

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

Jan - July 2022



CLIENT DATA ANALYSIS

From January 2022 until the 7th of July 2022, IDEA has attended **8 clients**. All of them wished to start a business in the near future. From the 8 clients, 3 of them wished to start a Sole Proprietorship Business, 2 of them wished to start a Limited Company (VBA) and 1 of them was interested to start a Cooperative Association. Two of them are not sure which business legal form they will apply for their business.

Seven of them are females, one of them is a male and 3 of the total clients are born in Aruba and the other 5 clients are born abroad.

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

BUSINESS EDUCATION EMPRESARIO PREPARA II

Learn at the comfort of
your own home!

Education, Since 2012

Online Business Education EMPRESARIO PREPARA

TOPICS:

- Create a Culture of Innovation
- Small Business Tax
- Developing Brand Awareness for Customer Satisfaction
- Leadership and Management

REGISTER

 521-2439/521-2440

 INFO@IDEA.AW



Sept 5th - Nov 14th, 2022
MONDAY & WEDNESDAY
7:00 - 9:15 pm
COST: AFLS. 285.00
Digital Platform 'Microsoft Teams'

PREPARED BY
IDEA

5th September till 14th of November 2022

SUCCESS IN BUSINESS REQUIRES: TRAINING, DISCIPLINE & HARD WORK

On 4th of September 2022, Idea will start with the Business Education Empresario Prepara II.

The main purpose of this business management course is to supply the entrepreneurs with the necessary knowhow to start and/or grow their business and to make them 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:

- Creating a Culture of Innovation,
- Small Business Tax,
- Developing Brand Awareness for Customer Satisfaction,
- Leadership and Management.

The facilitators are:

- Module 1: Mr. Edward Erasmus MA;
- Module 2: Mrs. Cindy Clark, LL.C;
- Module 3: Mr. Neville Thode BSc;
- Module 4: Mr. Dave Martinus, Certified Business Coach.

Registration for this course, has been opened since the Press Conference of IDEA on 16th June 2022. The fee of this course is Afls. 285.00 per participant. By now, we have participants that have registered and made their payment.

Each participant will receive a contract with all information regarding the course, which they have to sign if they agree to comply with the rules for participation. The course will take place on the digital platform of Microsoft Teams and will be given twice a week, on Monday and Wednesday from 7:00 pm - 9:15 pm.

SCHEDULE EP II

SEP.22



SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	Creating a Culture of Innovation	5	6	7	8	9
11	Creating a Culture of Innovation	12	13	14	15	16
18	Small Business Tax	19	20	21	22	23
25	Small Business Tax	26	27	28	29	30

OCT.22

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	Vakantie	4	Vakantie	6	7	8
9	Small Business Tax	10	11	12	13	14
16	Developing Brand Awareness for Customer Satisfaction	17	18	19	20	21
23	Developing Brand Awareness for Customer Satisfaction	24	25	26	27	28
30	Developing Brand Awareness for Customer Satisfaction	31				



NOV.22




SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	Leadership and Management	7	8	9	10	11
13	Leadership and Management	14	15	16	17	18
20		21	22	23	24	25
27		28	29	30		


**Contract
Curso**
Empresario Prepara II

SEPTEMBER • 2022 • IDEA





CURSO 2022 • DEPARTAMENTO DI ASUNTONAN
ECONOMICO, COMERCIO Y INDUSTRIA


Dia y horario
Empresario Prepara II


SEPTEMBER • 2022 • IDEA

Orario di les: 7:00 p.m. - 9:15 p.m.
Dianan di les: Dialuna y Diaranson
Online Platform: Microsoft Teams
Duracion di e curso: 19 les
Prijs pa curso: Awg. 285,-

E curso lo cuminsa dia 5 september 2022 y lo termina 14 november 2022 (**teniendo cuenta cu oktober schoolvakantie**).

CURSO 2022 • PAGINA 5


Firma di acuerdo
Empresario Prepara II

SEPTEMBER • 2022 • IDEA

Door di firma e documento aki, mi ta bai di acuerdo cu mi a ricibi tur informacion **completo** pa e curso di Empresario Prepara II y cu mi ta bai di acuerdo cu tur loke ta menciona den e documento aki cu ta consisti di 13 pagina.


