

Report



Department of Economic Affairs, Commerce & Industry

BUSINESS DEVELOPMENT CENTER | ENTREPRENEURSHIP IN ARUBA

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
- Successful stimulation of the agriculture sector

Our main purpose is to provides resources, support, training and guidance to help individuals, entrepreneurs, startups, and small businesses grow and succeed.

Client data analysis

Jan - July 2023



CLIENT DATA ANALYSIS

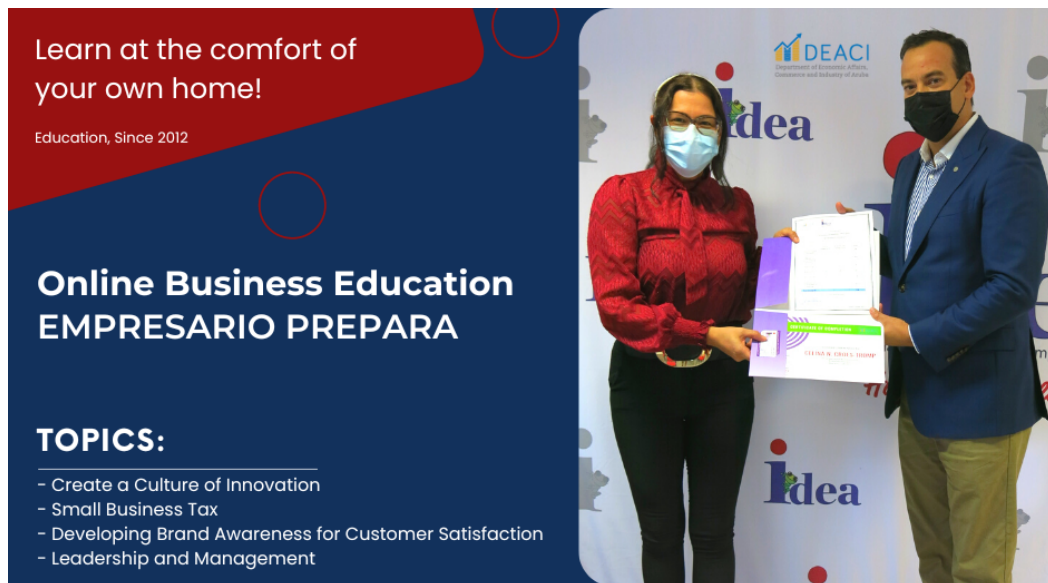
From January 2023 until the end of July 2023, We have attended 10 clients at our office. All of them wished to start a business in the near future. From the 10 clients, 5 of them wished to start a Sole Proprietorship Business and 4 of them wished to start a Limited Company (VBA). One of them are not sure which business legal form he will apply for his business.

Six of them are females, 4 of them are males and 3 of the total clients are born in Aruba and the other 7 clients are born abroad (Venezuela, Colombia, Dominican Republic, Peru and St. Maarten).

IDEA extends its services to clients through in-person consultations, virtual meetings, and convenient phone interactions, ensuring comprehensive accessibility and support.

March 2023

A Journey of Success: The 2022 Business Course Certification



In September 2022, a group of determined individuals joined the Business Course to improve their skills and careers. After two months of hard work, they eagerly awaited their certificates, which they finally received in March 2023.

Throughout the course, participants learned about business concepts and strategies. They faced challenges but never gave up, thanks to the support of their facilitators and each other. Friendships were formed, creating a strong community of growth.

In March 2023, each participant received their certificates as a symbol of their accomplishment and commitment to continuous learning.

We look forward to the positive impact these individuals will make in their careers. The 2022 Business Course has empowered them to embrace a future full of possibilities. Congratulations to all, and a big thank you to everyone involved in this incredible journey.

