



**23/28 June 2004**

**Ain Soukhna**

**Egypt**

# EUROCHAMBRES

## The EBIS Programme



urochambres, the Association of European Chambers of Commerce and Industry, has recently signed an agreement with the Industrial Modernisation Centre (IMC) to implement a programme aimed at strengthening Egyptian Business Representative Organisations' (BROs). The programme, called "EBIS" (Egyptian Business Institutional Support) helps BROs to develop value-added services for their members, and supports EU-Egyptian economic cooperation, starting with this EUROCHAMBRES Academy.

## WHAT IS THE ACADEMY ?

A full immersion course offering 4 days of intensive training and networking in an informal and stimulating environment for executives from Egyptian Business Representative Organisations (BROs). This event is organised after similar successful experiences of previous Academy editions in Europe, Latin America, Turkey and Asia.

## WHY PARTICIPATE?

### *To strengthen your Business Organisation*

The training programme is designed to offer a well-rounded education in BROs management. While participants take practical courses in core management issues, the programme also offers optional courses that give participants a chance to focus on individual educational needs.

### *To exchange views and best practices*

Through an interactive website Academy Alumni Forum, all past, present and future Academy participants will have the possibility to continue their networking activities. Upon registration you will receive a personal password.

For more details: [www.eurochambres.be/alumni](http://www.eurochambres.be/alumni)

### *To widen your network*

Special emphasis is put on developing interpersonal relationships between the participants.

## WHO SHOULD PARTICIPATE?

The Academy is targeted above all at full-time middle and senior managers for Egyptian BROs, either established by Presidential / Ministerial Decree or on the basis of the national NGOs law, conforming to the eligibility criteria of IMC.

Every participant participating at the Academy commits to attend all core and optional courses indicated in the participants' agenda.

**Presidents or Members of the Board from BROs** are encouraged to attend the final Gala dinner and the Award of Certificates that will take place on Sunday 27th June. Organised transfers, overnight accommodation and all related expenses will be covered by the Academy.

## IMPORTANT NOTE

For maximum intensity the Academy is limited to 60 participants.

is proud to present its Academy in Egypt

## HOW IS THE ACADEMY ORGANISED?

### └ *Course Participation*

The focus of the Academy is on participation and dialogue. You might be asked by certain course leaders to prepare yourself in advance, to bring your own case studies. For maximum intensity, the Academy is limited to 60 participants who share classes not bigger than 20-25 persons.

### └ *Content*

The programme is structured around 2 core and 5 optional courses, which rely on participants' own contributions and debate.

#### - *Core courses:*

participants are required to attend the 2 core subjects of general interest to all business organisations.

#### - *Optional courses:*

in addition, you will attend 5 optional courses, following an agenda based on the ranking of your preferred choices.

### └ *Course Leaders*

Courses will be held by lecturers and animators from different backgrounds: management consultants and trainers, academic teachers, private sector professionals and European Chamber executives.

### └ *Class Duration*

The Academy offers 21 hours of instruction per participant, organised in 7 classes of 3 hours each. Participants have 6 hours for the core and 15 hours for the optional courses.

### └ *The EUROCHAMBRES Academy in Egypt will operate in English only.*

## THE VENUE

└ EUROCHAMBRES has identified a remarkable venue, Stella di Mare Hotel, in Ain Soukhna, 130 km from Cairo by Katamia Road. The Hotel offers meeting rooms with the latest conference equipment, bedroom featuring a private balcony and different leisure facilities. The resort will help us to create a relaxed and informal atmosphere for effective networking and concentrated learning.

See <http://www.stelladimare.com> for details.

Transfers from different cities in Egypt will be organised to reach comfortably the resort on Wednesday afternoon, as to go back your initial destination on Monday morning.



# The Agenda and Curriculum

	WEDNESDAY 23-6	TUESDAY 24-6	FRIDAY 25-6	SATURDAY 26-6	SUNDAY 27-6	MONDAY 28-6
Morning		Core Course	Optional Course	Optional Course	Optional Course	Departure Free transfer for participant and Board / President
		Lunch	Lunch	Lunch	Lunch	
Afternoon	Free shuttle to Stella di Mare Hotel Check in at Academy centre	Core Course	Team Building activities	Optional Course	Optional Course Free transfer for Board Member/ President	
Evening	Welcome cocktail	Academy Social programme	Academy Social programme	Academy Social programme	Gala Dinner and Award of Certificates	

## CORE COURSES

The core courses will take place on Thursday. The intention is that, by Friday, all participants should have a good knowledge of the general trends and challenges nowadays faced by the BROs, and should also have begun to establish useful, personal relations with other members of the group.