Number di cursista:

Firma di cursista:

Fecha:

Firma di Funcionario di IDEA:

****Entrega un copia di pagina 13 firma pa IDEA!!**

CURSO 2022 • PAGINA 13

PRESS CONFERENCE IDEA EP II



Viral 297

13 Jun · 🌐

Curso “Empresario Prepara II” ta cuminsa dia 5 september 2022

Departamento di Asuntonan Economico, Comercio y Industria/IDEA,... See more



Viral 297

13 Jun · 🌐

Curso “Empresario Prepara II” ta cuminsa dia 5 september 2022

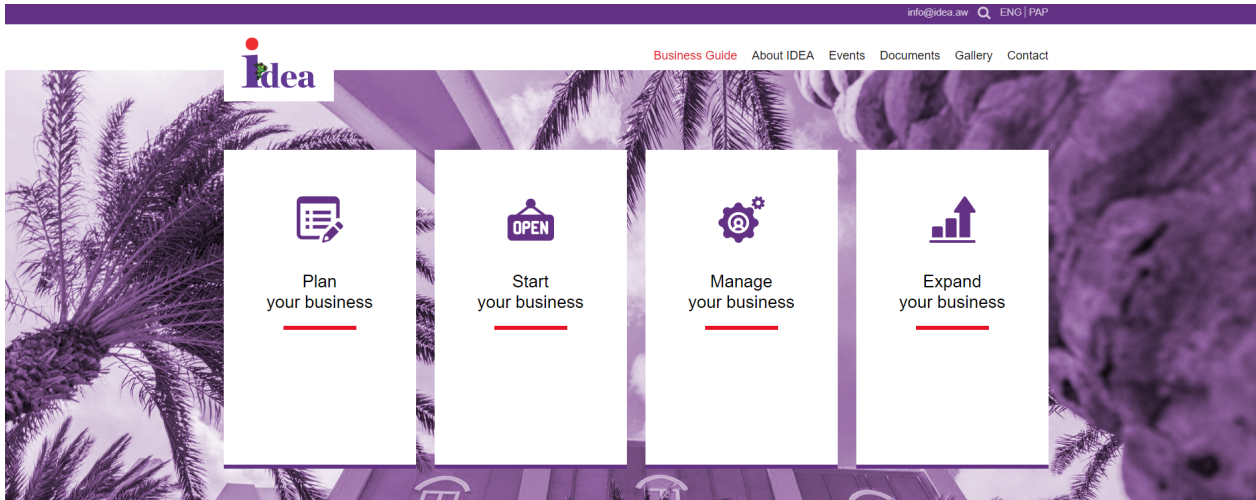
Departamento di Asuntonan Economico, Comercio y Industria/IDEA, ta ofrece un curso pa tur empresarionan of futuro empresarionan

Riba 5 september proximo Iniciativa pa Desaroyo di Empresa Arubano (Idea) ta presenta su curso “Empresario Prepara II” cual ta wordo organisa door di Departamento di Asuntonan Economico, Comercio y Industria.

E curso aki ta wordo duna desde aña 2012 cu IDEA ta existi. IDEA e anja aki a cumpli 10 aña di existencia den luna di februari y un di e servicionan mas importante di IDEA ta e parti di educacion cu pa tur persona cu ta desea di habri un negoshi of cu tin un negoshi existente.

Meta di e curso aki ta:

- pa yuda nos clientenan y futuro empresarionan con pa crea un cultura innovativo den nan negoshi,
- con pa cumpli cu nan debenan cu e pago di impuesto,
- con pa diseña un website y sigui engradece e nivel di informacion y strategia pa haci di nan



Last year on 29th of October 2021, Idea has launched its new website in the version of **Papiamento**.

