

Support Line
5000+ Calls recieved
via Support Line

Consultancy
2100+ Legal Financial,
Digital and Business
Development
Consultancies Given

Work Permit
1500+ Work Permits
Provided

Company Registration
400+ Start ups
Registration

ingev/ İNSANI
GELİŞME
VAKFI

List of Abbreviations and Acronyms

BM	Building Markets
FAQs	Frequently Asked Questions
HDI-D	Human Development Index by Districts
KPI	Key Performance Indicator
IDP	Internally Displaced Person
IESS	Integrated Entrepreneurship Support System
ILO	International Labour Organization
İNGEV	Human Development Foundation
İTO	Istanbul Chamber of Commerce
KOSGEB	Small and Medium Enterprises Development Organization of Turkey
NGO	Non-Governmental Organization
RI	Relief International
SDG	Sustainable Development Goal
SME	Small and Medium Size Enterprise
STC	Save the Children
TAM	İNGEV's Social Research Center
TÜİK	Turkish Statistical Institute
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNHCR	United Nations High Commissioner for Refugees

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"SALT AND SUGAR"



Razan Atasi is a strong female entrepreneur. Back in Syria, she was an English teacher. Because of the war, she first moved to Oman. In 2014, she moved to Turkey. At first she was working in a Swedish NGO as a project manager.

"When I worked as a project manager, I realized that women refugees want to join the business life but cannot find a suitable job position. We started to give those women work they could do in the kitchen. After a while, I received larger orders, I gathered my teammates and started my fast food company."

Razan believes she is doing a valuable thing for Syrian women. "Most of my teammates are my clients. Employing these women is my responsibility. My work is my baby. I even told my children to take care of it as their own sibling.

The project adds a lot to my personality and changed me a lot. The feeling of satisfaction is priceless especially that I am a woman helping myself and the women working with me, growing together, learning together and supporting each other. I always tell them "Without you I am nothing, this project is nothing".

Razan received social media campaign support, training on social media, a mini grant and digital infrastructure from INGEV. "I was not able to find a designer who understood my needs and thoughts. INGEV team helped me understand and clear my ideas about the menu and we also added real photographs (by a photographer from INGEV) to the menu.

“

"I realized that women refugees wanted to join the business life but could not find a suitable job position. We started to give those women the work they could do in the kitchen."

”



The Commitment -no one behind-

Philosophers have studied human wellbeing since antiquity. Economists, in the beginning, linked it solely with income, and measured country performance through metrics such as Gross National Product or per capita income. Such measurements served as the key indicators of wellbeing throughout the developing stages of capitalism. Inequality was basically defined through references to different population quantiles, which led to the tacit emergence of huge income disparities between different population segments within the last 50 years.

Almost 30 years ago, The United Nations Development Programme (UNDP) has initiated a new era by offering a new approach to measuring the wellbeing of society with their Annual Human Development Report. Inspired by the work of Amartya Sen, UNDP presented the concept of human development, especially relying on Sen's "capability" approach. Per capita income continued to be one of the indicators, but now there were others in the picture, such as health and education. Since then, Human Development Reports have conceptualized revolutionary approaches to measuring and tracking the wellbeing of humanity. Many of them have since been transformed into sustainable development goals constituting the 2030 agenda.

The concept of human development is the key inspiration behind our Foundation, including its name, İNGEV, which refers to this concept in Turkish. We define our mission as contributing to human development through advocacy, informed policy recommendations and hands-on implementation.

A significant example of our advocacy efforts is our Human Development Index by Districts (HDI-D) project covering 160 of the largest districts in Turkey. It is welcomed by local administrations as a prominent study in its field and a key success indicator. We will be releasing the first Sustainable Development Goals (SDG) performance index of the 30 greater metropolitan cities in addition to the district-level HDI-D in early 2021.

Obviously human development is a broad concept. While striving to raise awareness through advocacy efforts, it is also necessary to prioritize this concept for the implementation of our social programs and policy recommendations. Within such a broad context, addressing inequalities, with no one left behind as in the UNDP motto, is the priority of İNGEV's activities.

Meanwhile, the world experienced one of the largest refugee crises in history due to the Syrian conflict. Regardless of geographical distance, a humanitarian issue of such drastic proportions is the responsibility of all countries of the world. Turkey has undertaken the key responsibility by hosting the largest number of Syrian refugees; a task that is as honourable as it is tough.

Early stages of the influx required urgent humanitarian aid. The focus has since shifted to the livelihood challenge when it became clear that returning home was not an option in the short run.

"Many people, who had to leave their home country behind, face the challenge of rebuilding their lives in an unfamiliar environment while the host community has already been experiencing significant unemployment."

An important portion of İNGEV's activities shifted to responding to this livelihood challenge faced by Syrian refugees. By building up a system to understand their needs as well as to assess the most promising employment, investment and entrepreneurship opportunities, İNGEV has organized practical support mechanisms addressing their challenges for achieving sustainable revenue streams.

Many Syrian SMEs supported by İNGEV also contribute to the local economy and strengthen its links with international markets, especially Arabic-speaking countries, by boosting the Turkish economy's export potential.

In the forthcoming pages, we will explain our functional support model by providing information about the various services offered by İNGEV experts from different fields while giving voice to the entrepreneurs who succeeded in rebuilding their lives.

It is the commitment of each and every member of the İNGEV team to support not only the Syrian refugees but all vulnerable groups left behind, joining hands with them to fight against inequalities—whether traditional or new generation—and to ensure fair distribution of resources as much as possible.

Our eternal belief remains that human development and social responsibility are essential for the benefit and progress of society at large.

Abdülkerim ALKASAR, Abdülmecit MUSTAFA, A.Can ÇAKIR, Akgül ÖNERİ, Asma NAİRİ, Asuman ŞAHİN, Ayşegül EROĞAN, Barış TOPOYAN, Başak TÜZÜN, Berk ÇOKER, Berna DAĞDELEN, Berna Yaman ŞAHİN, Binnur ÇAKIR, Cenk OZAN, Çağrı ÇEVİK, Emre CİNEMRE, Erdal KARAKOÇOĞLU, Filiz AKYOL, İdil Seda AK, İrem EMİR, İrem GÜNŞEN, Kadir ŞAHİN, Kamal BAKOUR, Melik NECAR, Merve SAYMAZ, Merve YAĞMUROĞLU, Mila TOPAL, Muaz KADAH, Muhammet KARACA, Neslihan SEZER, Orçun UZUN, Osama SİFO, Özer RECEP, Özge Arslan COŞKUN, Özkan KAYA, Pelin OLGUN, Renan BURDUROĞLU, Serpil Açıkalin ERKORKMAZ, Soydan CENGİZ, Tamim OBAID, Vural ÇAKIR

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Save The Children (STC),
European Bank for Reconstruction and Development (EBRD)
United Nations High Commissioner for Refugees (UNHCR)

“WHY NOT?”

When Mohamad Ali landed in Turkey in 2014, he practically had no resources as a Syrian to cope with living conditions in the new country! He had left his family behind, in war-ravaged Syria, to seek reliable income and secure settlement.

Nevertheless, with a calm and peaceful smile mounting his face, Mohamad Ali, born in Aleppo, recounts his hard story, which is shared by thousands of Syrian refugees in neighbouring countries: “I had too much difficulty living in Syria so I decided to move to Istanbul, because our life was no longer safe”. Mohamad had been making shoes at his own workshop back home since 1990, under the brand name ‘shat’. He added “I was not able to export the shoes because of the closed borders, while the leather and other material could not be found in the local market”.

Upon arrival in Istanbul, he struggled to find a job and repeatedly toured the industrial area until he managed to secure a job at a factory. Three months later Mohamad's family joined him. His journey to entrepreneurship began with a reality check: “Why not to start my own business? I am the only one at the factory doing this anyway”, Mohamad wondered. Hence a private workshop came to life in 2016. biggest challenge was unfamiliarity with brands and lack of acquaintances, he described, though his coarse hands, hardened by the long years of the profession, signalled to the sky in a gesture thanking God for the blessings.

A friend whom he met along the way brought to his attention INGEV's support SMEs. Mohamad contacted INGEV whom he praises as “Allah Razi Olsun” in flavoured Turkish accent, as the NGO offered help for establishing and own company. He added “they provided free accounting services for three the expenses of company establishment, and provided logistic services”.

Mohamad's aspiration for his new business ‘Feyz Shoe Industry and Manufacturing Company’ is to become among the competitive brands internationally such as Adidas or others. He also dreams of owning state-of-the-art machines to accompany technological advancement and develop his business.

“His journey to entrepreneurship began with a reality check: “Why not to start my own business?” I am the only one at the factory doing this job anyway”

A- The Syrian Crisis – Humanitarian Accountability

Almost 12 million Syrians have fled their country since 2011 when the civil war began. More than 6 million are considered Internally Displaced Persons (IDPs) according to humanitarian NGOs, while the estimated number of worldwide refugees surpassed 5 million. Whether willingly or reluctantly, Syria's immediate neighbours have taken in the refugees coming through borders. Turkey opened its arms to the fleeing mass of Syrians and bears the largest share of sheltering homeless, shell-shocked, and financially distraught persons.

