

SME MONITOR

MONSHA'AT QUARTERLY REPORT Q1 2024

Inside this report:

- › A cut above the rest: Saudi Arabia's fashion sector
- › SME statistics and case studies
- › Initiatives supporting SME growth
- › Key interviews from experts and entrepreneurs
- › Business beyond borders: A look at the latest global SME trends

Burak Çakmak

CEO,
Fashion Commission



هيئة الأزياء
Fashion Commission



Over the years, Saudi Arabia has embarked on a profound transformation across multiple industries, ushering in a new era for the rich local culture. This cultural renaissance spans architecture, music, film, art, food, and more, showcasing Saudi Arabian heritage to the world. At the Fashion Commission, this objective is at the core of our mission and, through diverse initiatives, we are revolutionizing the fashion sector and elevating our talents to global stages while adhering to the core pillars that drive growth and sustainability.

Development of local talent is at the heart of our mission. To sustainably achieve this, we have initiated comprehensive educational programs, workshops, and mentorship opportunities that equip emerging designers with the necessary skills. We also advance the industry by providing essential support to entrepreneurs and SMEs, offering assistance and resources that help businesses scale. Regulatory frameworks are established and enforced to ensure ethical practices and sustainability, while cultural preservation initiatives highlight Saudi heritage, promoting it both locally and globally. By fostering international collaborations, we open doors for cross-cultural exchange and global market entry for Saudi designers.

Additionally, innovation and sustainability are encouraged, ensuring that new designs and business models are both cutting-edge and environmentally friendly. Market expansion efforts, including marketing campaigns and participation in international fashion events, further enhance the visibility and competitiveness of Saudi fashion brands. All of these are core strategic pillars that effectively nurture a vibrant, dynamic, and globally competitive fashion industry in the Kingdom.








As we look back, we reflect on the remarkable strides we have made in the Kingdom's fashion industry. 2023 particularly stands out as a year of significant developments, marked by transformative initiatives and memorable events that have solidified our position as a burgeoning hub for fashion and creativity.

Due to several strategic initiatives that fostered a dynamic ecosystem of creativity and business acumen, the growth of the fashion industry in Saudi Arabia over the past few years has been unprecedented. Highlights include the launch of several groundbreaking programs and spaces aimed at nurturing local talent, the establishment of strategic partnerships with global fashion leaders, and the successful execution of high-profile events such as the inaugural Riyadh Fashion Week in 2023 and Red Sea Fashion Week in 2024. These milestones underscore our commitment to positioning Saudi Arabia as a key player on the global fashion stage.

At the Fashion Commission, we are the enablers of growth and innovation. Our initiatives are designed to support entrepreneurs at every stage of their journey. From supporting business needs of SMEs through mentorship programs to facilitating market access and international exposure, we are committed to creating an environment where creativity meets opportunity.

We believe that the future of Saudi fashion lies in the hands of our talented designers and visionary entrepreneurs. As we continue to support and nurture these individuals, we are confident that the Kingdom's fashion industry will continue to flourish and make a lasting impact on the global fashion landscape.

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MONSHA'AT IS ENABLING THE NEXT GENERATION OF SAUDI SMEs

Founded in 2016, Monsha'at is key to Saudi Arabia's ambitious Vision 2030 targets of diversifying the economy, empowering the private sector, enabling individual entrepreneurs, and transforming Saudi society. To do so, it is upskilling entrepreneurs and enabling them to grow and prosper.

Strategic objectives



Inspiring environment

Meeting the essential needs and providing opportunities for the prosperity of SMEs



Promising enterprises

Providing services and business opportunities to enhance the growth and competitiveness of all SMEs



Entrepreneurial community

Promoting entrepreneurship and supporting ambitious entrepreneurs to increase the number of new start-ups

Access to finance

- > Collaborate with banks, financial institutions, and public agencies to encourage lending
- > Increase lending through Kafalah Program, which provides loan guarantees for SME lending

Upskilling and capacity building

- > Training and development programs to enhance SME skills and capabilities
- > Support with financial management, marketing, operations, and strategic planning

Regulatory support

- > Advocate SME-friendly policies to create a better business environment
- > Collaborate with public agencies to address regulatory barriers and streamline administrative processes

Market expansion

- > Connect SMEs with potential customers, suppliers, and business partners
- > Networking events, trade fairs, and business meetings to promote collaboration

Entrepreneurial support

- > Fostering an entrepreneurial culture through innovation and creativity
- > Mentorship, advisory services, and incubation programs to support startups

What qualifies as an SME?