### L C1 STRATEGIC PLANNING FOR BUSINESS ORGANISATIONS

The formulation of a clear strategy and a business plan are essential for a successful management. This course will analyse the steps in the strategic planning process for business organisations.

### L C2 TRADE & INVESTMENT PROMOTION INITIATIVES

This course will look at the traditional instruments such as trade missions, fairs, export clubs, language courses, data bases, joint investment cooperation agreements, and what innovative BROs are doing to better match the needs of its members in the field of internationalisation.

## OPTIONAL COURSES

The optional courses will be offered on Friday, Saturday and Sunday. In applying for EUROCHAMBRES' Academy, participants are requested to rank their preferred choices. This may result in a number of optional courses being dropped if demand does not justify bringing a course leader for that subject. The name of the course leaders will be communicated as the final programme takes shape.

### 0.1 PUBLIC RELATIONS & COMMUNICATIONS

It is essential BROs project a good image of itself to different target groups. This course will help you to formulate the image policy of your organisation and to market that position to the relevant authorities, members, media, etc. This course will give you effective PR tools to reach this target.

### 0.2 MEMBERSHIP PROMOTION – HOW TO WIN AND KEEP THEM

A crash-course in Chamber Marketing! Which are the latest and most successful techniques for attracting and retaining new members to your business organisation.

### 0.3 TRAINING SCHEMES FOR MEMBERS

Members require technical training to increase their capacity and management expertise. Best examples on how leading BROs have set up their training schemes will be analysed during the session.

### 0.4 MEASURING THE QUALITY STANDARDS OF YOUR ORGANISATION

An offer to appreciate the quality image of ourselves and the need to sell services with the highest possible standards. A way of associating in the public mind your name with quality.

### 0.5 INFORMATION MANAGEMENT

This course will analyse how to give a suitable format and to disseminate the information most BROs find difficult to transmit to their members. An efficient management of the information and its available tools will be discussed in the session.

### 0.6 NETWORKING OPPORTUNITIES FOR MEMBERS

This course will look at some of the more successful networking events and techniques organised by business organisations in detail, drawing the best practices from them and helping you to identify practical opportunities.

### 0.7 REPRESENTATION – ADVOCACY

A key task for any BRO is to represent and defend the interests from its members towards the authorities. This course will analyse best practice in advocacy work.

### 0.8 HELPING SMES – START UPS

Small businesses are one of the most important and yet fragile segments of the economy. Identifying some of the most successful initiatives and helping you to implement comprehensive SME development initiatives are the aims of this course.

### 0.9 PROJECT MANAGEMENT FOR BROs

The whole session will be adapted for managers highly involved in local and regional coordination of international projects. Participants will receive guidelines in advance and will work on the same case to establish their local plan for their BRO.

### 0.10 INTERCULTURAL MANAGEMENT

You will learn key features of culture that influence communication. Practical solutions to difficulties and respect for differences between cultures will be stressed throughout the session.

### 0.11 MOVING ON-LINE IN INTERNATIONAL TRADE SERVICES

The course will look at the impact of new technologies on BRO services, including legal implications and technical requirements. Why creating virtual markets or designing new trade market tools... and specially how members can effectively benefit from them!

### 0.12 MAKING EFFECTIVE PRESENTATIONS

During this session you will receive constructive feedback on your presentation strengths and how to become more consistent, creating a credible way of speaking. A practical course that will provide you with useful methods, from identifying the aim of the speech to handling remarks and questions from the audience.

### 0.13 INTERNATIONALISATION OF SMES

Prime focus for most business organisations is the implementation of successful initiatives to help SMEs during its internationalisation process. SMEs are usually competitive in regional or national markets, but they experience great difficulties while trying to export their products or services. What can BROs do to assist them?

### 0.14 GENERATING INCOME

In 90% of the cases, senior executives refer to the lack of money as the key barrier to develop their organisation. The course will share best practices on income generating services and techniques to optimise your membership income.

### 0.15 EUROPEAN ECONOMIC POLICY

An insight into current key policy issues of the European Union and its impact on businesses with the focus of the Mediterranean regions: the EU approach to WTO discussions, its strategies towards free trade areas, the Agadir process...

