

50 YEARS OF

**IMPACT.
TRANSFORMATION.
RESPONSIBILITY.**



**Economic Development and
Employment Promotion**

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ICON-INSTITUTE Consulting Group is one of the leading development consulting companies based in Germany. Founded in 1975 we offer innovative solutions and services to our clients and partners in the fields of Statistics & Evaluation, Economic Development & Employment Promotion, Education & Social Development, and Agriculture & Rural Development.

For more than five decades, ICON-INSTITUTE has championed sustainable economic development across the globe. Within this legacy, we shape labour markets, empower local actors, and transform value chains through tailored services in **Economic Development & Employment Promotion** that bridges macro-policy insight with grassroots impact.

From its beginnings in the 1970s and 80s, when projects such as trade promotion for the ceramics and rattan industries in the Philippines, institutional development in Mexico or the development of a SME Credit Line in Ukraine laid the foundation for our expertise, the portfolio has steadily evolved and expanded. Over time, our work has spanned continents – from Africa and Asia to Europe’s transition economies in the 1990s, Latin America and the Middle East in the decades that followed – accompanying governments on the **macro level**, organisations on the **meso level** as well as enterprises on the **micro level**.

ICON-INSTITUTE contributes directly to the achievement of several Sustainable Development Goals: **SDG 1** (No Poverty), **SDG 8** (Decent Work and Economic Growth), **SDG 9** (Industry, Innovation and Infrastructure), and **SDG 17** (Partnerships for the Goals).

Our work in economic development not only enhances competitiveness and resilience but also drives **job creation and employment promotion**, empowering people to build secure livelihoods and sustainable futures.



Our Services

We offer a comprehensive range of services spanning the full project cycle from research, to implementation and evaluation. Our expertise includes conducting feasibility and sector studies, delivering technical advisory services, project management including framework contracts and large expert pools and implementing capacity-building initiatives in the following fields:

Supporting enterprises, associations, and service providers to foster inclusive participation and promote sustainable business models that generate employment:

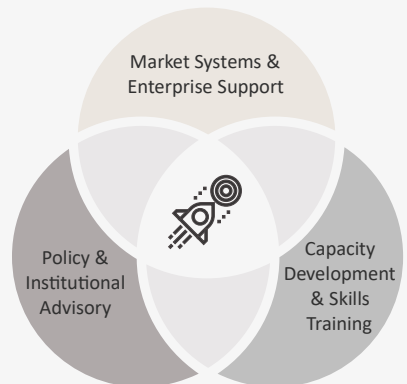
- Strengthening MSMEs and start-ups through advisory services, innovation support, and improved business practices
- Enhancing competitiveness and integration into local and global markets through upgrading, certification, and quality management
- Linking enterprises and service providers with investors and partners to mobilise resources and foster inclusive, employment-oriented growth

Strengthening business skills enabling small and medium enterprises to operate more effectively and sustainably:

- Enhancing strategic, financial, and operational capabilities for improved performance
- Supporting SMEs in meeting quality, certification, and export requirements to enter and expand in local and international markets
- Promoting technological adaptation and efficiency improvements to increase competitiveness and resilience

Guiding governments on reforms to improve the business environment:

- Supporting the design of policies that simplify business procedures and enhance transparency
- Advising on frameworks that attract private investment and foster fair market conditions
- Facilitating collaboration between government, private sector, and civil society to ensure inclusive and effective reform processes



Selection of recent references

- Albania: Support to the EU Accession Negotiations in the Economic Sector, EU
- Algeria: Support for Algerian companies in the circular economy, BMZ/GIZ
- Bangladesh: Good Working Conditions in Tanneries, BMZ/GIZ
- Feasibility Study for the setting-up of a Regional Centre of Competences for the Promotion of Employment, BMZ/GIZ
- Benin: Employment and Labor Market Analysis, BMZ/GIZ
- EAC: Participatory Regional e-Commerce Strategy, BMZ/GIZ
- Gambia: Technical support and services in relation to sustainable economic development and the promotion of the private sector, Enabel
- Germany: Textile Value Chains, BMZ/GIZ
- Ghana: Support to the Private and Financial Sector (PFS), BMZ/GIZ
- Jordan/Palestine: Online Market Information Platforms, BMZ/PTB
- Jordan: Business Licensing Reforms in the Food Sector, BMZ/GIZ
- Jordan: Entrepreneurship for Sustainable Economic Development and Employment in Jordan, BMZ/GIZ
- Jordan: Tourism Licensing Reform, BMZ/GIZ
- Jordan: Trade for Employment, BMZ/GIZ
- Kenya: Employment promotion for women for the green transformation in Africa, BMZ/GIZ
- Lebanon: Employment Promotion Lebanon, BMZ/GIZ
- Lebanon: Technical Assistance to the Agribusiness Field Unit, EU
- Mauritania: Technical support and services in relation to sustainable economic development and the promotion of the private sector, Enabel
- Morocco: Job partnerships and promotion of SMEs in Morocco, BMZ/GIZ
- Multi: WE4A Access to Finance Country Guidance, BMZ/GIZ
- Myanmar: Capacity Development – Tourism and Agriculture, BMZ/ GIZ
- Palestine: Palestinian Upgrading and Modernisation Programme, AFD
- Palestine: Technical Assistance to the Private Sector Development Cluster Project, AFD
- Rwanda: Support the Incubator/Accelerator Facility for the wood Sector, BMZ/GIZ
- SADC: Regional Economic Integration, ESG in the leather sector, BMZ/GIZ
- Tajikistan: Start-Up- and Entrepreneurship Promotion Tajikistan, BMZ/GIZ
- Tanzania: Strengthening regional economic integration in SADC (leather sector), BMZ/GIZ
- Tunisia: Financing of MSMEs for the Promotion of Employment II, KfW
- Uganda: Access to financial services for small-scale farmers, BMZ/GIZ
- Ukraine: Strengthening Ukraine's EU-Alignment in the Rule of Law, BMZ/GIZ
- Vietnam: Business Advisory Services to SMEs, World Bank



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