

Report



Department of Economic Affairs, Commerce & Industry

Business Development Center

IDEA (Iniciativa pa Desaroyo di Empresanan Arubano) is a unit in the Department of Economic Affairs, Commerce and Industry since February 2012.

Its mission is to inform, guide, and educate potential or existing entrepreneurs in order to make their business a successful one. All this contribute to the realization of a sustainable development in the commercial sector in order to increase productivity and efficiency of the entrepreneurs. This increase brings higher productivity and a healthy labor market.

IDEA also provides business education for potential and existing entrepreneurs, such as: workshops, trainings, webinars and the business management course “Empresario Prepara I + II”.

EDUCATION

The Business management course has been given in collaboration with Enseñansa pa Empleo (Government Education Institute) till 2018. As of 2019, IDEA is organizing this business course independently from EpE. It has been a successful change. The main purpose of this course is to supply the entrepreneur with the necessary knowhow to start and/or grow his business and to make him aware of the importance of having knowhow of the basic tools to manage a business successfully.

STRATEGIC OBJECTIVES

Our objectives are:

- Keep Clients Satisfied and meet Clients Needs
- Build Word-of-Mouth Reputation
- Maintain a good relationship with our clients and improve client retention
- Promote the value of entrepreneurship in all ages to create opportunities and develop young people and adults
- Provide young people and adults with entrepreneurial learning opportunities
- Support young people and adults to create and grow businesses.



Our main purpose is to stimulate the new generation and small businesses in Aruba in order to enhance economic growth and to prepare/adapt policies to assist and stimulate business to rebuild and develop during and Post COVID-19, through guidance, training and promotion.

Client data analysis

Jan - June 2021



CLIENT DATA ANALYSIS

Since March 2020, IDEA has been closed for public services due to the pandemic of Corona Virus.

From January 2021 until the end of June 2021, IDEA has attended 8 **clients**. Eight of them wished to start a business in the near future. From the 8 clients, 5 of them wished to start a Sole Proprietorship Business, 1 of them wished to start a Limited Company (VBA) and the rest wants general information regarding how to start a business and explanation regarding business legal forms.

Six of them are females, 2 of them are males and 4 of them are born in Aruba and the other clients are born abroad.

IDEA is still giving support to our SMEs/clients virtually or by phone. In the upcoming months, we will accept our clients back at our office.

MIN FEC & IDEA

CAMPAIGN CUMPRO LOCAL

#DiNosPaNosMes

February • March • 2021

The inauguration of the campaign took place on November 25th, 2020, in the Mainstreet of G.F. Betico Croes next to La Moderna.

The goal of this campaign is to make awareness to the local community to buy local products or to make use of local services to stimulate the local market so we can rebuild the economy of Aruba.





Interviews with SMEs for Campaign 'Buy Local'

The team of Buy Local, consisting of IDEA's staff and the communication team of MinFEC, has interviewed 5 of our local entrepreneurs during this campaign. This is a great exposure for their business and also they had the opportunity to promote their products or services. They have explained in short how they have survived the pandemic and what they are still doing to survive this crisis.

During this campaign we interviewed the following SMEs:

- Mimi's Jewels (Feb 2021)
- Mauchi Smoothies (Feb 2021)
- Chocoglam Gift & Beyond (Feb 2021)
- Piece of Cake (Feb 2021)
- Chubato Farm (March 2021)

After editing those videos by the team of MinFEC, they will be posted on Social Media to promote the products and services of the SMEs. One of the company, Chubato Farm, is out of operation since June 3, 2021.