#CertificationBusinessCourse
#EducationIsTheKey
#EducationSince2012

BUSINESS COURSE EMPRESARIO PREPARA II

12 CERTIFICATES ARE AWARDED TO THE GRADUATED

HERE ARE A FEW PICTURES OF SOME THE PARTICIPANTS

Best Graduated



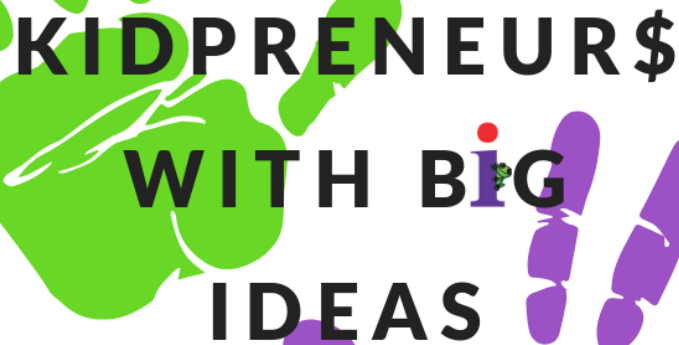
Facilitator

KIDPRENEUR\$ WITH BIG IDEAS

Workshop Kidpreneurship

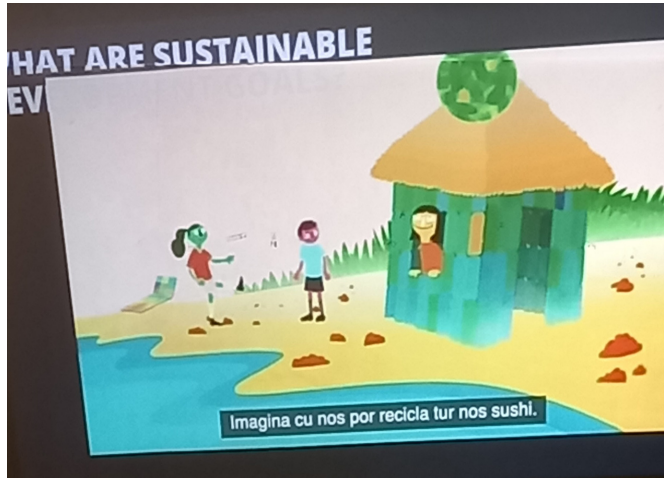
- TRAIMERDIA ORANJESTAD
- SABANA BASORA
- TRAIMERDIA KUDAWECHA
- TRAIMERDIA WASHINGTON

IDEA has organized its kids-entrepreneurs program for kids between the ages 10-13 years old at the afterschool program "Traimerdia". From January 2023 till May 2023, we have presented this project at 4 Traimerdias (Oranjestad, Sabana Basora, Kudawecha and Washington). The main purpose of this project is to introduce entrepreneurship and its essential benefits to children since their childhood. During this project, we noticed that each child possessed a unique spark, a flickering flame of inspiration that fueled their collective ambition. They dreamt of products and services that would change the world, both big and small. At the end of each program, the children have received a certificate. We can conclude that the Kidpreneur\$ with BIG Ideas project was not merely a chapter in their lives but rather a foundation for their future.



**KIDPRENEUR\$
WITH BIG
IDEAS**

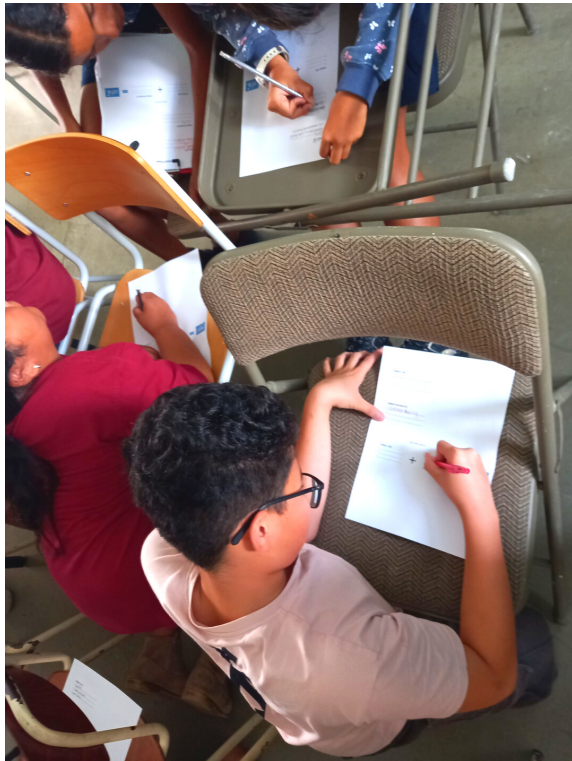
TRAIMERDIA ORANJESTAD PRINSES AMALIA BASIS SCHOOL 31 CERTIFICATES ARE AWARDED TO THE CHILDREN



