

Global Engagement Initiative



- A program that was created in response to the President's call to build a broader, more comprehensive engagement with countries containing a significant Muslim population.
- A key area highlighted by the President as part of this new (or renewed) engagement is the encouragement of entrepreneurship and enterprise development.
- Initial Timeframe: 18 months



Objective is to promote economic growth via:

- Entrepreneurship - capacity building, skill building, community (social capital)
- Business development - access to international markets, B2Bs, regional networks, etc.
- Access to Capital- connections to banks, investors, trade finance, prepping entrepreneurs for capital providers, etc.

Targeted Outreach locations - Albania, Bosnia, Kosovo, Macedonia, Turkey

- Will include broader country range with respect to B2B activity (coordinated with Segura under RCI)

Key Assets CEED will leverage to accelerate the project:

- content, learning, best practices, and IT infrastructure in which we have already invested
- a real and ‘trusted’ community of like-minded entrepreneurs with whom the entrepreneurs targeted by this current *Global Engagement Initiative* can network and potentially build their businesses.
- Partnerships and coordination with current USAID and non-USAID projects in general and especially those operating Albania and Bosnia (i.e. Rritje, FIRMA, FARMA, EIP, etc.)

Examples of expected activities



Relevant and incentivized skill building:

- Top Class training and conducting training workshops with other local organizations.
- Leverage regional entrepreneurs in CEED network to deliver workshops.

Network Learning Events:

- Topic driven, inspirational, leveraging local, regional, international success stories.

Bilateral and Multilateral Business to Business Meetings:

- Up to 3 bilateral events (TBD) -(i.e. *Albania/Macedonia, Albania/Kosovo, BiH/Slovenia*)
- At least 2 regional B2Bs with Turkey - will be open to larger number of countries.
 - The first B2B with Turkey will take place June 28th in Izmir
 - Emphasizing cross border collaboration (leveraging examples of Turkish firms working with foreign counterparts.)
 - Focus on ICT, services, electronics