BY IDEA AND MINFEC

INTERVIEW WITH MIMI'S JEWELS

Handcrafted jewelry



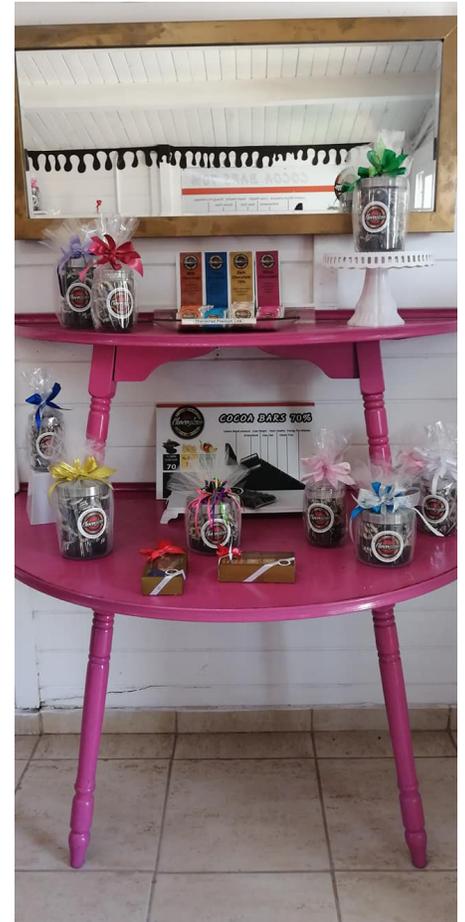
INTERVIEW WITH MAUCHI SMOOTHIES

Healthy snacks & drinks



INTERVIEW WITH CHOCOGLAM GIFT & BEYOND

Aruba's Artmaking chocolate



INTERVIEW WITH PIECE OF CAKE DESSERT TRUCK

Baking & Pastry Arts



CHEESE CAKE	BOLO DI:	3 LECHE 6,5
STRAWBERRY 7	MANTECA 5,5	3 BAILS 8,5
OREO 6,5	CASHEW PATE 8,5	3 ELEGUILLA ROSE 9,5
CHEDDAR 6,5	PRUIM 7,5	PONCHO PISTACHO 7,5
FRIED 9,5/12	PISTACHO 6,5	PONCHO CAJENA 7,5
PISTACHO 7	BORRACHO 7,5	M&M OREO 7,5
PINE APPLE 7	PUDDING 6,5	CHOCOLATE 6,5
CREME	TONKA REAL 7,5	CHOCO OREO 6,5
BRULEE 7	QUESILLO 6	CHATER 4,5
	ICE CREAM 6	



INTERVIEW WITH CHUBATO FARM

Fruit & Vegetable Craftjuices



WEBINARS 2021

Women Entrepreneurship

For Women by IDEA

- **STRATEGIC ENTREPRENEURSHIP & INNOVATION**
- **FROM ENTREPRENEUR TO ENTREPRENEURSHIP**

A few reasons women are favoring entrepreneurship over climbing the corporate ladder are the following:

- To have more flexibility
- To charge what they are worth
- To have more control over their future
- To advance more quickly
- To follow their passion