Since 2014, Turkey still hosts the largest number of refugee population in the world. Though the country has faced large migration flows from the Middle East region in the past, but never up to these high numbers, or for this extended period of time.

Currently, 3.6 million of Syrians live in Turkey, according to UNHCR 2020 reports. But only a few could manage a decent revenue, due to many obstacles, such as language barriers, ignorance about the Turkish legal system, financial constraints arising of unemployment, and even risk of social tension and radicalisation.

Turkey has provided Syrians under Temporary Protection the right to access work permits and formal employment. Yet, facilitating self-reliance for such a large community of refugee households remains a challenge. Many Syrians living in Turkey experience partial or complete loss of income while incurring higher expenses, which is compounded for most by a lack of savings. Hence, Turkey is faced with a big challenge of integration and cohesion. It was a humanitarian support in the early years of migration but turned into a massive livelihood issue requiring enormous resources.

Therefore, İNGEV partially shifted to foster social cohesion through an inclusive approach, because 'Human Development leads to Social Good' where it sets forth the building blocks and identifies the various components of this human development.

Estimated Work
Status of Syrians in Turkey

Figure 1

Estimated Work Status of Syrians in Turkey

Almost 608 thousand of Syrians
between 15- 64 are active
in labor market.

322 K Employed by a Turkish employer

103 K Employed by a Syrian employer

103 K Self-employed (Including freelance)

36 K Family Business

12 K Employer

32 K Other (seasonal workers,
unpaid family worker)

343 K Seeking job - unemployed

Registered number of companies: ~15000
Number of work permits : ~35000
Source: Estimations from İNGEV;
from the surveys of İNGEV & Ipsos 2017-18, TÜİK

B- Response to Livelihood Challenge – Rebuilding Lives

As Johannes Zutt, former World Bank's Country Director for Turkey, put it: "It has increasingly become clear that humanitarian assistance must be paired with development interventions that can begin to respond to the scope, long-term nature, and socio-economic impacts of the refugee crisis, which is now a serious global matter."

Moreover, The New York Declaration for Refugees and Migrants, signed by all 193 Member States of the United Nations, emphasises the benefits of refugees' socio-economic integration, as refugees can become self-reliant, skilled, and ready to generate their own livelihoods. One effective method is entrepreneurship so that refugees can support wider family and community networks and ease the burden on the host country.

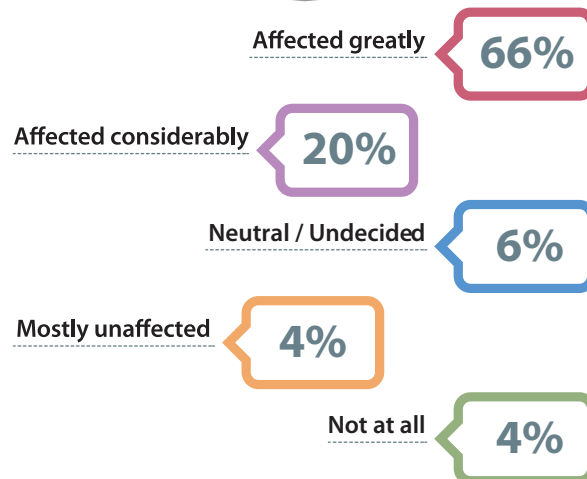
Syrians are considered the most vulnerable group among immigrants. In addition, they have endured the COVID-19 pandemic among other nationalities in Turkey. However, the severity of the crisis hit them strongest as they were primarily at risk.

Pandemic hit the Syrian SMEs seriously.

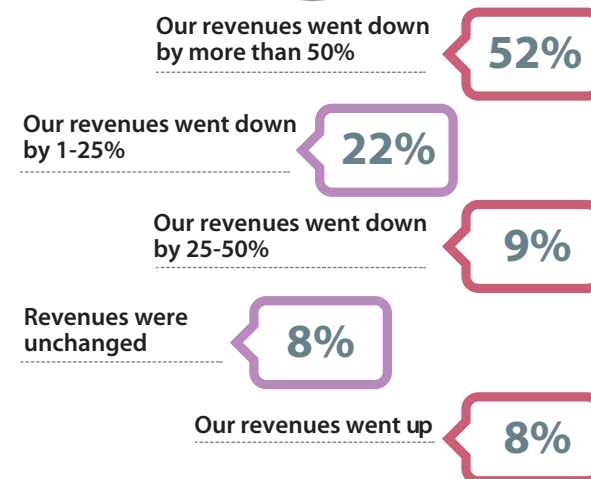
Impact of COVID-19 on Syrian SMEs

Figure 2

To what degree was your business affected by COVID-19 pandemic?



How were your sales affected by the COVID-19 pandemic?



Source: INGEV Needs Assessment Survey. 400 (200 Turkish and 200 Syrian owned SMEs; June 2020)

The importance of supporting Syrians stems from the need for social and economic integration. They must become self-reliant to rebuild their lives and achieve sustainable livelihood, and also to mitigate some of the tensions felt by the local community who see them as rivals competing for government aid and jobs.

The Integrated Entrepreneur Support System (IESS), started by İNGEV initially in 2018, aims to enable **'Better and Fair Life for All'**. Besides its main branch in İstanbul, with teams in Adana, Gaziantep and Urfa, it encompasses the largest network of Syrian SMEs, where İNGEV holds records of more than 4000 companies in its database.

Geared with this philosophy of cultivation, İNGEV empowers entrepreneurs through the IESS. For beneficiaries of the System, it is considered pivotal as it allows them to venture into fields previously non-accessible to them and attain opportunities that may not be available to them via other networks. This is because economic inclusion is the most reliable support anyone can offer to refugees, because if you “give a man a fish, you feed him for a day. Teach him how to fish and you feed

him for a lifetime” as Chinese philosopher Lao Tzu said. Besides, international aid which was generously handed out to Syrians in earlier years, has dimensionally decreased.

The System's distinctive role addresses needed administrative, legal, financial, marketing, information technologies and business development advice and guidance, in order to assist entrepreneurs with starting and growing their business in the Turkish market. Beneficiaries enjoy the availability of face to face meetings and discussions with experts, customized support and mentoring services. All activities are held as an initiative of resilience response for Syrian refugees, targeting the recovery from displacement, enhancing self-reliance, and strengthening institutional capacities.

Through the Integrated Entrepreneurship Support System (IESS) a distinguished experience is offered to socially vulnerable groups. Beneficiaries may get support through a single most needed part of the System or may go for all the services together. It covers 8 major phases, each carrying out various elaborated secondary steps.

İNGEV Activities Track



Support Line
5000+ calls received via Support Line.

Company Registration
400+ Start ups registered.