In April 2022, the **English version** was completely ready to load up on our website. Now, the information is available in 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

ENGLISH VERSION

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

WWW.IDEA.AW

WEBSITE IDEA

ENGLISH VERSION

Plan your business

- Market research and competitive analysis
- How to write your business plan
- Calculate your startup costs
- Finance your business
- Buy an existing business or franchise
- Coaching and Development Center
- Promising sectors
- Make an impact on the community

Start your business

- Choose your business location
- Choose your business structure
- Choose and register your business name
- Do business in a legally compliant manner
- Apply for licenses and additional permits
- Open a bank account
- Get business insurance

Manage your business

- Manage your finances
- Hire employees
- All about tax payments
- Stay legally compliant
- Buy assets and equipment
- Marketing and Sales
- E-commerce
- Stay safe from cyber threats
- Prepare for emergencies
- Close or sell your business
- Employ someone with a disability

Expand your business

- Get more funding
- Expand your business location or activities
- Do business with the Government of Aruba
- Commerce: Importation

YES 2022

YOUTH ENTREPRENEURSHIP SUMMIT

Business Plan for Youthpreneurship

BY IDEA

How is entrepreneurship useful to the youth?

One of the biggest advantages of getting started with entrepreneurship at a young age is the opportunity to learn important skills such as teamwork, networking, problem-solving, critical thinking, innovation, self-discipline, etc.

All these skills can help in school performance and later in life.

IDEA presented the Business Plan workshop for the youth in this summit.

A total of 28 kids participated in this workshop. At the end of the workshop, most of them presented their Business Plan to the group and some of them got great ideas which we have encouraged them to work on their dreams to make it happen.



 **Kiwaniis**
CLUB OF ARUBA

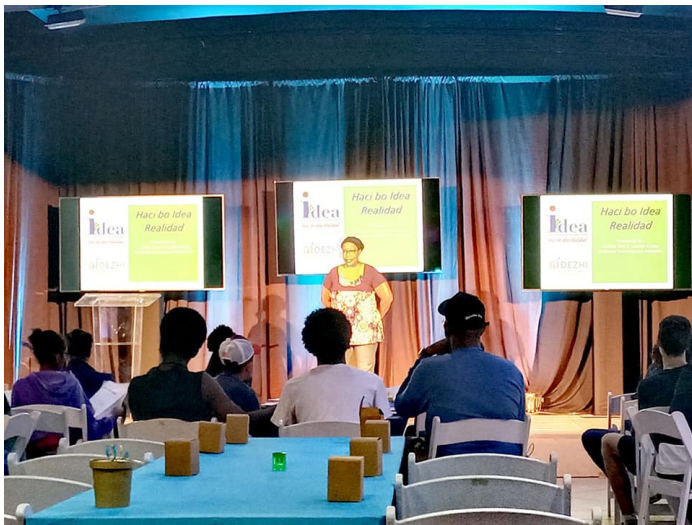


YES!

San Nicolas



WORKSHOP BUSINESS PLAN





IDEA

CAMPAIGN CUMPRA LOCAL

#DiNosPaNosMes

Social Media Promotion





Proposal Campaign 'Buy Local'

Campaign Cumpra Local was a great initiative of the Government of Aruba (Cabinet Wever-Croes I) during the COVID-19 pandemic. The campaign was inaugurated officially on 25th of November 2020 in the main street of Oranjestad. The unit IDEA, located in the Department of Economic Affairs, Commerce and Industry, was honored to execute this project in collaboration with the Communication team of Former Minister of Economic Affairs, Ms. Xiomara Maduro.

The main purpose of this project is to bring awareness to the community of Aruba regarding the importance to buy local products and/or make use of local business services to help rebuild the economy of Aruba during and after the pandemic.

There are many reasons to continue with the campaign 'Cumpra Local' in order to have the positive economic impact of buying local.

Some reasons are:

1. Improves the local economy: the economy of Aruba consists of 97% of micro, small and medium enterprises, and they support our economy and contribute to the GDP of Aruba. Spending locally also contributes to taxes, such as BBO/BAZV/BAVP, that are reinvested in the local economy, which results in improvement in the community.
2. Almost all businesses have been badly affected by the Covid-19 pandemic and can be supported by buying local.
3. Generates local jobs: small businesses are job creators (52% in the private sector in Aruba). Building awareness to buy local products/services, we can help sustain the local business and so they can maintain active employment. For most entrepreneurs, it is clear that getting awareness is crucial to business health.
4. It also help to promote Food Production and Food Security through this campaign.



