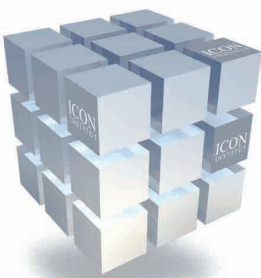


economic
development.



concepts. consulting. training.

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

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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