Micro companies

have between
1-5 staff
or a revenue of
SAR 0-3 million



Small companies

have between
6-49 staff
or a revenue of
SAR 3-40 million



Medium companies

have between
50-249 staff
or a revenue of
SAR 40-200 million

A CUT ABOVE THE REST: SAUDI ARABIA'S FASHION SECTOR

Taking inspiration from an incredibly rich sartorial heritage, Saudi designers and fashion entrepreneurs are pioneering the next generation of SMEs by learning from ancient forms to create vibrant new patterns and products. With support from the Saudi Fashion Commission, they are turning the young Saudi fashion industry into one of most dynamic in the MENA region.

STATE OF THE FASHION SECTOR IN SAUDI ARABIA

Developing a strong local fashion industry is key to achieving Vision 2030's ambitious growth, diversification, and privatization targets. Rewarding talent, vision, taste, and initiative, the industry has shown tremendous growth since 2020, with new local brands contributing to a market worth \$24.6 billion in 2022 that employs 230,000 people and has key knock-on effects across the rest of the economy.¹

Local fashion drives sectoral growth

- > Key contributor to the cultural economy
- > Boosts female participation in the fashion industry
- > Empowers female entrepreneurs
- > Produces knock-on effects across related sectors
- > Strong growth forecast for apparel, accessories, footwear, and luxury
- > Strong regional export potential for abayas, thobes, and jewelry
- > Expanding fashion e-commerce networks drive wider growth

As tastes mature and discretionary income grows, the challenge for local designers and entrepreneurs in the fashion sector will be to steer customers away from strong international competition, which still attracts around half of all fashion spending in the Kingdom.

Key economic indicators of the Saudi fashion industry



\$7.3 bn
spent on imported
brands in 2021



1.4%
of GDP from fashion
industry in 2022



\$12.5 bn
domestic fashion industry
in 2022



230,000
people employed in
fashion in 2022



\$24.6 bn
total value of the
fashion industry in Saudi
Arabia in 2021 including
international brands



52%
female participation in
the fashion sector in 2022



48%
cumulative annual
growth of the fashion
sector expected
between 2021-2025



20%
forecasted growth
of women's apparel
market by 2027



27%
growth expected for the
men's market by 2027²

THREADING A NEW NEEDLE: THE SAUDI FASHION COMMISSION



Launched in 2020 to develop a sustainable, inclusive, and thriving fashion industry, the Saudi Fashion Commission has a long-term strategy to empower local designers to build a robust new sector that celebrates Saudi heritage and contributes to Vision 2030's diversification goals.

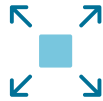
Commission objectives and prospects



Grow the national economy



Respond to global needs



Maximize local talent, experiences, and competencies



Connect and empower creative professionals



Ripple effects for design studios, communications agencies, manufacturers, and retailers

The commission has a range of initiatives to build competencies, improve manufacturing, and enable an ecosystem that supports innovation, creates jobs, and develops local talent.



Saudi 100 Brands Initiative



Fashion Incubation Program



Fashion at the Saudi Cup



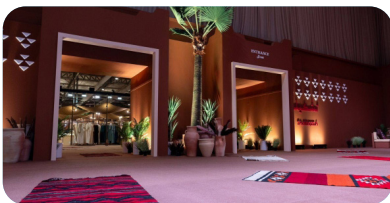
Fashion Commission Masterclasses



Hidden Kaleidoscope Exhibition



Fashion Futures



Ramadan Pop-up: Tashkeela



Riyadh Fashion Week

Over the coming years, these initiatives will empower a new generation of aspiring entrepreneurs capable of building a fashion industry that embodies the strength, creativity, and talent of the Saudi people.

