

Contents of Presentation for the Ministry of Industry, Trade and Labor, on the Subject of Assistance Programs for Small Businesses

1. Background:

- Definition of “small businesses” in the countries reviewed: fixed definition (based on the number of employees) or definition connected to area of activity.
- Analysis of small businesses in the economies of each of the countries reviewed.
- Review of reference to small businesses in legislation of the various countries, and analysis of a comprehensive legislation model from one of the countries.

2. Assistance Programs: Structure, Supervision and Control:

- Comparison of structure of assistance programs in the eight countries reviewed.
- In-depth example: review of structure of assistance program in the US.
- Comparison of supervision and control mechanisms in the different countries.

3. Examples of Projects in Different Fields:

- Consulting – examples from South Korea and the US.
- Financing – examples from South Africa and South Korea.
- Training, recruitment and technological upgrades – examples from 7 different countries.
- Marketing and export assistance – example from South Korea.
- Entrepreneurship encouragement – examples from Portugal and South Korea.
- Acquisitions from the government – examples from US and Canada.

4. Marketing of Assistance Programs

- Print ads and leaflets from the US
- Online marketing campaign from the US
- Internet marketing in Virginia, USA and in South Africa

5. Summary and Conclusions