Women Entrepreneurship

WE

For Women by IDEA

Webinar I

STRATEGIC ENTREPRENEURSHIP & INNOVATION



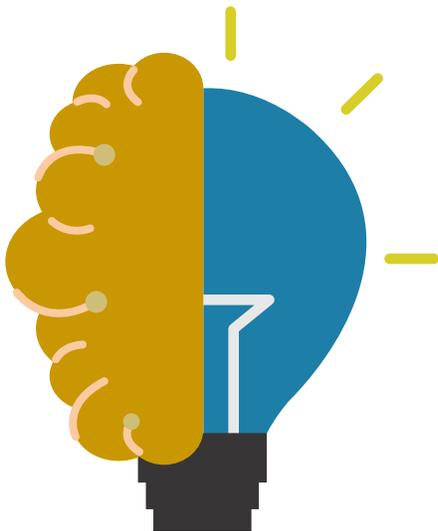
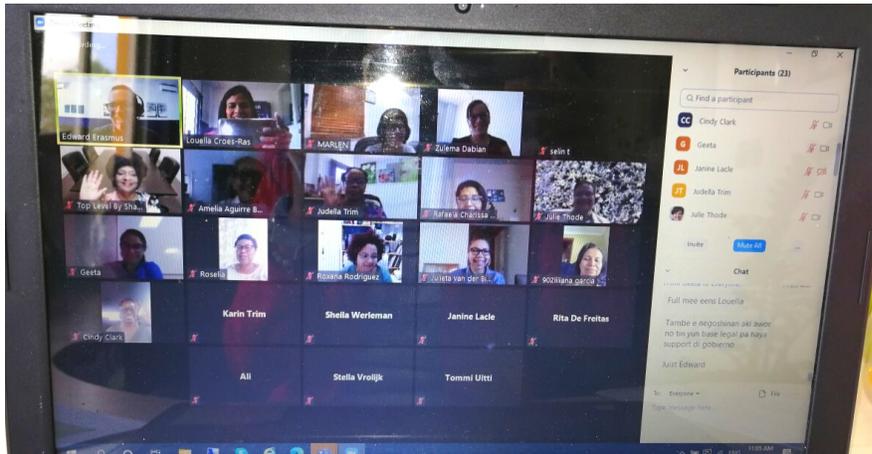
BY IDEA AND ERASMUS CONSULTING & TRAINING

The first webinar of Women Entrepreneurship took place on 26th of March, to celebrate the Women's History Month. The facilitator was Mr. Edward Erasmus. A total of 21 women participated in this webinar.

Our Strategic Entrepreneurship and Innovation Webinar for women provided the participants with the tools and techniques to understand and manage entrepreneurship and innovation and to lead innovative business/organization.

Innovation is essential in the modern business world. Whether you want to start a new business, add value to your existing job, or start consulting, entrepreneurship skills will help you make the most of your career.

Mr. Erasmus presented the reasons that make women better entrepreneurs than men, the Strategic Entrepreneurship, the keys to Entrepreneurial Success, Intro to Creativity and Innovation, types and levels of Innovations, disruptive Innovation and Process Innovation.





Webinar II: From Entrepreneur to Entrepreneurship

BY IDEA AND ACTIONCOACH

IDEA in collaboration with ActionCOACH, have organized a webinar on 30th of April 2021. The Facilitator was Mr. Dave Martinus, Certified Business Coach of ActionCOACH.

The webinar included the following topics:

- The Big Five personality traits and Entrepreneurial Cognitions;
- Entrepreneurial Uniqueness;
- Entrepreneurial Process;
- Defining Entrepreneurship;
- Characteristics of an Entrepreneur.



A total of 15 participants have attended this webinar. The feedback from the ladies was very positive and they were very glad with the content of the webinar.

Dave Martinus

- Certified Business Coach for ActionCOACH
- Certified Management & Leadership Trainer
- More than 20 years of experience in Human Resources, Marketing and Sales
- Facilitator for the Aruba Chamber of Commerce "Empresario Independiente"
- Facilitator for Department of Economic Affairs "A prepared Entrepreneur"
- Facilitator for Enseñansa Pa Empleo "From Employee to Top Manager"
- Credits Coach
- Honored as 2019 & 2018 Caribbean Coach of the Year for Actioncoach
- President Stichting Parlamento Hubenil di Aruba
- Boardmember Koningin Wilhelmina Fonds