New skills and development capacities

Support knowledge creation and education

Boost product development capabilities

Make raw materials and manufacturing more available

Develop communication strategy to enhance national fashion narrative

Support local designers in merchandising and sales

Prioritize sustainability across fashion innovations

Create a Saudi Fashion Professionals Association

Promote R&D in innovative sustainable textiles technologies

Support local and international fashion exhibitions



HRH Princess Deemah bint Mansour bin Saud bin Abdulaziz

Founder,
Personage

personage
بيرسونيج

Personage is a Saudi-based platform to showcase local fashion talent and provide a collective learning space through design education workshops, panels, and conversations led by regional and international industry figures. In addition to developing a database of regional and international talent and trends, it also builds relationships with installation, manufacturing, and technical design service providers to give local designers their own production studio.

What is the current state of the fashion sector in Saudi Arabia, and what opportunities do you see for further growth and development?

The growth of the local creative landscape and the development of Saudi designers is something to be applauded, with established designers and new creators gaining visibility in the market. The support and engagement of local clientele are also invaluable. The success and sustainability of brands are connected to a good strategy, consistency in product offering, and dedication to quality, while aligning with the brand's vision, mission, and intention. The development of local production through factories and prototyping studios will be instrumental to the development and growth of the sector by improving and streamlining quality and product supply, as well as developing specialized roles in the sector.

What challenges did you face in establishing Personage, and how did you overcome them?

It is important to note that we are still growing and learning, and we continue to face challenges from time to time that provide opportunities for further learning and growth. The implications of the pandemic and an ever-evolving market, including accessibility to fast fashion, have presented many new challenges, from which businesses globally are still recovering. Challenges, however, drive innovation and provide opportunities for growth, and having the right vision and mission with clear goals and key milestones are essential to overcoming them.

Could you share some insights into how Personage supports and nurtures local designers and how this contributes to the growth of the ecosystem?

Personage was founded with the mission of creating a space to celebrate, showcase, and enrich regional designers. Through special showcases and pop-ups, it is a platform where designers are able to connect and communicate with their audiences, build relationships, and drive awareness and interest. Collaborations with international designers, experts, and institutes also allow Personage to foster opportunities for learning and cultural



exchange by enriching local knowledge and mobilizing local talent. Furthermore, special projects like fashion showcases drive brand awareness and engagement with large local audiences.

How can Saudi designers and brands position themselves to compete in the international marketplace?

The creative vision of Saudi designers is very strong. The essential thing is to build consistency in quality, product development and brand message. Once the vision of the designer or brand is clear, it will find its local and international audience.

How can collaborations between local and international designers contribute to the enrichment of Saudi Arabia's fashion scene?

The most successful brands are not necessarily those that create products to follow a trend, but which are led by a strong creative vision. Collaboration creates a space for these perspectives to be expressed, exchanged, and woven together, the outcome of which is innovative and exciting for both parties' audiences. Collaboration also broadens each actor's audience base. When it happens between the right people, spaces, and institutes, it creates a win-win opportunity, resulting in shared knowledge, insights, cultural awareness, expertise, and best personal practices.

What are your hopes and aspirations for the fashion industry in Saudi Arabia?

We must continuously support the development and expression of our creative vision, aspirations, and hopes, especially through educational initiatives that nurture talent, enable research, develop creative output, and improve standards. We must also build a highly informed and proactive consumer base that cares about the creative vision and expression of our local designers. Saudi designers have talent and ambition and have already begun to bring their vision to global audiences. As more success stories showcase their creativity, knowledge, and ambition, we will continue to bolster the industry by creating spaces of learning, production, and connection.

SAUDI 100 BRANDS

The Fashion Commission's annual mentorship program, this year-long intensive professional development course helps Saudi designers, brands, and entrepreneurs gain important skills through masterclasses, workshops, and one-on-one mentorship to build and grow their brand.

Business domain upskilling categories



Design,
technology,
and innovation



Branding



Sales and
marketing



PR and
communication



Client
identification



Product
development and
commercialization



Budgeting and
finance

Implemented with Vogue Arabia and regional retailers, participants benefit from working with experts from many of the global industry's leading fashion houses and educational institutes.

- > LVMH
- > Kering
- > Valentino Groups
- > Chanel Limited
- > Calvin Klein
- > Tom Ford
- > Bulgari
- > Camper
- > Swarovski
- > Central St Martins
- > Royal College of Art
- > Bocconi
- > London School of Economics
- > Yale
- > Parsons

To increase Saudi entrepreneurial participation in six key sub-sectors, successful participants receive specialized mentoring, training, and consulting in eight categories.



