

PRESENTATION MICRO, SMALL AND MEDIUM ENTERPRISE DEVELOPMENT AGENCY (MSMEDA)



- ❖ MSMEDA was established by Prime Minister's Decree No. 947 of 2017 as amended by Decree No. 2370 of 2018.
- ❖ MSMEDA replaced the Social Fund for Development which was established in 1991 and which had to its credit 25 years of accumulated experience and expertise in various fields of development.
- ❖ MSMEDA offers packages of financial and non- financial services and plays an important role in coordinating the efforts and initiatives of partner agencies.
- ❖ MSMEDA has a board of:
 - ✓ The Prime Minister,
 - ✓ With membership of several ministers ,
 - ✓ And five highly experienced members in fields related to MSMEDA's activities.
 - ✓ An executive director to oversee the strategic vision and lead the business decision to ensure positive impact and tangible growth.
- ❖ MSMEDA is the designated entity responsible for the development of MSMEs and entrepreneurship.
- ❖ MSMEDA coordinates and integrates the efforts of all stakeholders, NGOs and initiatives working in this field.
- ❖ MSMEDA's outreach is realized through a network of regional offices populating the governorates of Egypt. This network is comprised of 33 regional offices that include a one-stop shop to assist the beneficiaries. Moreover, this network conducts its business with 700 NGOs and 1900 bank branches nationwide including an adequate number of partners the urban and rural level.

I- Financial Services:
Finance to Small Enterprise.
Finance to Micro Enterprise

II- Non-Financial services

III- Human and Community Development.





Women Empowerment



Gender Unit:

In 2013, MSMEDA established a specialized unit engaged in gender issues and women empowerment. The establishment of this unit was funded through the project of “The Economic, Social and Legal Empowerment of Egyptian Women” in cooperation with the United Nations Development Program (UNDP) and the Swedish Embassy (SIDA).

Gender Equality Seal:

In 2019, MSMEDA was awarded the Gender Equality Seal. It is a global certification awarded to public institutions that put in place strong and practical mechanisms to ensure gender equality mainstreaming into every aspect of procedures and programs.

50 Million African Women Speak Platform (50 MAWSP):

In 2020, MSMEDA has launched the 50 Million African Women Speak Platform in cooperation with Common Market for Eastern and Southern Africa (COMESA). The platform is intended to empower millions of women in Africa to start, grow, and scale up businesses. The national teamwork for the Platform was formed and the first coordination meeting took place in 2021.



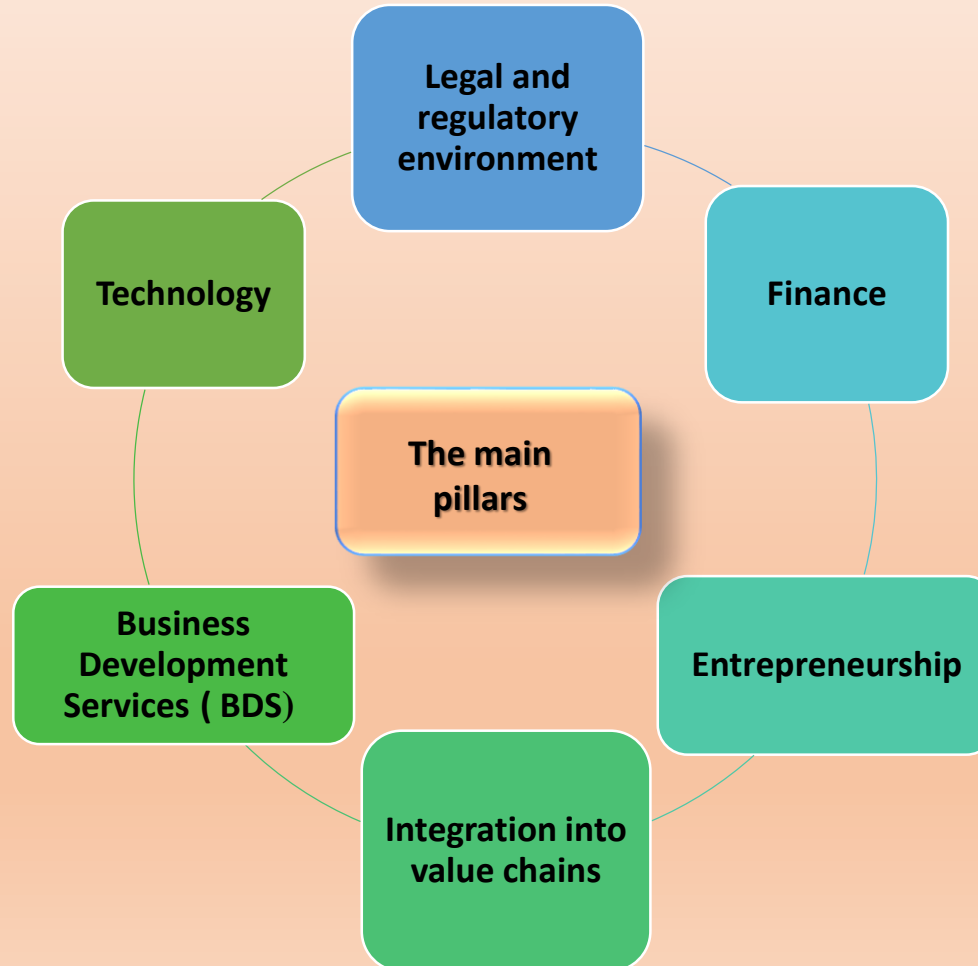
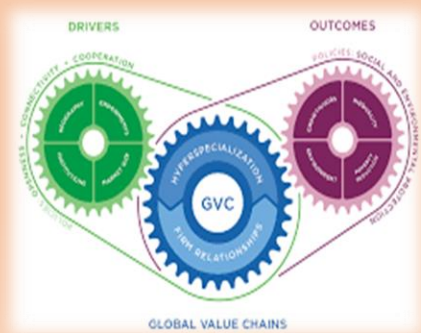
Environment Protection