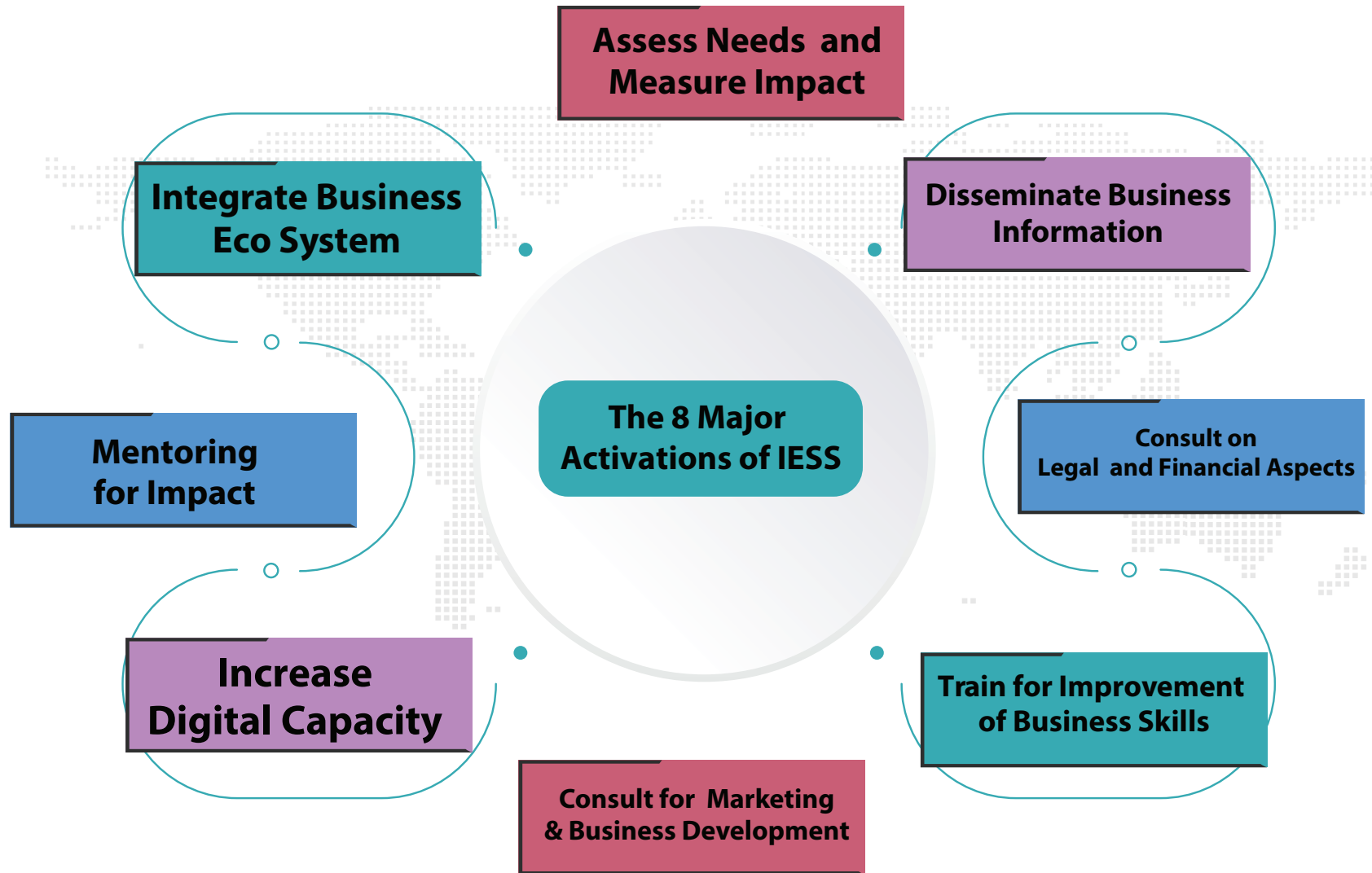


Consultancy
2100+ Legal, Financial, Digital and Business Development consultancies given.

Work Permit
1500+ work permits provided.



C- Integrated Entrepreneurship Support System (IESS)- Bottom-Up Approach



Activation 1: From Needs Assessment to Impact Measurement

In general, INGEV's Social Research Center (TAM) carries out actionable research studies for national and local government bodies, companies and charities to better plan major issues for the society.

INGEV's efforts to improve the livelihood for refugees and economically challenged local population relies heavily on research, to understand financial literacy, and plan entrepreneurial activities. The massive data collected by INGEV since the launch of IESS in 2018, functions to place the entrepreneurs-to-be at higher levels of productivity.

Within the scope of IESS, and prior to facilitating a start-up, INGEV acts on the basics; assesses the needs of the Syrian entrepreneur who reaches out for support, designs his customized blueprint, and finally provides the capacity building program. In some cases, market assessments are used, in others, baseline studies and labour market review, in addition to pricing, host community and competitive environment inspection, depending on the kind of business the entrepreneur pursues. The process could also require additional quick surveys in due course, which INGEV arranges accordingly. INGEV's Bottom Up approach yields risk identification and achieves a broader knowledge base, that are in line with the entrepreneur's highest good.

INGEV published a report on **Needs Assessment** for Syrian SMEs, measuring the hardships and opportunities faced by those operating in Turkey. The report highlights challenges associated with doing business in the country and intends to inform policies for maximising the benefits of Syrian SMEs

for Turkish economy and society. It also provides a relative ranking of factors with the highest potential to positively affect Syrian enterprises. These needs assessments also provide new ideas for SMEs and contemplate the diverse set of experiences by entrepreneurs who already run companies, reviewing the barriers they encounter, and offering opinions for overcoming them.

Situational analysis, labour market assesment and impact measurement

Similarly, relevant research activities include very enlightening studies such as situational analysis, labour market assesment and impact measurement.

Through the situational analysis, INGEV researches the scope of products/ services in the market to identify the sectoral current strategies, examines the opinions and feedback of stakeholders, derives a comprehensive view of the current situation for product/ service, while pinpointing the gaps between what the entrepreneur actually has and the desired state. The conducted baseline market surveys for Syrian beneficiaries use quantitative surveys, in-depth interviews and focus group discussions with representatives of various business sectors. INGEV develops recommendations on which business lines could provide easier access to entry level and economically vulnerable entrepreneurs.

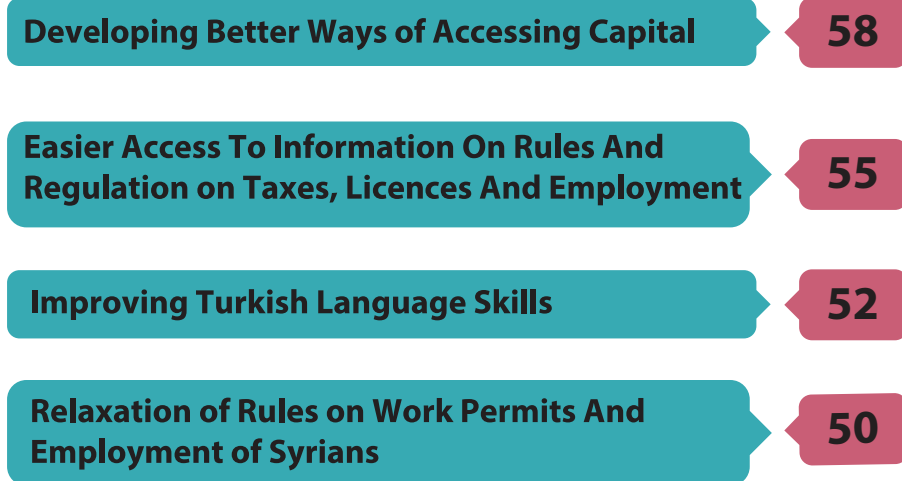
Furthermore, understanding the impact of any program is vital to ensure that findings are aligned with the beneficiaries' interests, as well as for deriving clues to map the next steps. INGEV TAM (Social Research Center) expertly focuses on measuring program impacts related to tailor made models.



Accessing financial resources, having full knowledge of rules & regulations and reducing the limitations over the temporary status are the key categories needed for growth.



Improvement Areas For Growth (over 40%) Top 2 box* %



Needs Assessment for Syrian SMEs

Figure 3



Source INGEV Needs Assessment Survey, May 2019

*T2B: The interview question asked each respondent to rate, on a scale from 1 to 10, how much they need each listed improvement for growing their business.

Percentages shown in the table indicate the percentage of respondents who rated each listed barrier with a score of either 9 or 10. Base: 130; Needs Assessment Survey 2020 Jan-Feb.

*T2B: The interview question asked each respondent to rate, on a scale from 1 to 10, how much they need each listed improvement for growing their business.

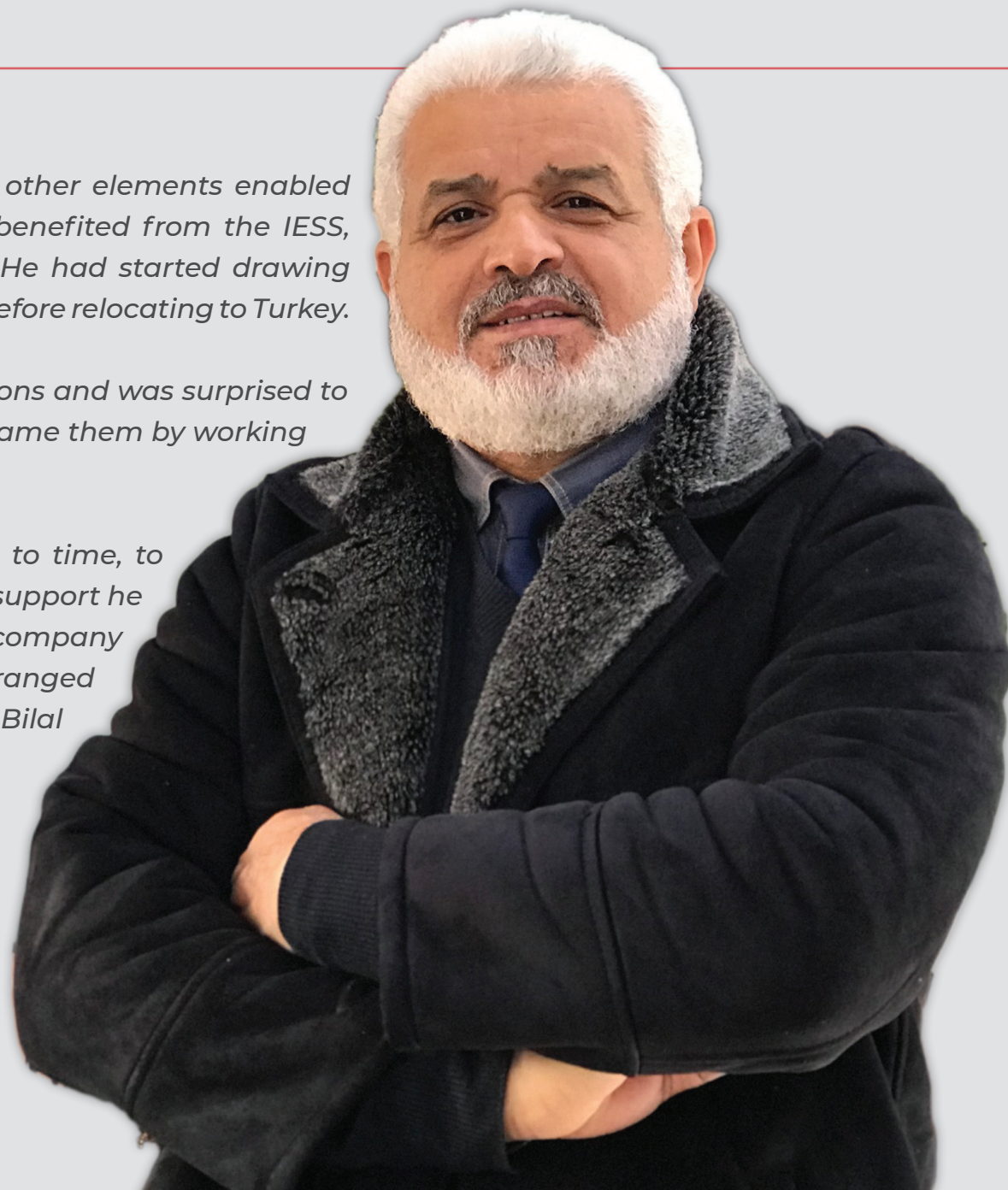
Percentages shown in the table indicate the percentage of respondents who rated each listed barrier with a score of either 9 or 10.