Bridal



Jewelry



Footwear



Couture



Bags



Fragrance



Ready to Wear



Beauty

Selected brands also benefit from an array of market-related interventions from the commission and partners.



Brand
positioning



National and
regional sales
promotion



Quantitative
returns on
investment



Professional
training
and virtual
conferences

Designs, brands, and entrepreneurs interested in participating are invited to apply **here**.



☆ SUCCESS STORY:

Mohammed Khoja

Founder & Designer,
Hindamme

HINDAMME

Founded in Riyadh in 2016 by Saudi designer Mohammed Khoja, Hindamme, which means 'perfect form and harmony' in Arabic, is an innovative fashion brand that combines elements of Arabian heritage with a variety of contemporary styles and textures to forge a new aesthetic that speaks to multiple worlds.

What inspired you to become a designer and establish Hindamme as a fashion label?

I have always known that I wanted to become a designer; my earliest memories are of drawing shapes even before I learned to speak. Translating a creative idea into something tangible is an incredibly rewarding experience. I always wanted to have my own label, but was waiting for the right time, which was after university. The concept of HINDAMME and its inception were formed by my desire to tell our story as Saudis and positively represent Saudi contemporary design on a local and global level. One of my first collections in 2016 was to integrate Saudi heritage in contemporary ready-to-wear clothing with the 'AlQatt AlAseeri' and 'Sadu' patterns.

Hindamme has gained significant recognition in the industry since its inception. What milestones have marked the brand's journey since its founding?

One key milestone was seeing my ready-to-wear design pieces acquired and displayed at prestigious museums such as the Victoria & Albert in London, the National Museum of Saudi Arabia in Riyadh, and the National Museum of World Cultures in the Netherlands. Others include being featured on the March 2024 cover of Vogue Arabia and collaborating with the Royal Commission of AlUla for their Winter at Tantora Festival collection.

As a prominent brand, how does Hindamme contribute to the growth and development of the fashion ecosystem in Saudi Arabia?

HINDAMME does so by introducing a new and authentic design language that tells our story and contributes to the larger goal of transforming Saudi Arabia into a destination



for fashion and design. From an economic standpoint, I strive to produce all my production locally, something that has gotten easier to do thanks to the Saudi Fashion Commission. My ultimate vision is to produce all of my work in the Kingdom.

How does Hindamme stay ahead of industry trends, and what strategies do you employ to maintain relevance and creativity in your designs?

I try to not adhere too much to fashion trends, but some trends are very interesting, and I follow them consciously or subconsciously because fashion is a reflection of the times. But I am very keen on innovation, which is central to my design language. For example, with my latest collection, I integrated elements of the metaverse into physical fashion by collaborating with a local tech company, NUQTAH.

What advice would you give emerging designers and entrepreneurs hoping to build a successful brand?

My advice is always to be as structured as possible. For creatives, something as simple as a business structure can seem trivial in comparison to their design aspirations, but it is much more important than you think. I would also recommend being authentic in your design language. It can take time to get to know your own design identity, but it's absolutely necessary. Designers, myself included, are very influenced by other designers, both past and present, but it's important that they doesn't supersede your own voice.

FASHION AT THE SAUDI CUP

Hosted at Riyadh's King Abdulaziz Racecourse, the Saudi Cup has offered the horse-racing world's largest purse prize, \$20 million, since its inception in 2020. An immediate international success, it's a huge opportunity for local designers to showcase the heritage of Saudi fashion.³

