

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 and the business management course “Empresario Prepara I + II”.

EDUCATION

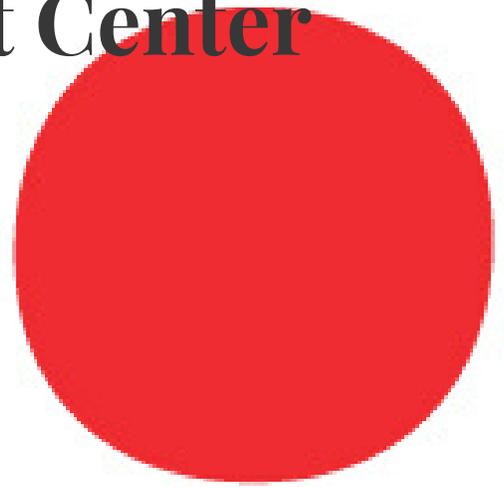
The Business management course has been given in collaboration with Enseñansa pa Empleo (Government Education Institute) till 2018. As of 2019, IDEA is organizing this business course independently from EpE. It has been a successful change. The main purpose of this course is to supply the entrepreneur 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.



Client data analysis I

June - Dec 2019



CLIENT DATA ANALYSIS

IDEA has attended 16 clients from July 2019 until the end of Dec 2019.

From the total amount of 16 clients, only 2 client had an existing business and the other 14 clients wished to start a business in the near future. From the total of 14 starting entrepreneurs, 3 of them wished to start a Limited Liability Company (VBA), and 11 of them wished to start a Sole Proprietorship Business.

From the 16 clients, 10 of them are born in Aruba, 7 of them are females and 6 of them are younger than 35 years (future Young Entrepreneurs).



Skype Presentation on GAP Program for Local Produce Grown for Subway Aruba

BY IDEA AND SUBWAY ARUBA

On 4th of July took place the Skype Presentation on Good Agricultural Practices Program for Local Produce Grown for Subway Aruba. The topic of this event was “Introduction to Local Agricultural Development Programs with SUBWAY”.

This event has brought together all the local farmers of Aruba that can have the potential and are interested to supply local produce grown to Subway Aruba.

The Presenter was Mr. Alfredo Villalta. He is the Food Safety Manager for Latin America & the Caribbean from Subway.

A total of 18 persons attended this presentation at the Department of Economic Affairs.





Talk show @ Circle of Friends

THE MASSIVE 103.5 FM
RADIO STATION IN SAN NICOLAAS

The team of IDEA was invited by Mrs. Betty Heyliger as special guests on the talk show of 'Circle of Friends' at the Massive 103.5 FM radio station on 14th of July 2019.

During this program we elaborated about the roles of the Department of the Economic Affairs, Commerce & Industry (DEACI) and IDEA when starting a business. It was more than a pleasure to be part of this radio program together with the owners of the company of 'Ginger Aruba Rosken'.



Kid\$ BIZ Market II

At the Kid\$ BIZ Market, the Kids entrepreneurs have spent a week learning the ins and outs of a business and entrepreneurship. The Kids have enjoyed live talks from local business coach, have learned business basics and have developed their own business plan.

This event took place at the Department of Economic Affairs, Commerce & Industry on 29th and 30th of July 2019.

BY IDEA, ACTIONCOACH, CENTRAL BANK OF ARUBA AND SANTA ROSA

This project have offered the kids entrepreneurial education and will help them recognize opportunities. It has taught them how to earn money at a very young age by using their own creativity.

They have learned how to deal with cash flow and with the knowledge they have gained during this project they can change their mindset and stay focused to have their own business, somewhere in the future.