vision
TARGET
strategy

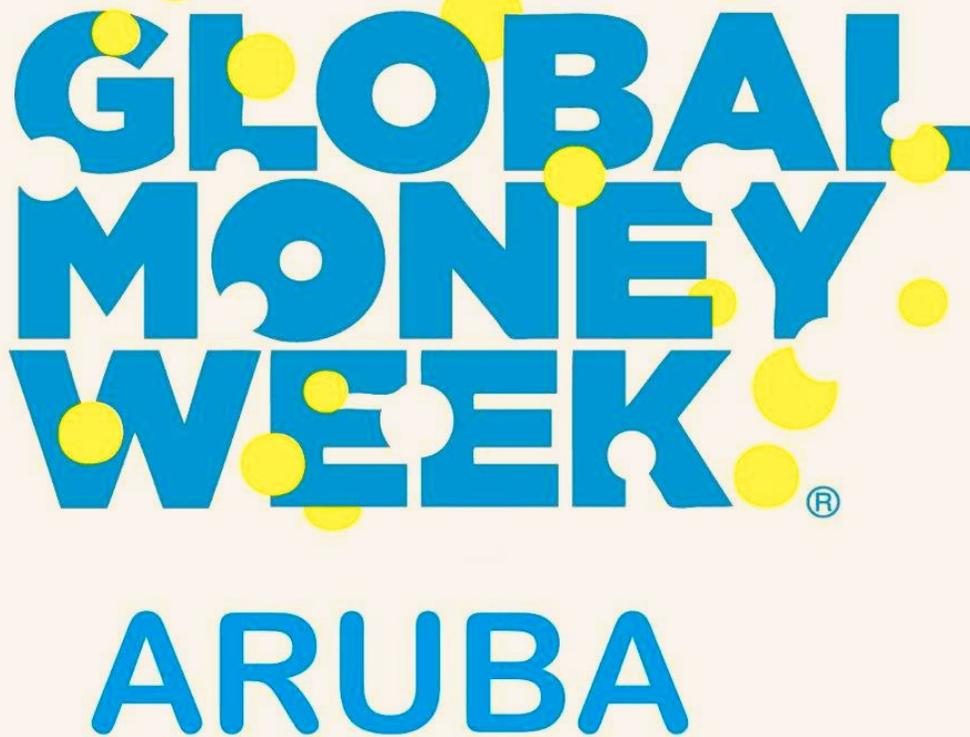
Does someone need to start a business from scratch to be called an entrepreneur?

Maria Dijkhoff
Dave Martinus
Julie
Elizabeth Angre Zing

What are the characteristics of an Entrepreneur?

- A **beginner** in the market, who has something new to offer to society and starts right from scratch to establish and run the enterprise.
- An **innovator**, who has a thought-provoking idea or concept in his/her mind, that has the capability to lead the marketplace.
- A **developer**, who develops a business model, to give shape to the idea.
- A **leader**, who provides guidance and support to his/her men, to work in a specific direction or change the same (if required) so as to achieve the target.
- An **incharge** who is accountable and responsible for the success or failure of the venture, for the decisions made by him/her.
- A **promoter**, who takes all the relevant steps to turn the dream into reality.
- A **forecaster**, who foresees, future opportunities and threats which can affect the venture, positively or negatively.
- A **risk-taker**, who has the ability to anticipate the risk in the future moves, and take the risk, if they are beneficial to the enterprise.

Julliano

The logo for Global Money Week Aruba features the words "GLOBAL MONEY WEEK" in a large, bold, blue, sans-serif font, stacked in three lines. Below this, the word "ARUBA" is written in a similar bold, blue, sans-serif font. The text is set against a light beige background with several yellow circles of varying sizes scattered around it. A registered trademark symbol (®) is located at the bottom right of the "WEEK" text.

GLOBAL MONEY WEEK®

ARUBA

In order to stimulate financial education in Aruba, the Central Bank of Aruba, in collaboration with different Aruban financial and government institutions, has formed a financial education and cooperation team to launch an Aruban version of "Global Money Week". This program was launched in 2018.

Global Money Week (GMW), an initiative of Child & Youth Finance International (CYFI), is an annual financial awareness campaign that is organized to inspire children and young people to learn about money matters, livelihoods and Entrepreneurship.

IDEA was honored to participate once again in this educational project. This project was organized on the main street of San Nicolaas in the year 2018 and 2019, specifically aimed for children of primary education (class 5 and 6) in order to develop their financial capacities. A lot of students were part of this beautiful project.

The National program, called "Aruba Money Week", was organized for the fourth time in March 2021 with the support of Global Money Week International and the Kids Council, which is an initiative of Princess Laurentien of the Netherlands.

