



*Empowered lives.  
Resilient nations.*

SEMINAR PROGRAMME

# ACTING AGAINST CORRUPTION FOR SMES IN EGYPT

ALEXANDRIA,  
25-26 JUNE 2014



Egyptian Junior Business Association  
الجمعية المصرية للشباب الأعمال

IN COOPERATION WITH:

# GENERAL OVERVIEW

In collaboration with independent experts and representatives of the business community in the Arab region, the United Nations Development Programme (UNDP), in the framework of its Regional Project on Anti-Corruption and Integrity in the Arab Countries (ACIAC), supported the development of training materials specifically aimed at helping Small and Medium Enterprises (SMEs) in the region in playing a more active role in strengthening integrity and fighting corruption. The materials, developed in partnership with the Siemens Integrity Initiative will be piloted in Egypt, Jordan, Morocco and Tunisia through a participative process with the aim of ensuring local ownership and sustainability. It will then be fine-tuned and provided across the region in partnership with the business associations of various Arab countries.

The materials aims to give an overall understanding of corruption and the reasons why it flourishes, as well as provide detailed information on the business case against corruption for SMEs which choose to face it and the different tactics and tools which are available to them for this purpose, namely with regards to transactions between SMEs and the State. It also provides interactive and concrete scenario exercises which enable owners and senior executives of SMEs to begin considering the different ways in which they could react to corruption.

The course is designed to target owners and senior executives of SMEs in Arab countries, including in Egypt. It is divided into 3 sections, one of which is strictly devoted to group exercises. By the end of the materials, its beneficiaries should be able to understand:

1. What is corruption, and why does it exist;
2. How does corruption manifest itself, and what are its costs to society;
3. How does corruption affect the private sector and SMEs and what are its potential costs for the latter;
4. Why is corruption of concern to SMEs and do they have a business case against it (for SMEs wishing to act against corruption)
5. As an owner or senior executive of an SME, what can you do to stand up against corruption; and
6. In Arab countries today and across the region, are there initiatives that aim to promote and implement the United Nations Convention against Corruption (UNCAC) or other initiatives that aim to fight corruption?

In collaboration with the Egyptian Junior Business Association, UNDP-ACIAC is organizing a seminar on 25-26 June 2014 to deliver the course to Egyptian SMEs. Participants are expected to include up to 20 owners and senior executives of leading SMEs in Alexandria. A first seminar was organized in Cairo on 23-24 June in order to target other regions of the country.

As such, the materials aim to strengthen the role of Egyptian SMEs against corruption through reinforcing transparency and good governance and ensuring greater compliance with current and upcoming laws. They also aim to strengthen the position of SMEs in the framework of national anti-corruption efforts in Egypt.

# AGENDA

Wednesday 25 June 2014

- First Session**  
09.00 – 9.45  
Objectives : enable organizers to present the context and objectives of the seminar and participants to register, present themselves, get to know the trainers and fill in the pre-seminar questionnaire.
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- Second Session**  
09.45 – 11.15  
**Introduction and the business case against corruption**  
Objectives : enable participants to familiarize themselves with the definition of corruption and the factors which lead to it as well as how corruption manifests itself.
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- 11.15 – 11.30 **Break**
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- Third Session**  
11.30 – 13.00  
**Introduction and the business case against corruption (continued)**  
Objectives : present participants with a comprehensive business case against corruption, demonstrating how less corruption can lead to a smoother and more performing operational context and more trust in SMEs. This session will also present participants with a general overview of anti-corruption tools available to SMEs.
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- 13.00 – 14.00 **Lunch**
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- Fourth Session**  
14.00 – 16.00  
**Scenarios and Solutions Matrix (Business to State transactions)**  
First part of group exercises followed by group presentations  
Objectives : present a variety of corruption scenarios faced by SMEs whenever they have to transact with state authorities and provide participants with a matrix of potential solutions to these scenarios.
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- 16.00 – 16.30 **Recap Session**  
Objectives: discuss key points and conclusions of the first day.

# AGENDA CONTINUED

Thursday 26 June 2014

- 09.00 – 11.00**     **First Session**  
**Scenarios and Solutions Matrix (Business to State transactions) - continued**  
First part of group exercises followed by group presentations
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- 11.00 – 11.15**     **Break**
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- 11.15 – 12.45**     **Second Session**  
**The UN's approach against corruption**  
Objectives : The private sector is not the only target of anti-corruption initiatives! In this section, participants will learn how the UN and other international and local organizations are working closely with governments, civil society, universities, businesses and citizens (including youth) so as to promote good governance and transparency and reduce corruption levels in Arab countries.
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- 12.45 – 13.45**     **Recap Session**  
Objectives: discuss key points and conclusions of the second day and enable participants to fill in the post-seminar questionnaire and the final evaluation survey.



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