# Application procedure

**EBIS programme** supports the EUROCHAMBRES Academy and covers all expenses from Wednesday 23rd until Monday 28th, including the following:

*Full accommodation and meals - Conference rooms and training facilities - Course material and documentation - Course Leaders fees and costs - Overall administration and overhead costs - Cultural and social programme - Local transportation costs - organised transfers from / to Cairo and other cities*

The **procedure for applicants** is described as follows:

1. Please send your full application **before 2nd of June** to Ms Sunanda Gerard at EUROCHAMBRES, by fax +32 2 280 0038 or email to [gerard@eurochambres.be](mailto:gerard@eurochambres.be)
2. **A selection process** will be carried out together by EUROCHAMBRES and IMC. Before 11th of June, you will receive by fax / email the result of your application.
3. If you are selected, you will have to pay in advance a reimbursable **booking fee** to ensure your participation at the Academy. The fee is set at 300 L.E. per person and it is payable to IMC **before 17th of June** at the latest, in cash (receipts will be provided). After your Academy participation fulfilled, IMC will reimburse you the entire booking fee. If you cancel or do not attend all training sessions, the booking fee will not be refunded. Please note **Ms Dalia Riad at IMC** will coordinate this process.
4. If you are a successful participant, you will receive by fax / email an advance of the courses allocated to you, course leaders, the social programme and organised transfers to the venue one week before the Academy starts. **All documentation will be delivered at your arrival** to Ain Soukhna.

## ANY OTHER QUESTIONS?

Please call at EUROCHAMBRES  
**Sunanda Gérard** or  
**Fernando Ramos**  
 Tel: +32 2 282 08 83  
 Fax: +32 2 230 00 38  
 E-mail: [gerard@eurochambres.be](mailto:gerard@eurochambres.be)

Please call at IMC  
**Dalia Riad**  
 Tel: +20 2 577 00 90  
 Fax: +20 2 577 28 70  
 E-mail: [driad@imc-egypt.org](mailto:driad@imc-egypt.org)

# Academy in Egypt – Application form

Please print legibly

To be returned to EUROCHAMBRES, by fax: +32 2280 0038, or by email to gerard@eurochambres.be no later than June 2nd 2004.

Name of business organisation \_\_\_\_\_

Mr  Ms First Name \_\_\_\_\_ Family Name \_\_\_\_\_

Position \_\_\_\_\_ Date of birth \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ City \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

President /Board Members are welcomed to attend the Gala Dinner and Award of Certificates that will take place in Ain Soukhna on Sunday evening. Organised transports and the overnight expenses will be fully covered by the programme. Please tick below if you wish to use that opportunity.

will attend to the gala dinner on Sunday 27th of June

**Please send also by post or by email a clear passport photo and a summary CV** (not more than 60 words) describing your background in business organisations. We will publish a directory of participants for distribution in Ain Soukhna. Please note that any application without photo & brief lines of CV will be considered incomplete.

Email: gerard@eurochambres.be or EUROCHAMBRES: Ms Sunanda Gerard  
19 AD, Avenue des Arts - Brussels 1000 (Belgium)

## OPTIONAL COURSES

Select the optional courses of most interest to you, in order of preference. We will do our best to match your top 5 optional courses. However, if too few participants choose a course, we may have to omit it from the programme. In such cases, it is very important we know the other courses which appeal to you, to make the Academy as useful as possible.

## PREFERRED OPTIONAL COURSES (course numbers and titles in order of preference):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

### Fluency in English language

High  Good  Medium  Low

### Number of years working at business organisations

Less than 2 years  2 – 5 years  More than 6 years

### How many persons work under your responsibility in your organisation

More than 5  1 to 5  No persons under my direct responsibility

### Within your business organisation, you report directly to the

President  Board  Director General  Other .....

### Your usual ways of disseminating information for your members is

By email  By fax  Direct call  Meetings / events  Newsletter

### Approximate number of members in your organisation

More than 1,000  From 100 to 1,000  Less than 100

### Contacts with EU business organisations

Permanent links  Frequent contacts  Once, twice a year  No links



---

*Egyptian Business Institutional Support (EBIS) is a programme managed by EUROCHAMBRES and financially supported by the Egyptian Industrial Modernisation Centre (IMC).*

*This document has been produced with the financial assistance of the Egyptian IMC. The views expressed herein are those of Eurochambres and can therefore in no way be taken to reflect the official opinion of the Egyptian IMC.*

---



Federation of Egyptian Industries Building  
1195 Cornish El-Nil | Cairo | Egypt  
Tel. +20 (0)2 577 00 90 | Fax +20 (0)2 577 28 70 | [www.imc-egypt.org](http://www.imc-egypt.org)



Avenue des Arts 19 A-D | B-1000 Brussels | Belgium  
Tel. +32 (0)2 282 08 50 | Fax +32 (0)2 280 01 91  
[eurochambres@eurochambres.be](mailto:eurochambres@eurochambres.be) | [www.eurochambres.be](http://www.eurochambres.be)