Showcasing the highest national standards



Special dress code for Royal Enclosure



13 remarkable regional varieties on display



Exhibit climate and landscape of remarkable variety



Saudi 100 Brands Fashion Pavilion features new designers

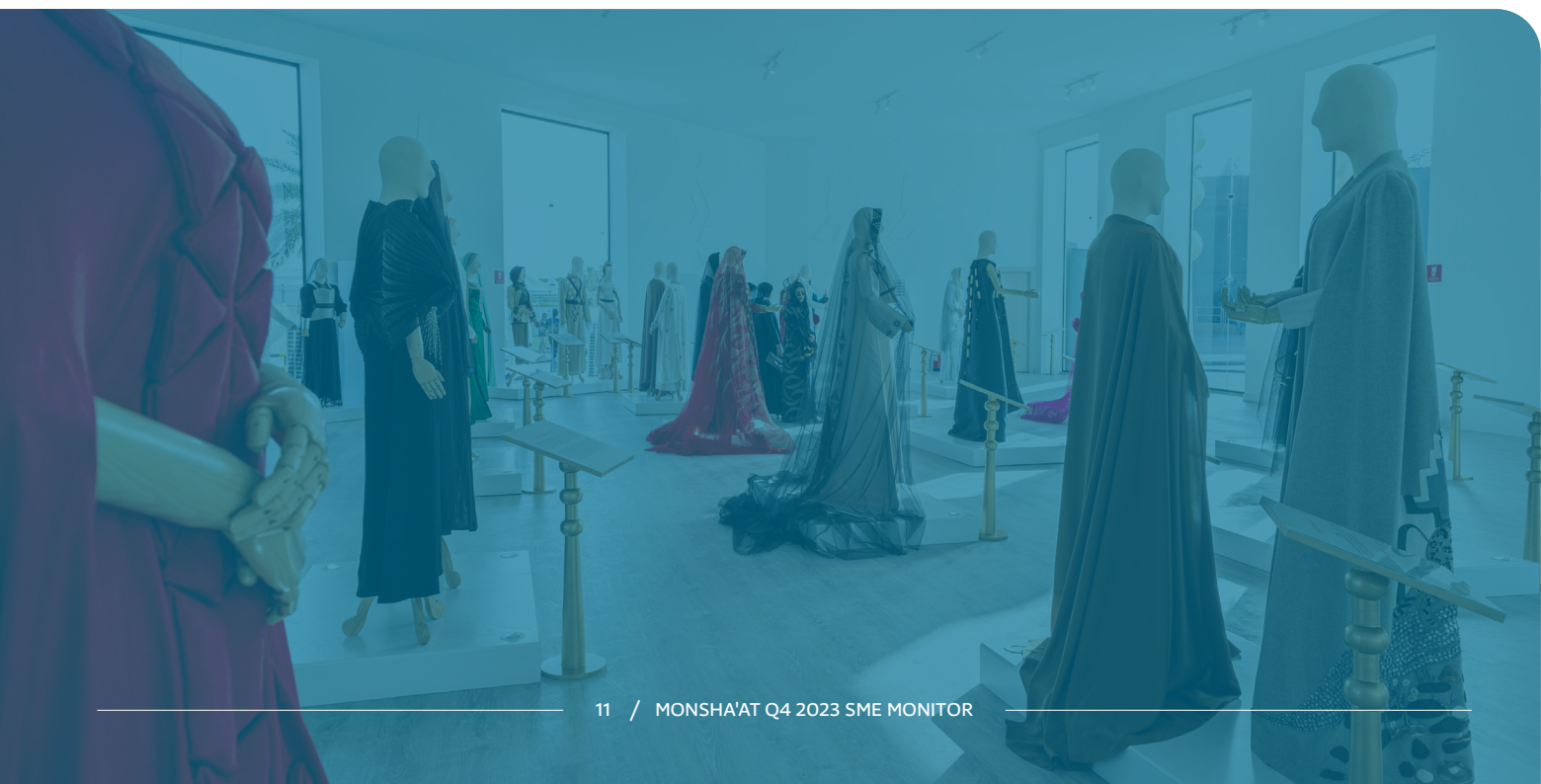
As a celebration of the Kingdom's unique history, geography, and aesthetic legacy, fashion at the Saudi Cup is a landmark annual opportunity for local designers to experiment with bold new takes on ancient sartorial forms, reach new global audiences, and grow their business.

Men and women's fashion on live display

Embroidered scarves, pearl bags, tiaras of gold spikes among women

Embroidered tunics, white thobes, elaborate shemaghs among men

Most glamorous fashion event of the season⁴





RIYADH FASHION WEEK

**RIYADH
FASHION
WEEK**

Launched in 2023 by the Saudi Fashion Commission, Riyadh Fashion Week quickly became a landmark event on the Saudi fashion calendar. An annual weeklong extravaganza showcasing some of the Kingdom's most exciting designers and fashion entrepreneurs, the event is casting a new light on Saudi sartorial talent, refashioning the Kingdom as a new fashion hub.