“WORKING HARDER”

The Needs Assessment coupled with all other elements enabled Bilal Al Jalil, Syrian Entrepreneur who benefited from the IESS, to open his wooden decoration company. He had started drawing designs on wood in Damascus and Aleppo, before relocating to Turkey.

“I had difficulties in meeting living conditions and was surprised to see the cost of rent and invoices, but I overcame them by working harder” said Bilal.

He added that INGEV calls him from time to time, to offer other free services, as follow-up to the support he had initially received while establishing his company and the financial consultant who was arranged by INGEV. “This Foundation really cares” Bilal exclaimed!



Activation 2: Dissemination of Business Information – Culturally Appropriate

UNESCO contends that “survival and self-development are the major issues central to several adults in many communities. The need to raise their socio-economic status is thus necessary and urgent. This requires empowering adults, the under-privileged and economically weaker sections of society with technical skills and education.” (or information)

As such, vulnerable groups need quick and actionable information. Availability of a fully equipped center that can answer their urgent needs, in their own language, functions as culturally appropriate and accurate. For circulating information İNGEV agents respond to frequently asked questions and refer the callers to the related consultants for additional details. More often than not, İNGEV ensures diffusion of information through mainstream media, namely granting interviews to local radio stations. For example, one broadcast with Radio Misk Arabic show hosted İNGEV’s financial consultant, to discuss the procedures of obtaining work permits. The show named ‘Sabahak Misk’ enjoys

a popularity within the Syrian community in Turkey with a high number of viewers.

To summarize, The IESS Information Dissemination is done on some specific channels:

Call/Support Lines, one of the widely used tools, where any entrepreneur can dial and connect to an agent to inquire about a specific piece of information, whether regarding company laws in Turkey, process of applying for work permits, or technical support for mounting his/her website. As formerly mentioned, the number of calls received and answered amounted to 5000, which shows a quick response mechanism and high quality of service provision. Though applicants can consult İNGEV’s website and send a request for information online, entrepreneurs prefer to reach out directly with a call where interaction is immediate.

“

“The number of calls received and answered amounted to 5000, which shows a quick response mechanism and high quality of service provision.”

”

“TİNA ZİTA GIDA”

***R**awan Hudaifa, 23, student of nutrition at Ankara Yıldırım Beyazıt University, admits she has founded the catering company of her dreams; ‘Tina Zita Gida’, with the support of İNGEV. Being an event organizer before she came to Turkey, her path was somehow easier to embark on.*

“I called İNGEV and they informed me what papers I should submit to establish my business” she said. İNGEV advised her on the kind of suitable company, and Rawan opted for Limited Liability. The Foundation also provided financial advisor for 2 months. Rawan added “İNGEV is my sanctuary for information.

Whenever I think of something, I contact them. I have called as frequently as 5 or 6 times already. They have no personal gain out of the support they provide, while others in the field may charge money. This team is so well informed and respectful, and I am happy to interact with”.

She now caters Syrian and Middle Eastern cuisine to wedding planners and large meetings in Ankara, in addition to online food delivery and organizing cooking workshops.

Channeling the pertinent news

A Satisfaction Survey was conducted on Jan – Oct 2020 to assess the feedback from entrepreneurs, comprising a sample of 1307 respondents. “While 4.6 believed their call was answered promptly, and 4.83 regarded the support line as effective.” On a scale of 1 to 5, they expressed 4.66 satisfaction rate about their call to the support line, while expressing 4.6 rate for whether their call was answered promptly and 4.83 rate for the effectiveness of the support line.

A set of Frequently Asked Questions (FAQs) has been included on İNGEV’s website in Arabic, based on the data collected through following communication with entrepreneurs. They comprise the latest financial and legal information that entrepreneurs may seek, along with advice provided by İNGEV consultants. These FAQs are the outcome of analysing more than 4500 requests made to the support line. They are listed under categories such as: Rules of Company Formation, Employment Regulations, Legal & Financial Rules, and Financial Incentives. Moreover, İNGEV services are published on its Arabic Facebook page which has 1,3 million followers, whereas its internet portal counts over 200.000 followers.

İNGEV Expert Consultants provide in-depth information about topics that SMEs solicit, so that it is clearer for the beneficiaries how to move forward. In some cases, customized sessions are arranged to discuss a specific route for the entrepreneur, either face-to-face or via video conferencing. In the above-mentioned Satisfaction Survey, respondents’ overall demeanour and attitude of consultants rated 4.84 on the scale from 1-5.

The youngest female entrepreneur who benefited from the IESS, Rawan Hudaifa, 23, student of nutrition at Ankara Yıldırım Beyazıt University describes the experts as ‘reliable & courteous’. When she calls the Center to ask even a simple question, the respondent refrains from giving a random reply and forwards her request to the Consultants. She views this as respectful and efficient!

Moreover, İNGEV created a “Flash News” database on Telegram in Arabic, to help Syrian entrepreneurs understand the change in regulations quickly and check which applies to their business.

It has been found that potential entrepreneurs lacked access to the right channels for finding the exact information due to language barriers and multiple but unreliable sources. Any circulars about new regulations in Turkey are posted there as well as on İNGEV’s Social Media channels, enabling a wider gate. The Flash News Telegram group currently comprises 257 members who have access to 23 different posts, with an average view frequency of 348 times, increasing to 785 in some cases.

Also, a WhatsApp Group is created at the end of every training session to keep diffusing information to beneficiaries. This ensures continuity of channelling the pertinent news to Syrian entrepreneurs, as well as maintaining the networking process in which all can interact and grow their businesses.

Activation 3: Legal & Financial Support – Versatility and Mobility

When considering a start-up in Turkey, Syrian entrepreneurs report difficulty in finding the right legal information. Arabic sources are many, but they are dispersed and often outdated, which constraints their usage of the information. It may not be relevant to them as well if it deals with general rules not applicable to their specific situation.

In addition, the private banking sector in Turkey, which offers a wide range of products to local SMEs, is reserved when approached by Syrian companies. Though viable business requires full backing of financial institutions, monetary transactions, loans, export – import credits are utilities that banks refrain from performing for Syrian companies.

İNGEV's support to Syrian SMEs attempts to rectify the gap, by creating a hub which is instrumental for potential investment and economic integration into the local market.

Moreover, İNGEV's financial support for company establishment is offered with the purpose of contributing to entrepreneurs so their business ideas become a practice. It can be viewed as 'foundation partnership' that does not expect profit in return. The registration costs are covered by İNGEV on behalf of the SMEs. The available accounting services for 3 months post company registration, are also meant to lessen the financial burden on them during the first few months of start-up.

Legal Consultancies: İNGEV receives an inquiry from a beneficiary of the İESS, handles it with the same care as if a personal request. Some wonder

about the kind of company that is most suitable for their needs whether it should be an Individual, Limited Liability, or Joint Venture, and differences are explained so an informed decision can be taken. The criteria upon which advice is given depends on the selected sector, how many people will operate the company etc. Additional information is made available through webinars. For instance, a Business Law Webinar was held in February 2020, in which 23 SME owners and independent participants took part. It discussed the Turkish labour law for explaining Workers Rights versus duties of the SME owners. The questions focused on: How to count the holidays by law, How long should a Syrian refugee work before retirement? What are pregnant women rights during the pregnancy and after giving birth, how to sue if the employer fails to pay monthly health insurance.