- Environmental protection and preservation of natural resources is one of the UN Sustainable Development Goals (SDG) and Egypt Vision 2030.
- MSMEDA Applies "Integrated Environmental Management Plans and Guidelines" In order to secure the rights of the new generations, subject to national and international environmental and social considerations, complying with the measures of the Egyptian Ministry of Environmental Affairs and donor Agencies.
- MSMEDA implements innovative environmental projects for preservation of environment and natural resources in the cooperation with development partners aiming to improve the citizens standards of life, concerning the serious environmental issues like the Climate Change effects.
- MSMEDA Provides technical support for its stakeholders within its funded projects, through providing specialized training programs, workshops and seminars for the beneficiaries jointly with Environmental and Social Experts.
- MSMEDA Sectors and Departments are coordinating for monitoring the Environmental and Social Requirements, OHS, Environmental and Social Potential Risks and mitigation measures in its funded projects.

Strategic Directions for MSMEs & Entrepreneurship Sector

MSMEs & Entrepreneurship Development Sector plays a major role in supporting economic growth and accelerating sustainable development with its three dimensions,



The Micro ,Small and Medium Enterprise Development Law

Law No. 152 of 2020 of Micro ,Small and Medium Enterprise Development, and its Executive Regulations No. 654 of 2021 were issued, in order to create a legislative and regulatory climate favorable to entrepreneurship development in Egypt.

- ▶ One definition for MSMEs.
- ▶ Tax and non-tax incentives.
- ▶ Reconciliation of the status of informal enterprises (encouraging enterprise formalization).
- ▶ Smooth enterprise establishment and incorporation procedures.
- ▶ Incentives for establishments/firms that support MSMEs.
- ▶ Simplified tax status for SMEs with annual turnover not exceeding 10 million Egyptian Pounds.
- ▶ Facilitation of access to finance.
- ▶ Land allocation for enterprises.



- The MSME Platform presents all information and services that the Egyptian institutions, banks, NGOs, businessmen associations and the private sector provide to start-ups and existing enterprises.
- The pilot launching took place in 2021, while the actual launching started in 2022.
- The Platform offers an integrated series of interactive services including:
 - ✓ Entrepreneurial training.
 - ✓ Business information.
 - ✓ Barcoding.
 - ✓ Training on marketing and exportation skills.
 - ✓ Registering into the Public Suppliers' Roster/public Procurement.
 - ✓ Engagement into marketing channels.
 - ✓ Business 2 business.
 - ✓ Requests for MSMEDA's financial and non-financial services.



MSMEDA Achievements in 2021

MSMEDA total finance: 7.5 billion Egyptian Pounds

Activity	Actual Amount Disbursed (EGP million)	Number of Enterprises	Total Job Opportunities
Small Enterprises through Intermediaries	1697	31932	26287
Direct Lending	973.5	3042	15.945
Total Small Enterprises	2670.5	34.974	42.232
Micro Enterprises	4501.9	164.017	388.532
Total Small and Micro Enterprises	7172.4	198.991	430.764

Activity	Actual Amount Disbursed (EGP million)	Total Job Opportunities (daily jobs)
Labor-Intensive Infrastructure	243.3	479.548
Community Development	54.9	1.035.999
Training and Employment	25.2	26.606
Total Infrastructure, Community Development and Training	323.4	1.542.153

One-Stop-Shop (OSS) Services in 2021



Major Achievements In Non-financial Services In 2021



رئاسة مجلس الوزراء

مجلس تخطيط المشروعات
ME

Registering in the Suppliers' Register

2970
Client

Integration Transaction between enterprises

337
Deals

Training on Entrepreneurship and Self-Employment Thinking

9426
Trainees

Commercial Chains in different marketing channels, public sector companies, and value chains in the private sector.

396
Projects

Training on Marketing and Export Skills

534
Projects

Barcoding ,Facilitating product encoding service

155
Customers



رئاسة مجلس الوزراء

MSME | مشاريع
جهة تنمية المشروعات

Thanks