The project included the following workshops:

- Get kids started as Entrepreneurs (ActionCOACH Aruba)
- Bringing the SDGs to the kids: The World we want" (DEACI)
- Making Agriculture 'Cool' for Kids: Kids Agripreneur in the making (Santa Rosa)
- Discover and get to know our money-security features (CBA)
- Certification Award

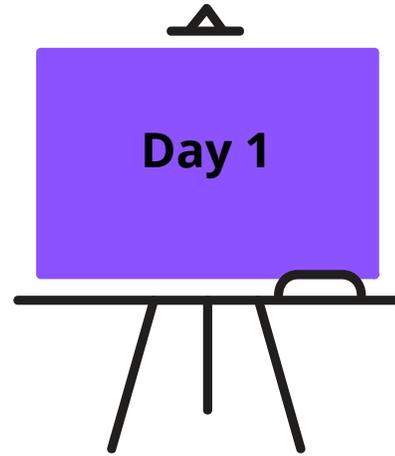
Aruba needs more innovation and more young entrepreneurs. If we want to encourage Innovation and growth in an economy, it is important to build confidence and courage in youth.

What IDEA wants to achieve with this project is to foster an entrepreneurial spirit in kids to nurture the next generation of doers and dreamers. The entrepreneurial skills are good life skills and it will prevent dropouts at an earlier stage. The kids will also learn to become financially independent if they use those skills in their future life.

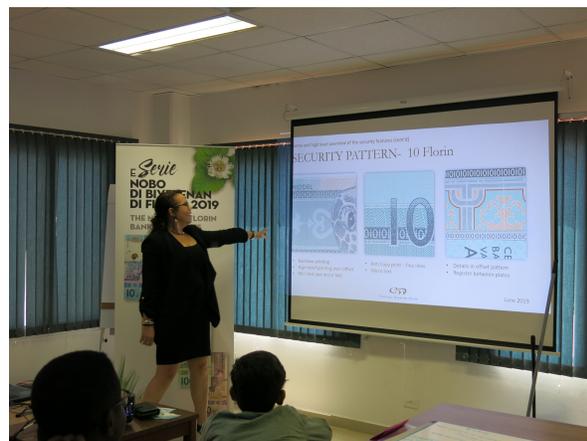
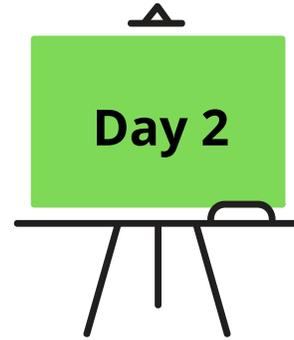
A total of 31 kids have participated in this creative and educational project.

This project fits in the vision of the Minister of Finance, Economic Affairs and Culture to develop a strong and resilient economy. This project has stimulated the participants to learn from childhood how they can earn money by selling their own homemade products. Skills and entrepreneurship enable children to successfully develop knowledge-intensive economic activities in order to make the transition from school to work better. This allows them to create the future they are looking for and to promote and increase the productivity of Aruba.

**Workshops:
Get kids started as Entrepreneurs &
Bringing the SDGs to the kids: The World we want"**



**Workshops:
Making Agriculture 'Cool' for Kids: Kids
Agripreneur in the making &
Discover and get to know our money-security features**



Certification Award Kid\$ BIZ Market II









Workshop IDEA I: "It's Time for Taxes"

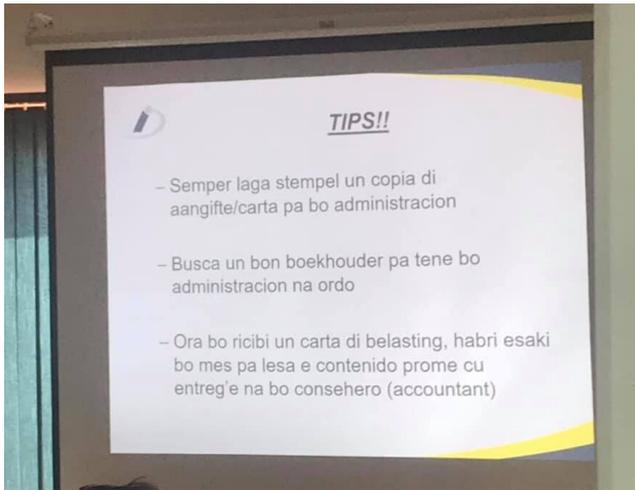
BY IDEA & DIMP

IDEA in collaboration with DIMP, have organized an Income Tax workshop on 22nd of August 2019. The Facilitators were Mr. Arjan Kisjes, Mrs. Valeska Milton-Genaro and Mrs. Johrainne Giron-Lacle.