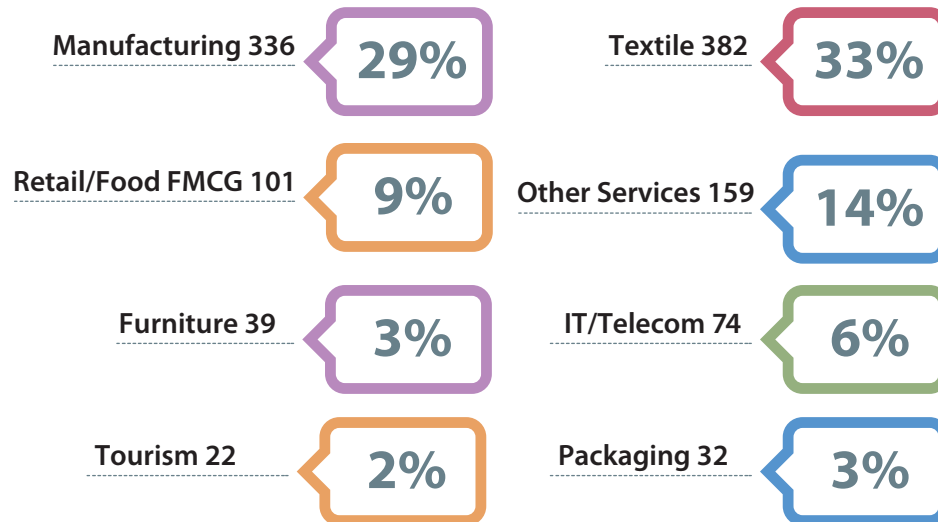
Work Permit Applications: Article 9 in Turkish law pertains to Work Permits. However, it is viewed as vague by many lawyers and does not respond to Syrians needs as they get confused when they read it. İNGEV receives a request for a work permit through the İESS, fills out the application form, uploads their relevant papers into the online system, generates a 7-digit code for follow up and sends it for E-Signature. The legal consultant inquires with relevant bureaus about the delay of issuing the permit through phone calls, often by personal contacts, and makes sure that missing papers are replaced. Once approved, İNGEV pays the fees on behalf of the SMEs. According to a statement issued by the Ministry of Family, Labour and Social Services in March 2019, the number of Syrians who were granted work permits in Turkey reached 34573, out of which 1500 were done by İNGEV alone in 2020.

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**Work permit registration
 for women is 5.2%
 during the last 12
 months**
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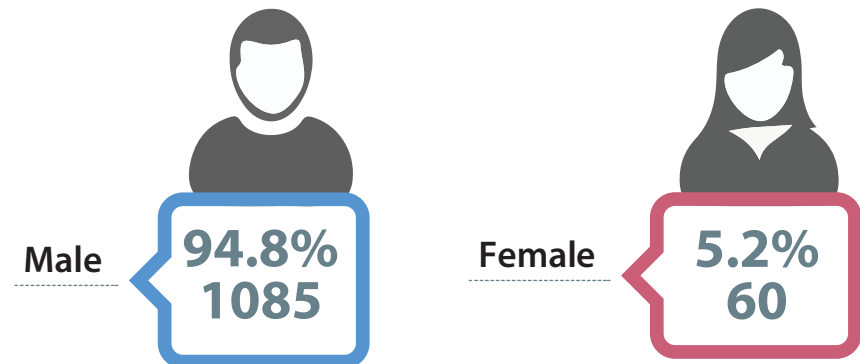
Employees Registered by INGEV Between
 Sept. 2019 – Sept.2020

Figure 4

Sectoral Breakdown of Work Permits



Work Permits



Total: 1145 Permit

Source:
 Employees registered by INGEV
 between Sept. 2019 - Sept. 2020

“ARCHITECT FROM DAMASCUS”

Sima Al Kanawati, architect from Damascus knew İNGEV prior to approaching for support. She and her husband had already established a company in Syria manufacturing furniture and accessories. In due time she sought assistance from İNGEV to establish a new company in Turkey. Sima contacted the Call Center and was assigned an appointment with a consultant to

discuss registration procedures as well as work permits. She says “İNGEV led me through the name selection for my new company; ‘ETG Mimarlık Ve Elektronik Ticaret’, in addition to the other requirements based on the active laws”.

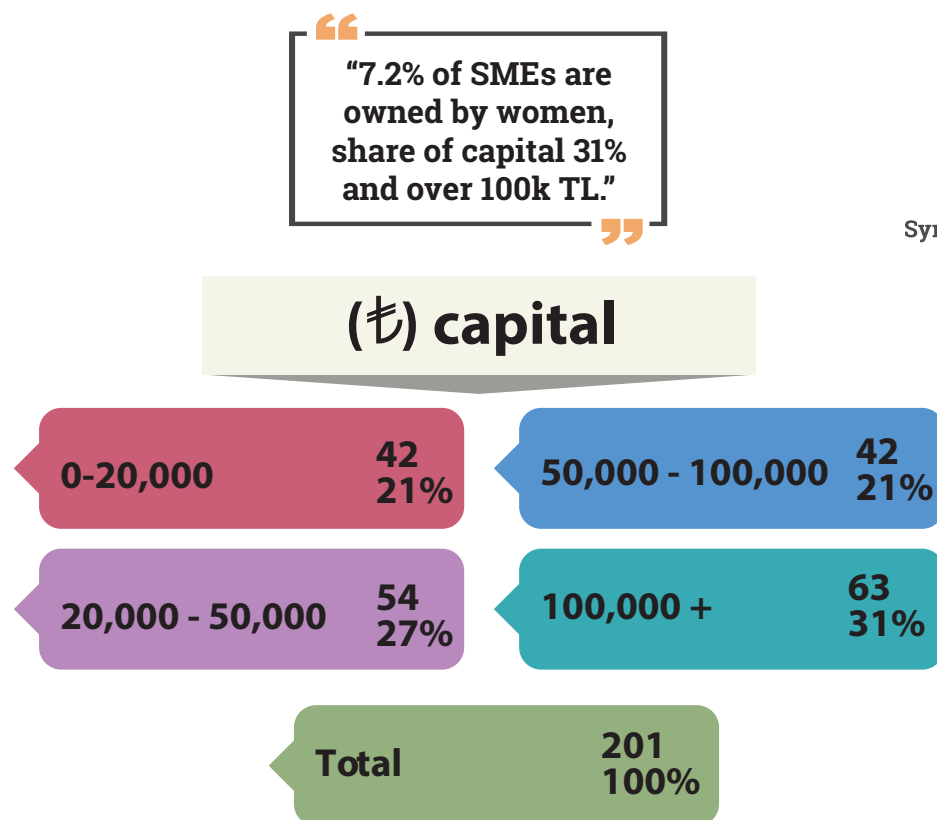
She added that the Foundation also helped with work permits for her employees. Sima now runs an E-Commerce company for selling multi-purpose household and decoration accessories, for which she intends to ask İNGEV to design her website.

“İNGEV led me through the name selection for my new company, in addition to the other requirements based on the active laws.”

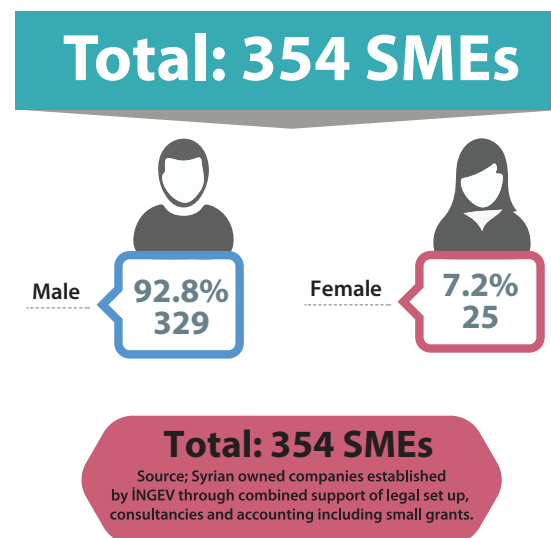
Company Establishment and Registration

Beneficiaries solicit the opinion of İNGEV Consultants about the best company to establish and how much tax it involves, based on their preferred sector of business. The differences between types are explained fully, allowing them to make an informed decision bearing in mind that the easiest to establish would be the 'Individual Company'. In this respect, the beneficiaries give İNGEV's legal consultant warrant of attorney to act on their behalf in the process.

In 2019 alone, around 209 companies were registered by İNGEV for Syrian entrepreneurs with a total of **8 million Turkish Liras**. These capital figures indicate entrepreneurs' legal investment and commitment, which is taxable and would generate revenue for the Turkish economy. Despite Covid-19 lockdown, İNGEV entrepreneurship support gained momentum in the last quarter of 2020, with the establishment of 55 new companies, bringing a total capital of **9.5 million Turkish Liras**, and raising the number of totally registered companies to 307.



Syrian Companies Established by İNGEV **Figure 5**



Accounting Service: Company registration can cost up to 10.000 TL in the local market and requires a lot of paperwork. İNGEV provides this service free of charge under the IESS. After company registration, a certified accountant is assigned to the potential SME from 3-6 months to plan his/her strategy and train on handling books, payments, credits etc, thus fulfilling legal requirements and producing a tax declaration in due time.

Contract Support: This concerns the process of concluding contracts from initial negotiation to signature phase. İNGEV's approach is tailor-made for SMEs from disadvantaged backgrounds. Such companies have special needs to win contracts from both public and private entities. Namely, İNGEV provides the following:

- Tender Support: Tender information which is collected from public sector & NGOs is shared with related SMEs via various communication channels. İNGEV searches for and locates public tenders, then helps SMEs with what needs to be done to apply.
- Application support is also offered and includes financial/legal advice.
- Price & product information from beneficiaries are shared with interested buyers such as domestic / international companies as well as other SME peers.

In addition, information regarding the Business Finance Opportunities are relayed to SMEs, such as bids, loans and other entrepreneurial aids programmes in the local market.

