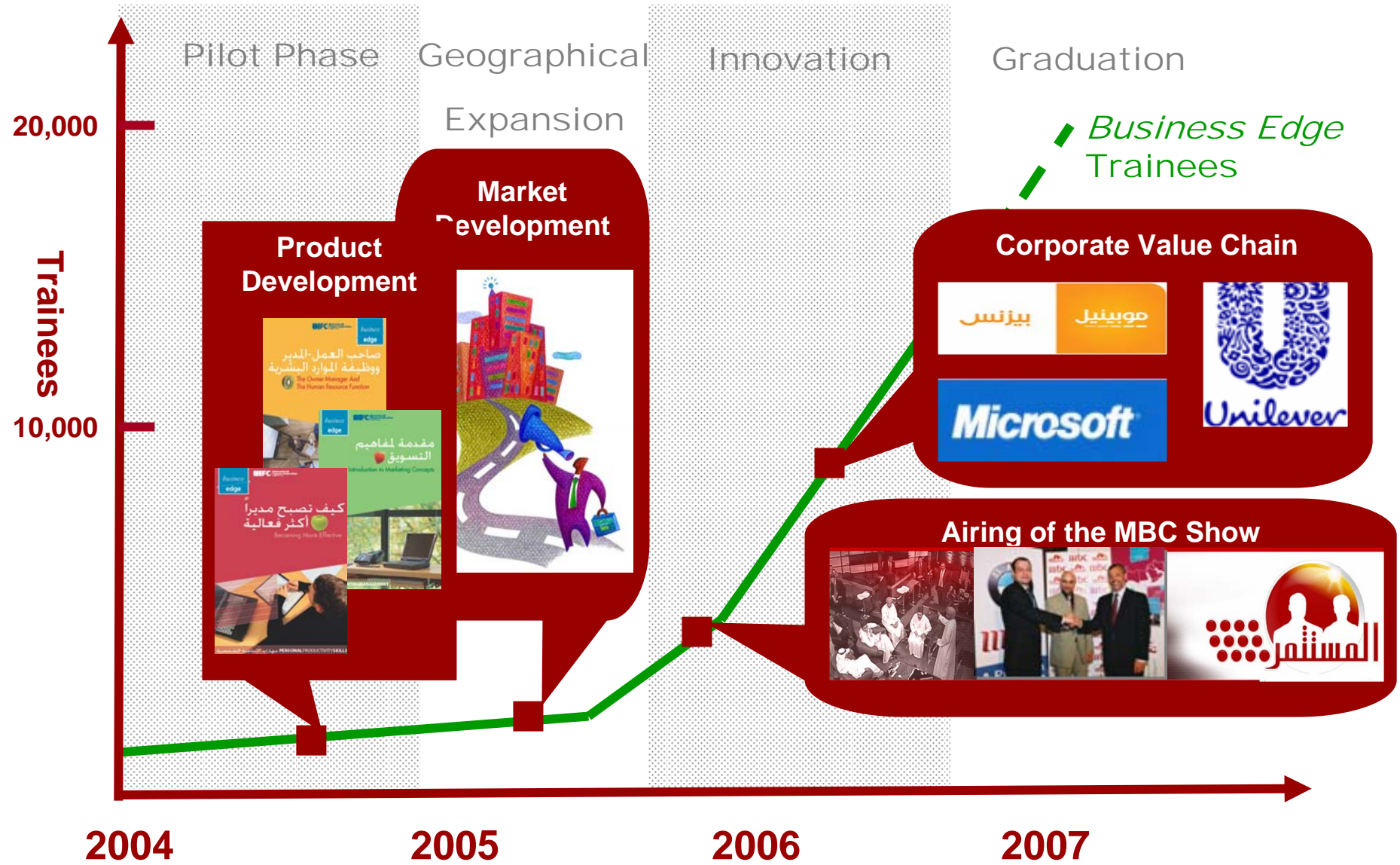
Product Development



Market Development

SME Tailored Workbooks & Trainer Manuals

Local languages & local case studies



Building the **Brand Awareness** through satellite TV



The Investors
المستثمرون

Confirming partnership with ACHIEVERS in jointly accomplishing a common goal of creating future Arab entrepreneurs and positively contributing to our community