The workshops included the following topics:

- Administrative duty
- How to fill in the income tax return for a sole proprietorship & deduction costs
- How to fill in the declaration of profit tax for a company & deduction costs
- Applicable taxes on doing business as BBO, LB and premiums
- And all that they need to know about the tax system.

A total of 40 participants have attended this workshop. The feedback from the participants was very positive and they were very glad with the content of the workshop. Due that this topic is very important 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.





Repeated Workshop Income tax: "It's Time for Taxes" - II

BY IDEA & DIMP

Due to high demand on this workshop, IDEA in collaboration with DIMP, have repeated the workshop of Income Tax on 4th of September 2019.

The Facilitators were Mr. Arjan Kisjes, Mrs. Valeska Milton-Genaro and Mrs. Johrainne Giron-Lacle.

The workshops included the following topics:

- Administrative duty
- How to fill in the income tax return for a sole proprietorship & deduction costs
- How to fill in the declaration of profit tax for a company & deduction costs
- Applicable taxes on doing business as BBO, LB and premiums
- And all that they need to know about the tax system.

A total of 40 participants have attended this workshop. The feedback from the participants was very positive and they were very grateful to the team of IDEA & DIMP.





Certification Award Business Course EP II



On 25th of September 2019, took place the Certification Award of the Business Course EP II. A total of 21 persons have participated in this course. At the end of the course, a total of 19 participants received a certificate of completion, The youngest participant is 26 years old. From the successful candidates, 7 of them are males, 12 of them are females and the highest score is an 8.5 and the lowest score is an 6.1.

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. By demand of the students who followed the course of Empresario Prepara I (EP I), 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,
- Developing Brand Awareness and Customer Satisfaction,
- Small Business Tax and
- Leadership & Management.

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







Workshop IDEA: "Silver Entrepreneurship part II" -for the retired or soon to be retired-

BY IDEA

After receiving a special request from the participants of the last workshop of Silver Entrepreneurship held in June 2019, we decided to plan an one-day workshop on 23th September 2019 including 3 different topics. 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.

The Facilitators were Mr. Oliver Vieira (Qredits Aruba), Mr. Andres Dirks (DAO) and Mrs. Indira Burke (Loui Henri Media Services).

The workshops included the following topics:

- Microcredit, an opportunity for you to be entrepreneur
- Get up to date with the Employment Law obligations as an employer
- Social Media Marketing for Startups

A total of 25 participants attended this workshop. 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.





KIDPRENEUR\$

WITH BIG

IDEAS

Kidpreneur\$ With BIG Ideas

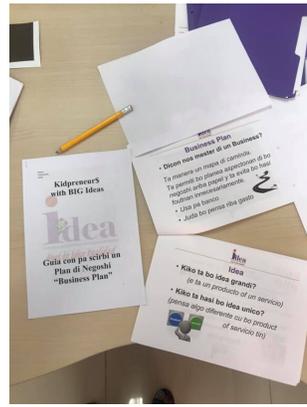
TRAIMERDIA PARADERA
TRAIMERDIA SAN NICOLAAS

IDEA has organized its kids-entrepreneurs program for kids between the ages 10-13 yrs old of the afterschool program "Traimerdia". From January till June 2019, we have presented this project at 2 Traimerdias (Paradera and San Nicolaas).

The main purpose of this project is to introduce entrepreneurship and its essential benefits to children since their childhood. As a result, the children will learn to create their own business at their early ages.

This project has started on February 28, 2018 and had a duration of 2 years and has ended in the month of November 2019.

All the children at the 2 Traimerdias have received a certificate this year at the end of the project.