TRAIMERDIA SABANA BASORA SCOL DORNASOL 9 CERTIFICATES ARE AWARDED TO THE CHILDREN



TRAIMERDIA KUDAWECHA SCOL BASICO KUDAWECHA 23 CERTIFICATES ARE AWARDED TO THE CHILDREN



TRAIMERDIA NOORD SCOL BASICO WASHINGTON 19 CERTIFICATES ARE AWARDED TO THE CHILDREN



Workshop 1

BUSINESS LICENSE

Explaining the new guidelines and procedure of getting a license for your business in Aruba

Presented by DEACI

Business License

A business license is a type of permit indicating the company has the government's approval to operate.

These are the three primary reasons why you need to license your business:

1. Recognize your company and ensure you are accountable for your activities
2. To ensure public safety and health
3. To keep track of your finances for tax considerations.

Good for the economy

With so many new businesses appearing every day, ensuring your businesses is registered and licensed helps to formalise the economy. It ensures the businesses sector is thriving, as well as strong and protected. Small businesses can also only gain funding or protection by the law once they are registered and licensed.



The poster features a blue background with a yellow and white dotted pattern on the right side. On the left, there is a photograph of a palm-lined street in Aruba. Text on the left includes the DEACI logo, the title 'BELEIDSRICHTLIJNEN VESTIGING VAN BEDRIJVEN', the date '1 OKTOBER 2022', and the speaker's name 'MS. MARY BAARH SPEAKER'. The right side contains the workshop title 'Workshop Business License', a subtitle 'Explaining the new guidelines and procedure of getting a license for your business in Aruba', and event details: 'THURSDAY 16 MARCH 2023', 'TIME 9.00 AM-11:00 AM', and 'VENUE DEPARTMENT OF ECONOMIC AFFAIRS, COMMERCE & INDUSTRY'. At the bottom, there are logos for DEACI and IDEA, and a 'REGISTER NOW' button.

Workshop Business License

IDEA in collaboration with the division of "Establishment of Businesses" of our department DEACI, have organized a workshop of Business Tax on 16th of March 2023. The Facilitator was Mrs. Mary Baarh.

The workshop included the following topics:

- The meaning of Business
- Existing business legal forms
- Do you need a business permit or not
- The new guidelines regarding business permit
- The costs regarding business permit
- Services of the division of "Establishment of Businesses"
- Demonstration of the website of DEACI
- How to track your application online via Join Information Portal
- What to take into consideration before starting a business etc...

Overall, a workshop on business licenses helps entrepreneurs understand and meet the legal requirements for their business. It ensures compliance, provides valuable knowledge, and equips them with resources to run a successful and legally sound business.

A total of 34 participants have attended this workshop. The feedback from the participants was very positive and they were very glad with the content of this workshop. Due that this topic is very important and has a great content of information for all new and established entrepreneurs in Aruba, IDEA is trying to organize this type of workshop once or twice a year depending on the demand.

WORKSHOP BUSINESS LICENSE



Workshop 2

Tips & Skills for Building an Entrepreneurial Team

Part I



BY IDEA & E.E. (ENGAGE & EMPOWER) VENTURE

IDEA in collaboration with E.E. (Engage & Empower) Venture, have organized a workshop of Entrepreneurial Teambuilding on 17th of April 2023. The Facilitator was Mrs. Charisse Hoen-Daly.

Team building means putting a good group of people together who have specific skills and a purpose. In order to be great at team building, an entrepreneur needs to be able to evaluate people on their strengths and weaknesses as related to the entrepreneur's vision. Team building is a step beyond networking, because instead of just reaching out for resources you need to actually convince people that you and your vision are worth working for.

Building an entrepreneurial team can be a great way to spur a kind of creativity and innovation even in very large organizations.