Using Satellite TV

Rationale

- *Business Edge* needed to build its brand equity in the region
- TV is the most effective and influential media, by far, in the Middle-East
- Influential satellite TV networks, reach out to the various national audiences in the region
- Broadcast media is key to shaping perceptions in the region

Assumption

Stronger brand recognition will help secure reputable training partners and enhance the delivery model

MBC

MBC is the leading pan-Arab television network in the region:

- about 40 M. viewers daily
- Very strong brand recognition
- 4 'family' entertainment channels + 1 influential news network
- Successful track record in bringing new television shows to the MENA region

Partnership

IFC sponsored a TV show, '*The Investor*', promoting entrepreneurship and ethical business values

'The Investor' : Key Features



- 13 families, from across the MENA region, each with a business idea, compete to secure seed financing (US\$ 500,000) through a series of business related challenges
- Prime time television show (=> heavy promotional and marketing campaign)
- Show has a 'social' slant: objective is to entertain, yet, promote entrepreneurial values and spirit for the region's youth
- Show runned for 13 weeks, with 2 additional follow-up episodes
- Largest production so far undertaken by MBC (circa. US\$ 6 Mn cost)
- 'The Investor' was THE show of the season for MBC



Key partnership details

IFC's in-kind contribution

- Train the candidates on basic business principles by using BE material
- Provide 3 *BE* advisors to mentor the candidates (to appear on screen)
- Enhance the business content of the “challenges”
- Assess the candidates performance during the show
- Provide a full-fledge BE training to the eliminated contestants

Budget

< US\$ 200,000

Brand exposure secured

1. Continuous exposure of the *Business Edge* brand throughout the show
2. Product placement: *Business Edge* books + material integrated into the show's set
3. One entire episode (45 min. of prime time airtime) around the *Business Edge* brand (candidates ‘organize’ a *Business Edge* seminar in Dubai)
4. Association of *IFC/Business Edge* to the pre-launch promotional campaign
5. End credits and link to *Business Edge* website from the show's site

Lessons Learned

1. Working with TV is exciting – complex and different industry !
2. Permanent regional viewership of 1.3 Million
3. Value for money
4. Great impact on brand awareness and demand

Reaching SMEs through the **Value Chain** of Corporates

... or how to generate demand & build the brand equity !

Training of Mobinil **SME** Clients

Activities

- Providing Management Training to Mobinil SME clients
- 6 BE training workshops to train **300** of Mobinil SME clients in **6** different governorates of Egypt

Outcomes

- Increased Demand for Management Training (18% of attendees)
- Build brand Equity to attract training providers and trainees

IFC's contribution

- IFC covers 10%

Training of Mobinil Distributors

Activities

- Training Needs Assessment of Mobinil Distributors
- Tailored, comprehensive BE workshops delivered to Mobinil distributors based on their key management needs

Outcomes

- Generate direct sales for BE training providers
- Improve management skills and performance of the distributors

IFC's contribution

- Training Needs Assessment

Mobiniil SME Clients Scheme

What is it ? One or half a day workshops on a specific management topic (*pricing, quality, etc.*)

What for ? Create awareness for BE products and training providers



- Selects a relevant training topic
- Identifies and provides the BE trainer
- Sells BE workbooks

91% satisfaction rate !