Setting up your business using the **BUSINESS MODEL CANVAS**



Earn • Save • Learn

The "Aruba Money Week" Project consisted of 3 stations:

- Learn
- Earn
- Save

This year due to the pandemic of Corona Virus, we send the video of last year (including a small editing) to the Central Bank of Aruba. The video was presented by the selected schools that have participated to the AMW2021. IDEA together with Qredits, National Archaeological Museum Aruba and the Aruba Chamber of Commerce did the video presentation of Earn Station last year. This same video was presented at the schools.

The topic of the video presentation was "Setting up your business using the Business Model Canvas" and it consisted of different subjects.



The video was presented by the schools to explain the importance of children knowing the ins and outs of entrepreneurship (21st century skills);

- an introduction by Qredits regarding Block 1 "Waardepropositie";
- an introduction by Museum regarding Block 2 "Klantsegmenten, Kanalen en Klantrelaties";
- an introduction video by KVK regarding Block 3 "Kern activiteiten, Strategische Partners en Belangrijkste Bronnen";
- an introduction by IDEA regarding Block 4 "Kostenstructuur en Inkomstenstromen".



Thinking Flowers? Flower Business Opportunities



Webinar

21 APRIL 2021
10:00 - 11:00 AM



**Fantastic
Gardens**

PERFECT LANDSCAPING



WEBINAR III THINKING FLOWERS?

Webinar Flower Business Opportunities presented in collaboration with
Fantastic Gardens

This webinar took place on 21st of April and was designed for persons that have a passion for flowers, greenery, nature, and the outdoors and that were interested in turning their passion into a business.

The basic key to open the door to success in the floral industry was presented in this webinar.

Whether you want to start your own floral business or wish to join an existing organization, this webinar provided the essential fundamental knowledge such as the right techniques to care for the fresh flowers appropriately.

It was also helpful for people who want to take floristry as a new hobby.

The facilitator was Mrs. Marylaine Croes, she is the Store Manager at Fantastic Gardens Aruba and she holds a bachelor's degree in Plant Science.



BUSINESS COURSE EMPRESARIO PREPARA 1



CLASS OF 2019

PREPARED BY

IDEA

PRESENTED BY

Mrs. Olivia M. Trimon-Croes
Mrs. Carroll Shelby Maduro
Ms. Marylu G. Ras
Mr. Edward Erasmus
Mr. Dave Martinus
Mrs. Johrainne Lacle Giron

12th April till 12th of July 2021

SUCCESS IN BUSINESS REQUIRES: TRAINING, DISCIPLINE & HARD WORK

The main purpose of this business management course is to supply the entrepreneur with the necessary knowhow to start and/or grow his business and to make him aware of the importance of having additional knowhow of the basic tools to manage a business successfully.

The mission of this course is clearly a vision of the Government of Aruba to broaden the economy of Aruba with the development of micro, small and medium businesses. These businesses can have the capacity to bring in new commercial and innovative activities, to help diversify the economy of Aruba.

Since September 2012, IDEA has organized the course of "EP I" in collaboration with the EpE. Since 2019, IDEA did the whole organization of the business course with the approval of our Minister.

The course started on April 12th, 2021 and will end on 12th of July 2021. A total of 12 persons have participated in this course. The classes were given twice a week on Mondays and Wednesdays, and a total of 25 lessons were presented.

This course consists of 6 modules:

- Corporate Social Responsibility (Human & Business Rights),
- Business Continuity Plan,
- Marketing,
- Business Plan,
- Business Law,
- Small Business Administration & Finance.

The graduation for EP I will take place in the month of September 2021.

Education is the key!!

Introduction

Corporate Social Responsibility (CSR) means taking responsibility for the impact of your business activities on man, the environment and society.