“
Company registration can cost up to 10.000 TL in the local market and requires a lot of paperwork. İNGEV provides this service free of charge under the IESS. After company registration, a certified accountant is assigned to the potential SME from 3-6 months to plan his/her strategy
”

“CONSULTANCY SERVICES”



Mohamad Al Shash worked at a local telecommunication company in Damascus before arrival to Istanbul in 2014. He found a job at a tourism agency in Turkey where he bonded with a colleague from the marketing department. Their interests matched, and both decided to start an E-Commerce business, so they embarked on requesting support from INGEV through the IESS. “I had the chance to receive free financial consultancy for 3 months, after INGEV registered my company” said Mohamad, adding ‘Quill’ is an E-marketing facility which serves clients with branding, marketing, and social media output. We also design websites and relevant applications”.

“AMBITION”

***F**or Abdallah Omar, designer of women clothes and owner of Nour Moda, the challenges of entering the Turkish market included the language barrier as he did not speak or read it and the legal know - how because regulations were not clear to him. “INGEV graciously offered me services of registration for my company in addition to accounting and legal consultancies, at no charge. I did not have to pay any fees” he said.*

Abdallah sees a great opportunity in the Turkish market for being “open to Arab countries and European markets”. His ambition is to grow his company and open branches abroad, especially in the Gulf countries and Europe.



Activation 4: Training for Business Skills - Be Real

Stronger business acumen in the competitive market will lead to refining effective skills for success. Tactics of motivation, negotiation, communication, and conflict resolution constitute the basics for any role in business environments. If aiming to be a leader, then professional managerial competence is required. The process also concerns team building, time management, and sales, without which a business may falter. The adequate business skills are fundamental to achieve prosperity. They enable an entrepreneur to respond to the needs of consumers but equally to employees' necessities. Besides, if mastered effectively, they can set them apart from others.

İNGEV operates in full capacity to support entrepreneurs at the stage of start-up to implement their business ideas and enter the Turkish market with new products and services. In addition, İNGEV empowers Syrian SMEs to increase their management capacities, sales and marketing options, develop business networks with Turkish counterparts and connect them to export networks in the Middle East and North Africa. The business skills and capacity building trainings are done in a practical approach to help them grasp the methodologies. At first, research is done by polling and short questionnaires to determine the entrepreneurs' needs and followed by situation analysis of gaps so an appropriate training package can be formulated. Our training service is provided by our trainers pool consisting of internal and external experts with sectoral and managerial expertise.

Understanding the beneficial impact of the digitalization for SMEs, İNGEV organized several training sessions aiming to help our beneficiaries in this process. Digitalization and digital tools can help SMEs reduce costs, standardize and automate business processes and access more opportunities.

İNGEV training programs focus on bringing the practical aspect of the daily business life to harmonize them with the theoretical knowledge. Our main goal through the trainings is to give the knowledge that will have an impact on the business practices of our beneficiaries.

İNGEV believes correct understanding of needs will help beneficiaries to build earnings in short term. It is vitally important to avoid merely focusing on metrics of programs that may be irrelevant regarding the touch of real life.

For this purpose, **Business Skills and Capacity Building Trainings** are organized based on identified needs of entrepreneurs and SMEs. Several face to face and online trainings have been organized in the field of Turkish business culture, corporate communication, sales and marketing, financial management, digital marketing and quality certificates. In 2020, with Business Skills and Capacity Building Trainings, we contributed to capacity building of over 200 SMEs.

Free Online Training Kits are assembled and disseminated. To date, a total of 39 training videos on practical business issues are produced and promoted on İNGEV's Social Media channels and uploaded on its website. 19 of these videos are 2-3 minutes long, in Arabic, containing information such as FAQs' received by İNGEV. They are published on the YouTube channel. Other video series include talks with İNGEV Consultants and Turkish sectoral experts, shedding light on economic/social integration.

Renan's Checklist includes 8 videos of 15-20 minutes each, in Turkish but subtitled in Arabic, on how to proceed with the Ideation steps, drafting a Business Plan, finalizing a Pricing Strategy, conducting Market Analysis, designing a Marketing Plan, dealing with a Trademark, and finally adopting Business Communication models.

“CONSULTANCY FOR JOB APPLICATION”

Muhammed Bekdaş, 28 years, from Damascus was forced to quit his university education during the civil war in Syria.

He was studying architecture and had hoped to graduate with the highest distinction! He came to Turkey for medical treatment in 2014, and worked temporarily in Gaziantep and Hatay, but his lack of work permit was problematic. He hesitated at first when INGEV contacted him offering empowerment for people with disability.

However, he attended the soft skills, computer and entrepreneurship trainings within the scope of the project with great interest

and started his own business shortly after. Muhammed provides consultancy services in Arabic and other languages for CV writing. He reaches customers via social media and plans to diversify his business. He received INGEV's support for web design, company establishment, mentorship, business law and accounting consultancies.

(Adopting the concept of 'No Barriers to Entrepreneurship', INGEV crossed an important threshold with its project "Improve Access To Livelihood Opportunities For Refugees With Disabilities" in cooperation with Relief International.)

“I received INGEV's support for web design, company establishment, mentorship, business law and accounting consultancies.”

Webinars are organized periodically by INGEV, based on requests from beneficiaries. In 2020, around 14 “Information Meetings” were held on topics such as: Financial Responsibility, Post Company Formation, Digital Marketing and Social Media, Business Networking, Quality Management and ISO, and Basic Communication Channels. These can be found on INGEV’s website.

For example, the Financial Responsibilities of SMEs after Registration webinar trained 28 beneficiaries on taxation principles, financial responsibilities of SME owners, as well as on procedures of payments. A total of 330 beneficiaries from 6 different cities attended training sessions.

INGEV holds Consultancy Events, bringing together entrepreneurs and experts, through webinars. Topics range from ‘Instagram Marketing,’ ‘Networking – Establishing Business Connections’ and ‘Employer Incentives’. Attendance varies between 30-40 persons per session.



**In 2020, around 14
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Financial Responsibility,
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Formation, Digital
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and ISO, and Basic
Communication Channels.**



“EDUCATION FOR REFUGEE CHILDREN”



Gufran Abut, 29 years, has been living under temporary protection status in Turkey for 6 years. When she and her family decided to flee the war in Syria, Gufran had to quit her university as a dentistry student. She had lost vision of the right eye and suffered blurred vision in the left eye. Gufran, who endured a tough transition period following immigration, learned of INGEV's announcement of a project implemented in cooperation with Relief International to support disabled people, and started her tailoring business. She benefited from training and financial and legal consultancies. Gufran, who does not limit herself to a single field, has other interests as well. Her biggest dream is to work on refugee children education. “Even though I was afraid to lose, I did not give up on my dreams,” Gufran adapts fairly and resiliently.

(Adopting the concept of ‘No Barriers to Entrepreneurship’, INGEV crossed an important threshold with its project “Development of Access to Livelihoods for Persons with Disabilities” in cooperation with Relief International)

“Even though I was afraid to lose, I did not give up on my dreams”

Activation 5: Business Growth Consultancies - Hands On

Economic integration yields prosperity on the long run. Entrepreneurs may drive the change through innovation, as they supply new and developed products, which in turn channels into new markets and brighter horizons.

In his book 'Peace through Entrepreneurship' economist Steven Koltai argues "stimulating economic opportunities for the virtually limitless supply of desperate, unemployed young men and women leading lives of endless economic frustration, come through entrepreneurship".

He believes that this kind of human development will achieve peace and prevent hostility and conflicts in societies.

The scope of business development includes a broad range of activities, and many institutions often practice these activities quite differently. Not all busi-

ness development is of equal impact. Under the IESS by INGEV, business consultancy means making a diagnosis, proving recommendations based on the diagnosis and assisting the businesses with implementation of recommended solutions. No advice is impractical or unimplementable.

INGEV addresses various phases of Syrian SMEs path to entrepreneurship. The offered Business Development Consultancies are meant as seed for growth, whether they concern survival or consolidation of the business.

SMEs at different stages will obviously have different business needs. The first and foremost responsibility of the business development consultants at IESS is to question and understand the most urgent business needs of the SMEs, so that the action recommended may have a quick impact on their businesses.



**Under the IESS by INGEV,
business consultancy means
making a diagnosis, proving
recommendations
based on the diagnosis and
assisting the businesses with
implementation of
recommended solutions.**



“EXPAND THE BUSINESS”



Mustafa Altarah - ZUMURUD GROUP
Zumurud operates in ICT and has experience in business-to-business. The company exports to Gulf countries only, but is planning to expand their business to Europe. It also needed to understand the internal market better and increase its capacity.

- A field research to understand the competitors' electronic hardware and maintenance services was conducted by INGEV. The results of the survey led to some improvements in Zumurud's operations in order to be more competitive.
- Best practices in the e-trade world was shared to increase his knowledge of the Turkish market.
- Founder of Plusbiz was introduced to Zumurud. The two discussed how to create a fully functional e-trade web page.

Sometimes, just sharing useful links for online tenders or commercial platforms may result in substantial sales opportunities for them. Some other times the need can be as complex as applying for a grant to develop their businesses further or making strategy to add another sales channel.