In an entrepreneurial environment, teams will be spending a lot of time together. It's essential, therefore, that they can work together, communicate, and collaborate effectively.



BY IDEA & E.E. (ENGAGE & EMPOWER) VENTURE

The workshop included the following topics:

- Guidelines to create a winning team
 - o Follow your passion, not the \$\$\$
 - o Keep it simple
 - o Work on your B-Plan
 - o Focus on relationship building
 - o Become a Life Long learner

- Common skills to consider
 - o Don't be afraid to experiment
 - o Micro-Managing is a waste of time
 - o Make networking the norm
 - o Encourage other disciplines to be part of the bigger picture
 - o Stay curious, ask questions
 - o Think about the association (unique and different)
 - o Learn to observe
 - o Self-Reflection,

Overall, a teambuilding workshop for entrepreneurs offers numerous benefits, including improved communication, enhanced collaboration, stronger relationships, leadership development, increased morale, and better understanding of team dynamics. Investing in teambuilding activities can lead to a more cohesive and productive entrepreneurial team, ultimately contributing to the success of the business.

A total of 15 participants have attended this workshop. The feedback from the participants was very positive and they were very grateful to the team of IDEA & E.E. Venture.

TIPS & SKILLS FOR BUILDING AN ENTREPRENEURIAL TEAM

Part I



Workshop 3

Tips & Skills for Building an Entrepreneurial Team



Part II

BY IDEA & E.E. (ENGAGE & EMPOWER) VENTURE

On 15th May 2023, IDEA organized an engaging Entrepreneurial Teambuilding Part II workshop and was presented by Mrs. Charisse Hoen-Daly.

The workshop included the following topics:

- What do you need to be successful?
 - Everyone needs to be SEEN, HEARD & UNDERSTOOD
 - Work is not functional; we will only prosper if you build a strong relationship within the team and organization
- A.M.O.R.-Model:
 - Ability, Motivation, Opportunities & Relationship
 - Everyone has an inner burning bright FIRE
- Mindset 1.0 to 3.0
 - Steps to achieve a GROWTH MINDSET
- Psychological safety: Maslow's hierarchy of needs applied to employee engagement
 - Survival – We know this is a basic need.
 - Safety – When we have jobs, we need to know that they are secure.
 - Belonging – People need to feel like they're part of a team, that they are a part of something bigger.
 - Importance – This need dovetails into the “belonging” need in the sense that individuals need to feel like they're important to a team, projects, and the overall organization.
 - Self-Actualization – Most employees have some level of ambition and want to achieve more than where they're currently positioned.
- Five elements of Talent Management:
 - Invest in the mental health and in the well-being of the employees
 - Coach instead of managing
 - Collective activity
 - Create the DANCE



BY IDEA & E.E. (ENGAGE & EMPOWER) VENTURE

Furthermore, Mrs. Hoen-Daly engaged the group of 4/5 individuals in a unique exercise to enhance their comprehension of the subject. The workshop took place at the Department of Economic Affairs and saw a total participation of 13 people. IDEA is very satisfied with both the workshop's content and the exceptional level of involvement and interaction during the exercises. The content delivered was remarkably unique and captivating, providing valuable insights into the concept of Team Building. Throughout the workshop, there was extensive discussion about the significance of trust and flexibility within a company, as well as the essential passion required for individuals to achieve their life goals and contribute effectively to a team.

TIPS & SKILLS FOR BUILDING AN ENTREPRENEURIAL TEAM

Part II





Grateful for Your Support to Our Business Center

To the Minister of Economic Affairs, Communications and Sustainable Development, and the Director of DEACI,

We wanted to extend our sincere gratitude for your steadfast support during the first half of the year. Your commitment to our Small Business Development Center has been pivotal in driving our mission to empower entrepreneurs and local businesses.

Through your collaboration with stakeholders, we've been able to provide essential resources, workshops, and guidance that have a real impact. Your vision fuels our passion, and we're excited about the progress we'll achieve together in the coming months. Thank you for being a driving force in our journey towards innovation and economic growth.

We couldn't have done it without you All.