Traimerdia Paradera



Trainerdia San Nicolaas



Bon Bini
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minister XIOMARA





Workshop for "Local Egg Producers"

BY IDEA & IEB

Another successful workshop was the one held for Local Egg Producers on 18th & 19th of November 2019. The Facilitators were Mr. Dave Martinus (ActionCOACH), Dr. Wilmer Salazar (DVG), Mrs. Yvette German (DVG), Mrs. Tatiana Britten-Dubero (Aruba Chamber of Commerce), Mrs. Nathalie Maduro (Santa Rosa), Mr. Mario Maduro (DIP) and Mrs. Estella Thodé (Specialist on Cooperative Association).

The workshops covered topics regarding:

- How to promote your product for your business in the most effective ways
- How to Safely Clean and Store Your Own Chicken Eggs and how to treat your chickens
- How to handle, pack and transport the eggs
- How to register a Chicken Farm at the Chamber of Commerce and what are the documents needed
- How to register you Chicken Farm at Santa Rosa and what are the services that SR can offer you
- Information regarding the land that are available for Chicken Farm
- How to start a Cooperative Association for Chicken Farmers and the benefits it can offer the Aruban Farmers

A total of 10 participants have attended this workshop. The amount of local farmers that produced local eggs in Aruba is very small. This workshop was organized because this group needed some assistance and guidance on how to promote their local eggs and how present their product to the market. The feedback from the farmers was very positive and they were very glad with the content of the workshop.





Grateful





Youth Entrepreneurship

BY IDEA, STICHTING JALK & EPI

One of IDEA's goal is to equip Young people with the values and vision to pursue their dreams. We strive to change the mindsets of Young people, so they believe in themselves and what they can accomplish.

Entrepreneurship is a way for Young people to take greater control of their lives and economic futures. In a world where nothing is certain, giving Young people real tools to build their own future is pretty inspiring.

Entrepreneurship teaches them about planning, financial responsibility, supply and demand, the importance of relationships, and how to moderate risks.

Students these days demonstrate strong interest in entrepreneurship. Entrepreneurship is not disappearing as a career path and students should have the opportunity to explore that path while still in school.

Giving them presentation regarding how to start a business and how to design a business plan, will motivate them to explore more about entrepreneurship.

In 2020, IDEA will keep doing presentation to the kids and youth because we believe that Young people can be successful business owners, creating jobs, adding wealth to their community, and gaining hands-on learning that could turn them into a high-powered serial entrepreneur in the future.



IDEA Kidpreneur\$ Bazaar

BY IDEA

Kidpreneur\$ Bazaar is designed to inspire and encourage a new generation of entrepreneurs. Our idea was to serve as a platform to support 9-13 years old kids who want to have a go at being a real entrepreneur.

They are children who have an interest in learning about entrepreneurship and running a stall of their own. They want to be a mini-boss for one day.

The kids were encouraged to either come up with a product or a service to sell. The products were:

- hand-made products (painting, bottle makeover, Christmas Ornaments, slimes etc.)
- snacks & healthy juices
- music (local Aruban artists)

A total of 35 children have participated in this bazaar. They were kids that have participated in the project of "Kidpreneur\$ with BIG Ideas" and also kids that have participated in our camp "Kid\$ BIZ Market".

This event took place on 30th of November 2019, at the Caya Betico Croes next to 'Aldo' from 4-7 pm. We are very glad that this project was once again successful.











Upcoming Events Jan - June 2020

IDEA will keep organizing more workshop for different type of entrepreneurs in the second half of year 2020. Our main focus in 2020 will be the Women Entrepreneurship and also the Youth Entrepreneurship.

The Business Course EP I will continue in the month of April 2020.

The workshop of Silver Entrepreneurship, will be repeated in the month of June 2020.

Stay tuned for the Investment Summit that our division is planning in the month of June 2020.



**Thank
You**

**Thank you for
Your time
Ideas and
Support !!**

First of all, we would like to thank our Minister of Finance, Economic Affairs and Culture for her great support to the team of IDEA 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!!