

# 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
- Supporting women entrepreneurs to revive growth, create jobs, and generate transformational economic impact
- To make awareness that youth (social) entrepreneurship can both support youth development and help accelerate the implementation of the SDGs.



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

## July - Dec 2021



### CLIENT DATA ANALYSIS

From July 2021 until the 14th of Dec 2021, IDEA has attended 9 **clients**. All of them wished to start a business in the near future. From the 9 clients, 5 of them wished to start a Sole Proprietorship Business, 3 of them wished to start a Limited Company (VBA) and 1 of them was interested to start a Foundation.

Four of them are females, 5 of them are males and 4 of the total clients are born in Aruba and the other clients are born abroad.

IDEA is now attending its clients at the office. But the option of virtually service will stay.

IDEA

# CAMPAIGN CUMPRA LOCAL

#DiNosPaNosMes

Social Media Promotion







## Interviews with SMEs for Campaign 'Buy Local'

The team of Buy Local has interviewed 5 entrepreneurs during this campaign since 2020. One of them went out of operation during the pandemic. During the interview, the entrepreneurs had the opportunity to promote their products or services and they have explained in short how they have survived the pandemic and what they are still doing to survive this crisis.

A short video of each of the following entrepreneurs has been edited and then published on Social Media pages of *@Cumpra Local*, *@IDEA*, *@Department of Economic Affairs* and *@Small Business Event*.

The entrepreneurs were the following:

- Mimi's Jewels (handcrafted jewelry)
- Mauchi Smoothies (Healthy snacks & drinks)
- Chocoglam Gift & Beyond (Artmaking chocolate)
- Piece of Cake (Baking & Pastry Arts)

We also published two videos with important information for the SMEs of the following Government Offices:

- Department of Economic Affairs, Commerce & Industry (*Six promising sectors to diversify the economy of Aruba*)
- Social Security Bank of Aruba (*Why it's important to register your employees at SVB*)

In October 2021, we received all the videos from the editor. All the abovementioned videos were posted on Social Media for promotion and education.

# GOVERNMENT OFFICES DEACI & SVB



# SMALL BUSINESSES



# Everything Small Business Owners & Entrepreneurs need to know about filing taxes

## Free Webinar



### Some Topics:

- Duty of Administration (administratieplicht)
- Declaration duty (aangifteplicht)
- How to fill in BBO, LB and premiums
- And all that you need to know about the tax system

## Webinar IDEA: Tax Time

### BY IDEA AND DIMP

IDEA in collaboration with DIMP, have organized an Income Tax webinar on 15th of September 2021. The Facilitators were Mrs. Johrainne Lacle-Giron, Mrs. Lisandra Lacle y Mrs. Ruthline Webb.

The webinar included the following topics:

- Income Tax vs Profit tax
- Applicable taxes on doing business as BBO/BAVP/BAZV, LB and social premiums
- Collective wage sheet and collective statement for third parties
- Plan "Alivio Fiscal" and KOR (Kleine Onderneming Regeling) etc.



A total of 60 participants have attended this webinar. The feedback from the participants was very positive and they were very glad with the content of the webinar. Due that this topic is very important for all new and established entrepreneurs in Aruba, IDEA is trying to organize this type of webinar once or twice a year depending on the demand.







# CEREMONY EMPRESARIO PREPARA 1



**PREPARED BY**  
**IDEA**

*12th April till 12th of July 2021*

## **SUCCESS IN BUSINESS REQUIRES: TRAINING, DISCIPLINE & HARD WORK**

On 15th of October 2021, took place the Certification Ceremony of the Business Course EP I. A total of 11 persons have participated in this course. At the end of the course, a total of 11 participants received a certificate of completion, The youngest participant is 23 years old. From the successful candidates, 2 of them are males, 9 of them are females and the highest final score is an 9.6 and the lowest final score is an 5.5.

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. Due to demand, IDEA decided to broaden the curriculum of the course under the name of "Empresario Prepara II". 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.

This course consists of 4 modules:

- Corporate Social Responsibility,
- Business Continuity Plan,
- Marketing,
- Business Plan,
- Business Law,
- Small Business Administration.

Next year, we will continue with the Business Course EP II in the month of April.

# OPENING CEREMONY 2021





# class 2021





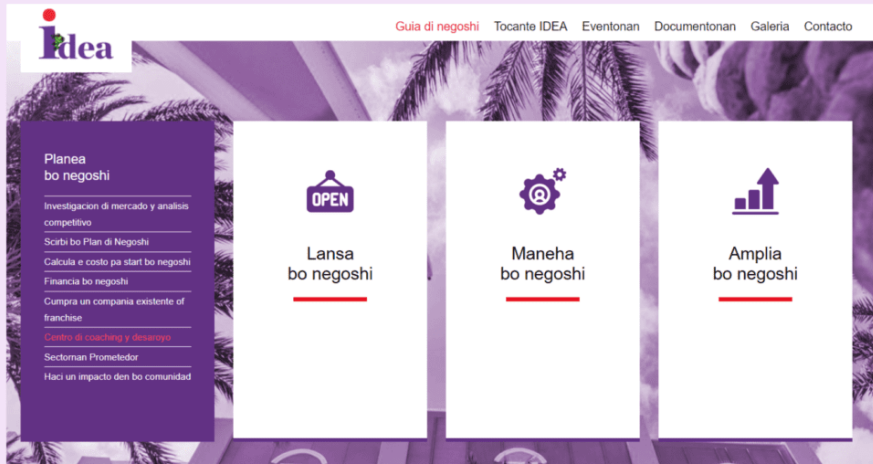


# Teachers 2021



Bishita nos website nobo na  
Papiamento:  
cu lo duna bo guia pa bo negoshi.

