



economic  
development.

## Who we are

ICON-INSTITUTE Consulting Group is one of the leading development consulting companies based in Germany. We offer innovative solutions and services to our clients and partners. Our reputation for excellence and efficiency is built on nearly 50 years of experience and a portfolio including over 860 assignments in more than 100 countries.

## ICON Business Areas

- Education and Training
- Economic Development
- Financial Sector Development
- Engineering and Infrastructure
- Agriculture and Rural Development
- Social Policy and Health
- Social Research and Evaluation
- Statistics
- Information and Communication Technology
- Governance and Public Administration
- Justice and Legislation



## ICON's Projects and Offices



## Our Services

### SME Promotion

ICON assists private stakeholders in developing and implementing strategic tools and instruments, as well as enterprise development.

- SME and micro entrepreneurship
- Business plan competition
- Business development services
- Private sector organisation / association development
- One-stop-shops



### Local and Regional Economic Development

ICON assists local and regional government in applying policies, tools and instruments for economic development.

- Creation of enabling environment
- Enhancing policy dialogue
- Development and application of LED tools
- Value chain development
- Public-Private Partnership (PPP)

### Institution Building

ICON assists in building institutional capacity, develop strategies and build up structures to manage efficient and effective institutions and agencies.

- Procurement advice
- Legislation / Policy advice
- Capacity building



concepts. consulting. training.

### Trade and Investment Promotion

ICON assists governmental agencies, private sector companies and organisations with their export and foreign investment promotion.

- Sector analysis
- Access to international markets
- Trade-fair participation
- Investor search and match-making



### Regional Integration

ICON supports regional integration processes by developing and strengthening national and regional institutions with regards to

- Trade integration (i.e., common markets)
- Development of regional policies (competition, law, customs, social coherence & inclusion, etc.)
- Creation of a regulatory enabling environment for private sector development
- Harmonisation of quality standards
- Strengthening of civil society institutions at regional level
- Public awareness raising
- Fostering of cross-region cooperation

### Selected References

**Algeria:** Recruitment of Support Unit and Ad Hoc Technical Assistance for the Programme to Support Diversification of the Economy (DIVECO), EU-ENPI

**Algeria:** Consultancy and TA in Communication for the Programme to Support SMEs/ SMIs and Information and Communication Technologies Management, EU

**Azerbaijan:** Local Economic Development, BMZ/ GIZ

**Brasil:** Consultancy on Market Entry and Export Coaching to Minas Gerais -Based Companies for Middle East and North Africa (MENA ) Markets, World Bank

**Burkina Faso:** Program of Support to the Development of the Private Sector in Burkina Faso, EU-EDF

**East Africa:** Support of EAC Integration Processes, BMZ/ GIZ

**East Africa:** Support of Regional Business Associations, BMZ/ GIZ

**Germany:** Textile Value Chains, BMZ/ GIZ

**Ghana:** Local and Regional Economic Development, BMZ/ GIZ

**Lebanon:** Technical Assistance to the Agribusiness Field Unit

**Mongolia:** Advisory Services and Promotion of Small and Medium Enterprises, BMZ/ GIZ

**Myanmar:** Capacity Strengthening for Private Sector Development (PSD), BMZ/ GIZ

**Myanmar:** Capacity Development – Tourism and Agriculture, BMZ/ GIZ

**Nicaragua:** TA to Strengthen Actions of Technological Innovation between the Different Actors of the National Innovation System and Promote the Development of Information and Communication Technologies (ICT), EU-DCI-ALA

**OCTA:** Technical Assistance to OCTA (Association of Overseas Countries and Territories of the European Union), EU

**Palestine:** Private Sector Development-Cluster Project, AFD

**Peru:** Sector Operational Planning (POS) as part of the Assistance to the National Strategic Export Program, EU-ALA

**Rwanda:** Promotion of Economy and Employment (Eco-Emploi), BMZ/ GIZ

**Rwanda:** Development of Small and Medium Enterprise (SME) Clusters, BMZ/ GIZ

**South Africa:** Strengthening Local Government, Local Economic Development, BMZ/ GIZ

**Swaziland:** Competitiveness and Trade Support Programme, EU-EDF

**Tanzania:** Consultancy Services for Improved Market Access of SMEs, DANIDA

**Tanzania:** Provision of Consultant's Services for the Business Development Gateway Programme, World Bank/ TPSF

**Tunisia:** Strengthening Business Associations in Tunisia Under the EU PACS Programme, EBRD

**Ukraine:** Sustainable Economic Development, BMZ/ GIZ

**Ukraine:** Support to Sustainable Regional Development, BMZ/ GIZ

**Vietnam:** Business Advisory Services to Small and Medium Enterprises (SMEs) via the Vietnam Association of SMEs (VINASME), World Bank

**West Bank/ Gaza:** Palestinian Upgrading and Modernisation Program (PUMP), AFD

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