A proposal for this continuity project has been approved by the Minister of Economic Affairs Mr. Geoffrey Wever in June 2022.

Since November 2020, the team has done 7 interviews. The videos and pictures were published on the facebook page of 'Cumpra Local' for business exposure and also as information tool for entrepreneurs and future entrepreneurs.

For this continuity project, IDEA receives the support of the PR team of the Minister of Economic Affairs for recording and photo shooting. We are now planning to interview 2 to 3 business per week during the promotion season of Back to School in the month of July 2022 and August 2022. The media tour for Back to School season are: Tele Aruba, Magic 96.5, Facebook Page 'Cumpra Local' and Diario (newspaper).

For the next season (e.g. Christmas Season), we will focus on different commercial sectors for interview, for example: Art, Health, Pastry, Agriculture, Service, Fashion, Handcraft, Sport, Cuisine, Technology, Education etc. We will also focus on Young entrepreneurs to stimulate the youth and young generation in Aruba to start a business. The Promo video will be promoted at Tele Aruba and on Facebook Page of 'Cumpra Local' and Magic 96.5.

Presently, many of our small local businesses are transforming how they can service our needs, keep their workforce employed, and ensure COVID-19 safety protocols are being met. But they are depending on their communities, each one of us and also from the Government, for continued support. Therefore, the importance of this continuity project is essential.

BY IDEA



Proposal 10th Anniversary of IDEA Celebration

Idea has been established since February 2012 as a unit in the Department of Economic Affairs, Commerce and Industry. This year we celebrate the 10th Anniversary of IDEA.

A proposal for the celebration of 10th Anniversary of IDEA was approved by the Director of the Department of Economic Affairs, Commerce and Industry in June 2022.

Purpose of this project

The main purpose of this anniversary project is to reinforce IDEA's presence as a leader in assisting entrepreneurs by celebrating the 10th Anniversary of the existence of IDEA with a great publication of our unit in an Aruban Magazine 'Xclusivo'. We will also show our gratitude and appreciation through an Appreciation Ceremony to those that have been collaborating with IDEA since 2012.

Publication Xclusivo

This kind of publication is an opportunity to make our unit visible and become associated as a business development center by sharing our services and how it will help the reader and the business community. It was a great opportunity to show the business community how IDEA has been collaborated to the economy of Aruba with different SME projects to stimulate entrepreneurship with the focus on different groups, like Kids, Youth, Women, Agriculture, Social Enterprises and retired or soon to be retired group. The publication of our unit was published online in April 2022.



Appreciation Ceremony

The appreciation ceremony will be celebrated with a unique business ambience outside our department. The venue for the celebration will be the Surfside Marine. To express our appreciation, we ordered a thoughtful and unique gift with a nice engraving of 10th anniversary. All the partners and stakeholders will receive a certificate designed by IDEA. A total of ±50 guests will be invited to receive a certificate and a gift, and another 25 guests will be invited to celebrate the evening with us. The total invited guests will be 75.

Entertainment

This beautiful occasion will be celebrated with a life entertainment of steelpan. This will give all the attendees something to talk about after the event is over.

Unique Gift

The gift for the partners and stakeholders will be a cute and quality drinkware of BrùMate Toddy 16 oz. Glitter Mermaid with a stainless steel engraved logo design of IDEA and 10th anniversary. It can be used for hot and cold beverages. The drinkware has the two main colors of the logo of IDEA, purple and green.

The celebration will take place on 19th of August from 6:00 pm - 9:00 pm.

An official invitation will be sent to the guests in the first week of August 2022.

Ten years of anniversary is something to be shown as a guarantee of solidity for the experience acquired, the knowledge of our entrepreneurial field, the ability demonstrated over the last 10 years to adapt our unit with the evolution of the market and the challenges faced. But...celebrating IDEA's anniversary could be an opportunity to emphasize that our unit is still "alive" despite the difficulties of the period.