[www.idea.aw](http://www.idea.aw)



On 29th of October 2021, Idea has launched its new website in both languages, Papiamento and English.

**On the website you will find information regarding:**

- How to launch your business
- How to manage your business
- How to expand your business
- Our events
- Documents that can be downloaded
- Our gallery
- How to contact IDEA

**The benefits of having a website are as follows:**

- It offers the user convenience as they can access the information they need
- It's a good way to promote our social media channels and build up a community with our (new) clients
- It can save a lot of time as everything the client need is on one place and can be accessed at any time
- Anyone, from any country, will be able to find us
- Analytic tools allow us to identify who our typical client is, how they found us, what they like, and adapt our services
- Websites provide an easier way to handle customer service
- Websites, in general, are great ways to in providing a place that potential investors can be referred to. It shows what our SBDC is about, what it has achieved and what it can achieve in the future.

## WEBSITE LAUNCHING

- **Launch your business**
- **Manage your business**
- **Expand your business**

[WWW.IDEA.AW](http://WWW.IDEA.AW)



# WEBSITE LAUNCHING CEREMONY



WEBINARS 2021

# Women Entrepreneurship

For Women by IDEA

- **ASPIRING WOMEN  
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 WE3

## ASPIRING WOMEN ENTREPRENEURSHIP



### BY IDEA AND VADAVAS JEWELRY, ACCESSORIES & MORE

Our 3rd webinar of Women Entrepreneurship took place on 11th of November 2021. The facilitator was Ms. Valeria Gomez, Women Entrepreneur & Co-Founder of Vadavas Jewelry, Accessories & More.

Being successful often means learning from those who have already achieved their goals. For having a mentor, is an amazing blessing to an entrepreneur, but not everyone can find one in person.

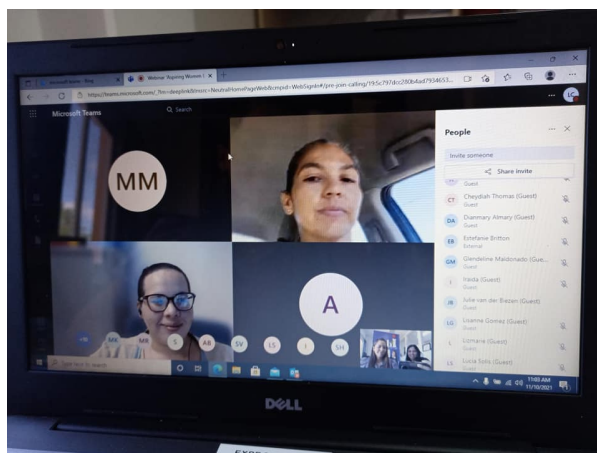
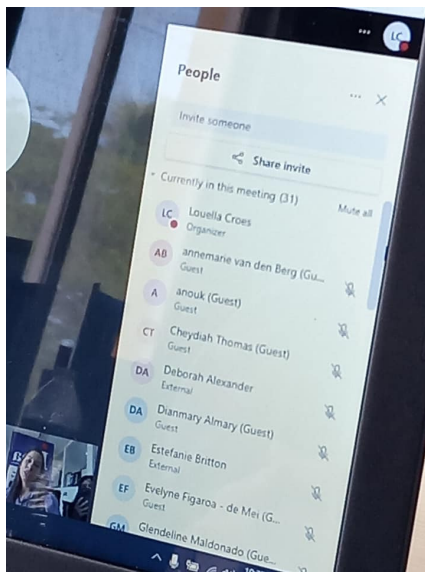
Ms. Gomez provided the participants with different tips to inspire Young or Aspiring Women Entrepreneurs to help them get started. A total of 31 women participated in this webinar.

The tips were as follows:

1. Do not be afraid to have Big Plans
2. Be an Expert in your Field
3. Leverage your Network and Grow
4. Keep Distance from Negativity
5. Have Confidence in Yourself

Ms. Gomez is a successful and amazing inspiring Young Entrepreneur and can be a great mentor for future start ups.

# ASPIRING WOMEN ENTREPRENEURSHIP





# Thank you for Your Time, Ideas and Support !!

First of all, the team of IDEA would like to thank our Minister of Economic Affairs, Communications and Sustainable Development for his great support in the second half of the year 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 projects a successful one.

We couldn't have done it without you All.