Nevertheless, preliminary research on specific business problems before sessions, needs assessment during sessions and follow-up with regarded information and documentation after sessions are the essence of business consultancy at IESS. Introducing SMEs to new networks is another area of IESS' competitive edge as business development consultancy because networking is probably the most universally used business development strategy.

Practical Business Plan

Main areas of business consultancy includes;

- Ideation process
- Business Plan Development
- Informing companies on business finance opportunities (bids, loans and other entrepreneurial aids and programmes)
- Marketing (traditional & digital) and social media plans & strategies; target customer reach and penetration increase
- Sales and Distribution Plans & strategies by geography and channels

Business consultancy needs of SMEs usually start with an Ideation process or Business Plan development. For the Ideation process, selected business ideas are evaluated by operational, organizational and financial backgrounds and final decision is made by choosing among launching, abandoning or postponing the idea (product or service).

If the decision is made to launch the idea, then IESS business development Consultants help SMEs to develop practical or more detailed Business Plans, depending on the targets. Either prepared through practical Canvas Model or as a 40-50 pages long detailed word document, company structure, sector analysis, target customer segment, 4Ps of marketing, sales strategy, cost structure and income expectations for short, medium and long terms are the common areas under business plan development consultancy.

Introducing SMEs to new networks is another area of IESS' competitive edge as business development consultancy because networking is probably the most universally used business development strategy.

Match the activities with real life

The Marketing (traditional & digital) also makes up an integral part of business development consultancy to categorize target customers/ consumers and define products or services, coupled with a pricing strategy to determine if cost-based, demand-based, or competitor-based. Post Covid-19, INGEV sensed a need to continue digital tools marketing, thus it mobilized resources to support Syrian enterprises in building their capacities and operating online (e-commerce platforms, remote working arrangements, team management, etc.) as well as helping to design a digital marketing strategy, and creating active social media presence for commercial goals.

Consultancy on the Marketing Communication Plan details activities in traditional and digital media channels for promoting the product or services while crafting messages of utmost efficiency, and accessing databases that are of relevance to beneficiaries. The company website consultancy plays a big role in the process and equally important would be its up-to-date email lists and phone records.

Keeping all or some of these tools applicable, INGEV again is very keen to match the activities with real life needs rather than being superficial and fancy with buzzwords. Many Syrians have developed their businesses by using some traditional practices and resources limited with self employment that we should be aware of and feel .

“Almost all kind of consultancy/support are required.”

Breakdown of Consultancy Sessions by IESS

Figure 6

Realized Consultancies

Business Development 240
13.1%

Legal 625
34.2%

Financial 629
34.4%

Marketing 333
18.2%

Total 1827
100%

Source: 1827 realized consultancy sessions by INGEV GDM.

Activation 6: Enhancing Digital Capacity - Pandemic Challenge

Potent and masterful use of technology is vital in providing value-added experience to realize a good return on investment, especially that the world has become digital and heavily relying on mediated technologies. Convergence of the previously disparate voice, video, and data telecommunications on cost effective and high bandwidth network services, has altered the nature of communication.

Nabat Garakhanova, Head of MEZO Digital consultancy in Turkey told the press: “Firms should have websites, do search engine optimization, be on social media and register on e-commerce platforms”. She added that even companies on a tight budget can take such steps thanks to new digital advertising methods and free platforms. “Firms should also have multilingual websites and accounts and optimize them with their target countries.”

In the case of Syrian entrepreneurs, particularly following the Covid-19 outbreak, who reported a 38% freeze in operations according to Building Markets (BM) organization, digitalization and digital tools enable them to weather the storm, as they will be able to reduce costs, standardize or automate business processes, in addition to relying less on manpower. In short, it will enhance SMEs competitiveness and generate better understanding of consumer behaviours. According to INGEV’s Report: **Needs Assessment for Syrian SMEs, Research on Knowledge and Barriers among Syrian Entrepreneurs in Turkey** “Around 40% of Syrian SMEs are active in international trade and involved in export. Their potential for growth could provide win-win scenarios for financial institutions and investors”.

To date, INGEV Consultants supported more than 100 entrepreneurs by focusing especially on digitalization. They provided customized trainings on:

Web Development, by conducting webinars discussing the topics and suggesting tools.

The digital support desk at INGEV also responds to beneficiaries’ requests for designing and hosting an attractive and user-friendly website from scratch. If an entrepreneur already has an existing website, but requires updating it, INGEV provides this service too.

Social Media improvement is carried out for SMEs by the same digital support team, with additional help when asked for taking photos and preparing layouts that are useable on Facebook, Twitter, Instagram and others.

Social Media Campaign Management provides help for SMEs in designing, launching and evaluating a certain campaign that targets their potential customers, and or geographical outreach. The objective is to raise brand awareness and enable a marketing tool to reinforce loyalty to a product or a service the entrepreneur supplies. A professional freelance designer is contracted by INGEV to offer this kind of support from inception to implementation.



According to INGEV’s Report: Needs Assessment for Syrian SMEs, Research on Knowledge and Barriers among Syrian Entrepreneurs in Turkey “Around 40% of Syrian SMEs are active in international trade and involved in export. Their potential for growth could provide win-win scenarios for financial institutions and investors”.

Digital Trade Shows: Virtual Fairs proceed entirely in an online environment, where Exhibitors build up their booths to showcase products along with relevant documents regarding their company and use pre-set channels of communication with concerned interlocutors. Benefits for Exhibitors and visitors center on the low costs & high reach and increased productivity & time-efficiency

To strengthen the livelihoods of Syrian vulnerable groups in Turkey and increase the business potential of entrepreneurs and their flexibility to adapt to the new era, İNGEV launched a social enterprise; İNGEV Virtual Fairs. The first event was held from **12-15 September 2020** and connected Syrian entrepreneurship with Syrian cooperatives. Young men and women entrepreneurs and other disadvantaged sub-groups networked with potential buyers around the world and explored new markets for their products. The specific sector of that Fair concerned Women Apparel and Shoes. Registered visitors navigated around

a virtual environment, and they interacted with 39 Exhibitors. They also met manufacturers and learned about their products as well as made business deals.

Online Sales Channels (E-Commerce Sites)

Online sales systems comprise a web shop and an application for handling orders for a given product. The web shop usually operates on any web browser, allowing customers to browse through categories and products, and place orders. Entrepreneurs create their marketplace as part of E-commerce, which is cost effective and popular. Moreover, these online sales systems give the sellers freedom to use their own accounts for any payment from clients, and control over the process. İNGEV helps SMEs design and launch their online sales systems while providing training to handle their platforms through customized sessions, or webinars, and subcontracts graphic designers for the necessary tasks.

GUZEL MEDIA TANITIM ORGANİZASYON

This Syrian-owned company received support from İNGEV, and now delivers advertisement and digital services to Turkish companies and customers around the Middle East. They have created Guzel services page, as well as a Facebook page providing information to the Arab diaspora in Turkey about investment, trade, technology etc.



Guzel Services page has 373 K followers while their Facebook page has 113 K followers. In addition to this, they are currently developing a mobile application for their page and will also open a radio channel.

“AWARDED APPLICATION”



Mujahid Akil, ICT specialist, started his own company in 2014 with only 2 people, and now runs branches in Istanbul and Gaziantep employing 25 people. He was able to launch and develop the application called ‘Ghorbetna’ (our expatriation) which was chosen by Google among ‘effective applications’ for Syrian refugees. His company ‘Namaa’ (growth) focuses on ICT programming and provides internship for graduates.

He said: “We had difficulty at the beginning to understand Turkish laws and INGEV offered us mentoring to develop the business, in addition to the legal and financial consultancies for the establishment.”

“DIGITAL FAIR”

Ayman Beylouni, designer, and manufacturer of nightwear from Aleppo reached out to INGEV when he established his company ‘Shifonla’ in 2019. His support included registration of an individual company, along with relevant consultancies. He also tried to employ special needs staff whose fees INGEV was ready to bear, but the potential employees declined for personal reasons. When the Digital Fair was announced, Ayman contacted INGEV again to host him as exhibitor, and “they have graciously created a Stand for my products and produced catalogues for display with the photos I supplied” he said.

He finds the INGEV Team “very active” and hopes that other exhibitions will be held soon. Ayman added: “thanks to the Fair, a buyer from Algeria got in touch and ordered some goods worth 1200 USD, to try out my products in his market”. Like many devoted entrepreneurs, his aspirations are to become a global trademark one day, while he continues productivity at his workshop in Esenler.

“

“Thanks to INGEV d-Fairs, a buyer from Algeria got in touch and ordered some goods worth 1200 USD, to try out my products in his market”

”

Activation 7: Mentoring for Real Life - Beyond Metrics

‘Mentor’ was a character in Homer’s epic tale, The Odyssey. He was a good friend of Odysseus, the king of Ithaca. When Odysseus fought the Trojan War, Mentor served as counsel to Odysseus’ son Telemachus. The term ‘Mentorship’ probably emerged from that epic because “the name ‘Mentor’ has been adopted in Latin and other languages, including English, as meaning someone who imparts wisdom and shares knowledge with a less-experienced colleague”.