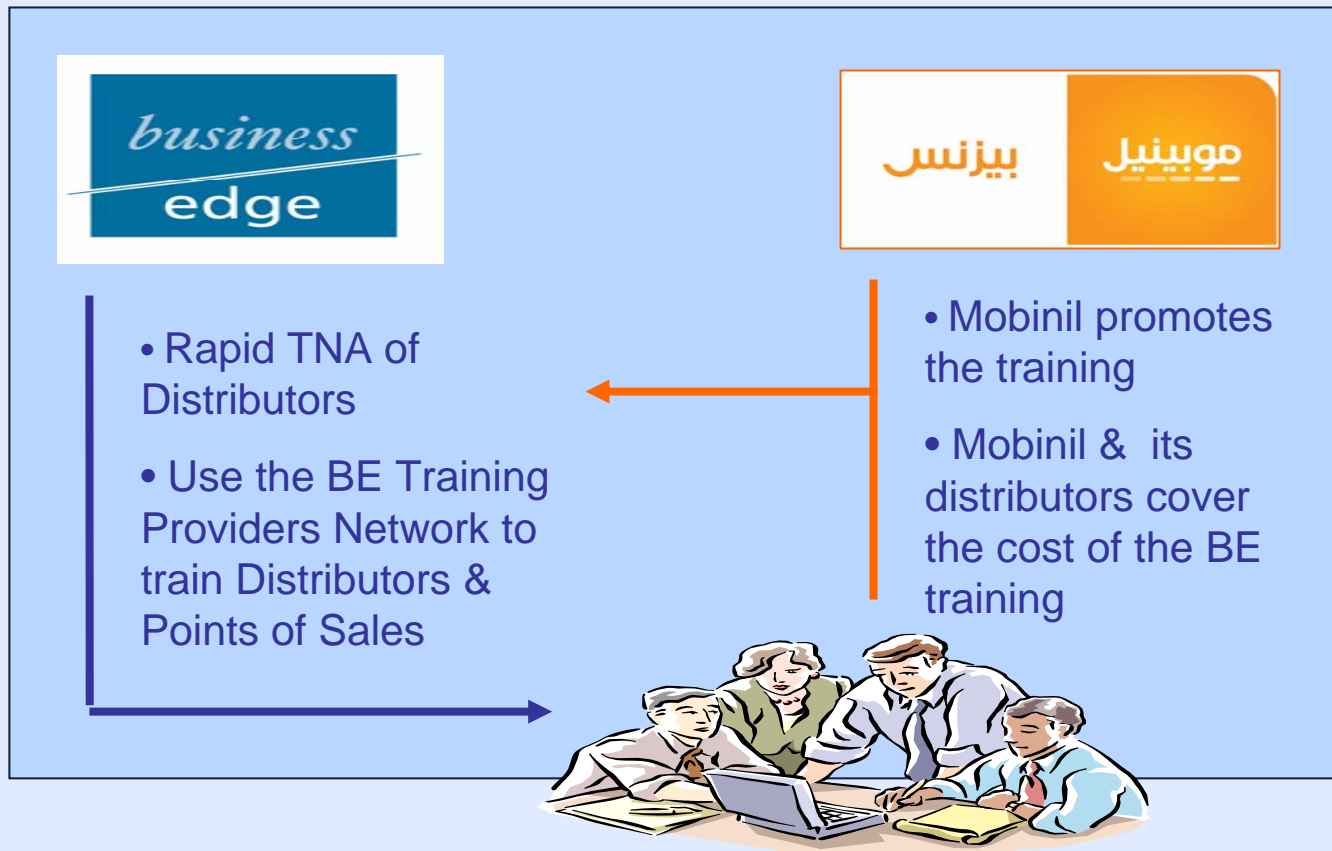
- Invites SMEs from its data base
- Selects cities, pays for venues
- Advertises the partnership



Mobinil Distributors Scheme

What is it ? A comprehensive Training Course focusing on *their* key management issues

What for ? Improve management skills and performance of the distributors



Benefits for the Stakeholders

SMEs

- ✓ Improved performance
- ✓ More awareness about benefits of management training
- ✓ Networking with BE training providers

Corporate

- ✓ Building brand loyalty – value added service
- ✓ Improving distributor performance
- ✓ Meeting CSR goals and capitalizing on PR value

BE Providers

- ✓ Increased sales to SMEs
- ✓ Building a database of SME clients
- ✓ Improved readiness to invest in offering BE trainings



- ✓ Awareness for BE Providers
- ✓ Build BE brand equity
- ✓ Reach numbers of SMEs
- ✓ **Replicability**