Business & Human Rights

SECTION 1 Overview of Human Rights Framework | SECTION 2 International Human Rights | SECTION 3 UN Principles on Business and Human Rights | SECTION 4 CSR

Human Rights Framework – The Basics

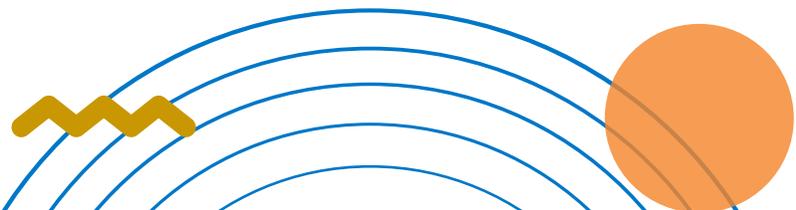
States have the obligation to establish laws, policies and programs that can facilitate & promote the enjoyment of such rights.

The idea of universal human rights recognises that every person holds certain rights that are basic to upholding human dignity.

All persons and entities have the duty to respect the rights of every one else living in society with them.

Table of Contents

- 1 Overview of Human Rights Framework
- 2 International Human Rights
- 3 UN Principles on Business and Human Rights
- 4 CSR

OTHER PROGRAMS

MinFEC / Telearuba / University of Aruba

February • March • 2021

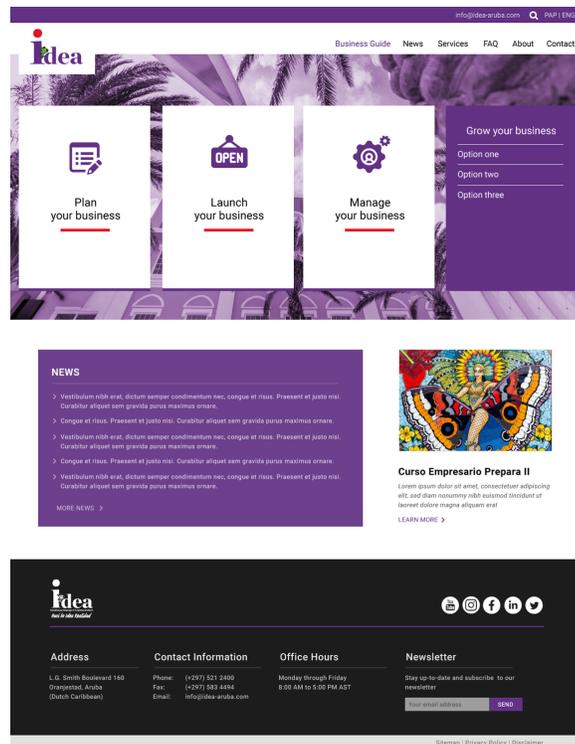
During this year IDEA participated in different other programs.

- We participated in the Economic Program of MinFEC called "Aruba Fuerte y Resiliente" regarding information of Entrepreneurship and Agripreneurship"
- IDEA also participated at the TV program at Telearuba called "Na Placa Chikito". This program was hosted by Mr. Francis Groeneveldt.
- At the University of Aruba, IDEA was invited to participate as Jury for a Social Entrepreneurship presentation.
- IDEA helped out 2 other students with information regarding Agriculture and Corporate Social Responsibilities.
- IDEA also collaborated in the Investment Summit and the Export Week. In Investment Summit IDEA was in charge with Social Media and Communication and in the Export Week we was in charge for the whole Social Media.

OTHER PROJECT

WEBSITE IDEA

Year 2021



This year IDEA is working on a new face for its website.

This website is designed in a way that an entrepreneur or startup will find all information regarding how to start a business or how to manage an existing business etc.

The website will be published in two different language, Papiamento and English. The version of Papiamento is almost done and the translation in English is still in process.



Thank you for Your Time, Ideas and Support !!

First of all, the team of IDEA would like to thank our Minister of Finance, Economic Affairs and Culture for her great support and also to all our stakeholders, partners, the team of the Department of Economic Affairs and all our clients for their continued commitment, and invincible enthusiasm which made all our project a successful one.

We couldn't have done it without you All.