Ideally, mentorship is a relation of trust, built on open and compassionate communication to solve problems collaboratively. Impact Mentorship is geared to transform an entrepreneur’s vision into SMART objectives: Specific, Measurable, Attainable, Relevant and Time bound. The setting of clear objectives through this process, will add direction for participants, while key performance indicators (KPIs) are inherently defined.

Impact mentorship is becoming kind of a matrix at İNGEV. It focuses on the ‘business impact’, offering an exceptional service. In this respect, a mentoring project was funded by European Bank for Reconstruction and Development (EBRD), and implemented by İNGEV, to enhance the business development capacity of Syrian entrepreneurs. Entrepreneurs had the opportunity to strengthen their networking capabilities as they interacted with new connections from public-private sectors, sectoral associations, and private enterprises. Implementation concluded with a remarkably high percentages of satisfaction as regards the target KPIs.

İNGEV strives to make solid and measurable subsidy to entrepreneurs. It provides support in areas like improving their eco systems, increasing sales, enhancing productivity, strengthening distribution, upgrading their product development skills, and reinforcing their branding capacity.

For instance, İNGEV brought together Syrian SMEs who are mentees and İTO (İstanbul Chamber of Commerce) and KOSGEB (Small and Medium Enterprises Development Organization of Turkey). The İTO representatives gave a presentation on the Trade Ministry’s incentives, credits, and trainings or symposia organized by the Chamber, whereas an expert from KOSGEB informed Syrian SMEs about the financial support and fair incentives available.

Expert/Master Meetings: “An expert is somebody who has a broad and deep competence in terms of knowledge, skill and experience through practice and education in a particular field. Informally, an expert is someone widely recognized as a reliable source of technique or skill whose faculty for judging or deciding rightly, justly, or wisely is accorded authority and status by peers or the public in a specific well-distinguished domain”.

Matchmaking Events: bringing Syrian and Turkish SMEs together represents an important step in socio-economic integration. Events such as Roundtables and Workshops bridge the gap between Syrian entrepreneurs and local corporations may result in joint ventures and improved communication to disperse the erroneous attitudes about migrants.

“İPEK DOKUNUŞ MOBİLYA LIMITED COMPANY”

A portrait of Khalid Khalil al Hussain, owner of İpek Dokunuş Mobilya Limited Company. He is a middle-aged man with dark, curly hair, smiling and looking slightly to the right. He is wearing a blue and white vertically striped button-down shirt. The background is a plain, light grey.

For Khalid Khalil al Hussain, owner of İpek Dokunuş Mobilya Limited Company, “İNGEV has opened new boundaries in my sector. I now have a foreign market” he commented. He sees the biggest achievement in obtaining new work opportunities. İNGEV had supported Khalid’s furniture company with its registration and consultancies as well as with necessary work permits. Khalid also finds the Turkish market ‘open to the whole world’ and believes that the Turkish government is “a real supporter of industrial people” as everything that is needed can be found, which is a strength in his view.

“ALBARAKAT (BERAKAT DÖNER)”

*A*LBARAKAT (BEREKAT DÖNER)

Anwar Abdo, from Aleppo, was forced by war to relocate to Istanbul. He worked as a cook in Paşadöner restaurant for a year then opened his own traditional Syrian food restaurant in Sultanbeyli in Istanbul.

İNGEV had designed a flyer in Turkish for Anwar and printed 1000 units for distribution to the offices in his neighbourhood. He thanked İNGEV because “two weeks after distributing flyers to the surrounding workplaces, our sales increased by 15% through phone orders. The number of walk-in customers from nearby offices also rose”.

İNGEV had also arranged a mentorship meeting with Pepsi Cola in which the company agreed to provide Anwar with a two-door cooler, combo menu and exterior wall design, 15 new attractive menus.



Activation 8: Integrating Business Eco System - Mutual Benefits

“Business integration (also known as B2B integration, or just B2B) refers to the comprehensive digital strategy that enables the integration, automation and optimization of key business processes that connect an organization with its trading partners – customers, suppliers, logistics companies, and financial institutions. It is the collaboration by an organization across a business network of external partners”. By providing this service to entrepreneurs, INGEV is distinctive in the market, creating an enriching environment for SMEs to meet local business owners, with facilitation from mentors who effectively work to establish the positive impact relationship.

Bootcamps: INGEV plans to implement Bootcamps in the coming period, especially for the third cycle of the Integrated Entrepreneurship Support System that began in November 2020. The objective of the Bootcamp is to accelerate SME idea formulation and planning. It will feature groups divided according to sectors, that will work on developing an idea to become an E-Commerce integrated reality. Thus, a multidisciplinary team will work to generate ideas,

develop the concept and prepare a speech and presentation at the end of the exercise.

Accelerator Programmes: Dedicated to developing new forms of business and bringing start-ups to the market, INGEV sets out to recruit entrepreneurs, train them, then the best idea chosen will get funding.

Investor Meetings: INGEV foresees to weave a compelling narrative about beneficiaries’ business and vision, with a live Q&A session, to be held with potential investors. They are meant to consolidate business relationships and embark on new ones. Well prepared Presentations by SMEs will inform about progress made, challenges faced and desired solutions. Tim Barton, investor and founder of Freightquote.com said “The hunger is important. It’s not their arrogance or boastful assurance in the company that appeals to an investor, but their hunger -- the passion that drives their business.”

“THE HOPE”



Lobna Helli is a female entrepreneur with a law degree from Aleppo University.

“I graduated Aleppo University in the 23rd place. In 2010, I entered National Institute of Administration but I couldn’t finish because of the war. We moved to Turkey in 2015 because I don’t want to put my children in danger anymore. When I first arrived, I couldn’t find a job for 8 months. I started to cook and sell. I established a food shop as “Çikolata evi” in 2017. I extend my business and opened a restaurant in 2019.

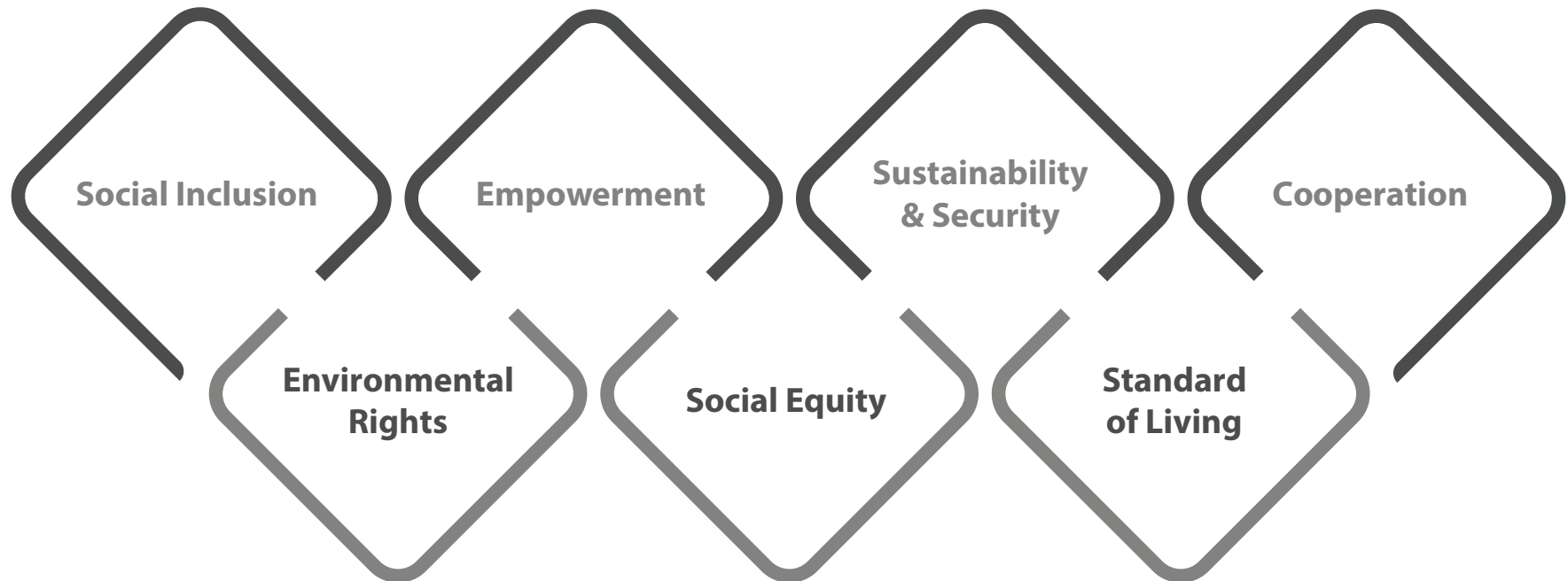
The biggest challenge and difficulties that Lobna faced were the lack of knowledge about Turkish law, especially on licenses for business establishment, language barrier, finding a trustworthy accountant.

Lobna received digital consultancy to enhance her social media accounts in order to increase her customer database.

“This
business is
hope for me.”

“The service was excellent. They also reviewed and updated the restaurant menu. With INGEV support, I will transform the business from a personal company to a Limited Company and apply for working permits for my business partner.”





“Planet Adjusted Human Development”

It is the commitment of each and every
member of İNGEV to support
all vulnerable groups

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