PHOTOSHOOTING FOR MAGAZINE XCLUSIVO



PUBLICATION IN MAGAZINE EXCLUSIVO



INVITATION CARD CEREMONY (DRAFT)



GIFT FOR THE GUESTS



CERTIFICATE APRECIATION (DRAFT)



CERTIFICATE OF APPRECIATION

This Certificate is awarded to:

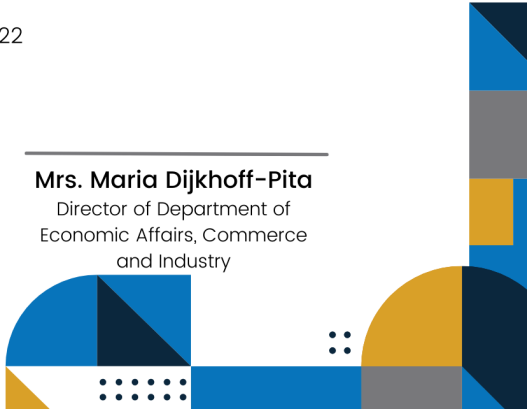
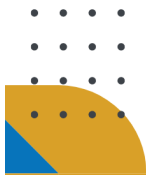
Edward Erasmus

For your great collaboration during the 10 years of
IDEA's existence
Given this 19 august, 2022

Mr. Geoffrey Wever
Minister of Economic Affairs,
Communication and Sustainable
Development



Mrs. Maria Dijkhoff-Pita
Director of Department of
Economic Affairs, Commerce
and Industry



Silver Entrepreneurship

FOR RETIRED TO OR SOON TO BE RETIRED



BY IDEA AND PARTNERS

Our 2nd seminar of Silver Entrepreneurship took place in the week of 20th of June till 24th of June.

After organizing the workshops of Silver Entrepreneurship in 2019, we decided to repeat this again in June 2022. The workshop was aimed for the group of retired or soon to be retired professionals which are interested to start their own business in the future.

In June 2019, we did this workshop for the first time. It was a week of different workshops, consisted of 13 topics and 4 success stories. In September 2019, we organized it for one day to keep this group motivated and it consisted of 3 topics. This year we cover 12 different topics and 3 success stories.

The Facilitators were Mr. Dave Martinus (ActionCoach), Mrs. Gayle Arendsz (DEACI/SDP), Notaris Johnson, Mrs. Mary Baarh (DEACI/VVB), Mrs. Louella Croes-Ras (DEACI/IDEA), Mrs. Judella Trim (DEACI/IDEA), Mr. Benny Richardson (Training Coach), Mr. Cristian Garcia (SVB), Mr. Ulrich Hermans and Mr. Francois Croes (FUTURA), Mr. Ludwig Rasmijn and Mr. Randy Maduro (Santa Rosa), Mr. Lionel Rumnit (Trampolin pa Trabao), Mr. Enrico Soto and Mrs. Sharina Hernandez (Aduana Aruba), Mrs. Julieta van der Biezen (You Count Administration & Consultancy), Mrs. Susie Franken (Djiespie's Place) and Mr. Merrill Robles (Retired Public Servant).

A total of 16 participants attended this workshop and received a certificate for attendance handed by the Minister of Economic Affairs, Communication and Sustainable Development. We also had the honor to have Minister Ursell Arends as special guest. The feedback from the participants was once again very positive and they were very grateful to the team of IDEA and they are looking forward to more workshops specifically tailored for them.

SILVER ENTREPRENEURSHIP FACILITATORS



SILVER ENTREPRENEURSHIP FACILITATORS



Appreciated by Santa Rosa

AMIGA DI SANTA ROSA

The team of IDEA has been appreciated on the Earth Day by the Department of Agriculture, Breeding and Fishing Santa Rosa for our continued collaboration with them in different projects, especially on the campaign of Food Security.

We have been honored as "Amiga di Santa Rosa" for our support, dedication and realization of different projects regarding Agriculture.

In the past, IDEA had organized different workshops regarding Agripreneurship for our local producers. Our support will be continued.....





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 first half of this 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.