Fashion Week in numbers



4-day
event



16
runway shows⁵



30
Saudi brands on display⁶



250
thought leaders and stakeholders
at opening gala⁷

Featuring figures from across the global fashion community, from celebrities and buyers to designers and other key industry stakeholders, Riyadh Fashion Week is an unprecedented opportunity to celebrate the Kingdom's rapidly developing scene and help local industry newcomers connect with global leaders.

Historic progress on display

- > Opened by celebrated Saudi designer Mohammed Ashi
- > Showcasing established brands & up-and-coming designers
- > Traditional tastes meet contemporary avant-garde
- > Features future trends in fastest-growing large, high-income market
- > Unprecedented networking opportunity for local entrepreneurs and designers

Riyadh Fashion Week 2024 will take place from
October 17-21. Click **here** to learn more.



THE LAB

ذالاب
THE LAB

Launched by the Saudi Fashion Commission in May 2024, The Lab is a state-of-the-art product development studio in Mohammed bin Salman Nonprofit City (Misk City) that is enabling the Kingdom's fashion landscape by providing local designers with training and access to the best manufacturing facilities.⁸

Features of this flagship initiative



Cutting-edge
manufacturing facilities



Education and
training programs



Collaborative
environment



Promoting national
brands



Hosting fashion-related
events



Supporting sustainable
practices

In addition to allowing local designers, brands, and fashion entrepreneurs to actualize their creative visions, this historic partnership between the Fashion Commission and Misk City is building a collaborative environment for fashion entrepreneurs to network, exchange knowledge, grow their brand, and help build a thriving ecosystem.

Long-term benefits of creative collaboration



Develop and showcase local talent



Foster innovation



Promote economic diversification



Enhance cultural exchange



Proudly manufacture the
"Made in Riyadh" label

☆ SUCCESS STORY:

Kamal Hubaishi

Founder & Managing Partner,
URBN LOT



First launched online in 2013, URBN LOT is a carefully curated boutique that carries a selective array of exclusive international and Saudi streetwear brands. Now with physical locations in Jeddah and Riyadh, it also supports innovative and creative Saudi streetwear designers by providing a space and exposure to its cosmopolitan consumer base.



How did URBN LOT go from selling on Instagram in 2013 to becoming a prominent streetwear boutique with physical locations in Jeddah and Riyadh?

When Instagram was beginning to take off, I had a lot of free time after work, so I started an Instagram page and began selling TOMS shoes. I would post pictures of the shoes and offer to deliver them in two weeks. This quickly grew, and after a few months, customers began asking for other brands. I would buy wholesale, stock the product, then sell it. By the end of 2013, the business was small, but growing.

I started with minimal capital and worked on implementing marketing plans that helped me add momentum to the store on social media platforms, which contributed to increasing our Instagram account followers from 2,000 to 35,000 followers in just one week.

In 2015, a friend of mine from Al-Madinah saw where the business was going and decided to partner with me and invest in the business. It was a small investment by today's standards, but we decided to rent a shop at a local strip mall. In August 2015 we opened the Jeddah store with 15 international brands, most of which were streetwear-oriented, so that is how our streetwear identity came about. By 2017, our store became a well-known brand in Jeddah. In 2018, we expanded to Riyadh.

By 2019 we had 50-60 brands. In 2020, we were fortunate to have a supportive landlord and government support which helped us retain our employees. Our strong social media presence also helped us to keep the business running. As things opened back up in 2022, we had an amazing return.

What strategies have you employed to cultivate your community and foster brand loyalty?

I try to maintain a personal presence on our social media and the analytics show that engagement increases when I take a personal approach. We engage our customers with opinion polling before adding a new brand to the store. I am also often present at our storefront, in Jeddah or Riyadh, and I stay connected with customers to provide updates on new product drops. For loyal customers, we sometimes send free gifts, especially if we know they prefer a certain brand.

As a pioneer in the streetwear scene in Saudi Arabia, how do you identify and select brands to feature in your stores?

We are not designers, so I try to go to Paris Fashion Week annually and see what is trending. We make sure to bring brands that are trendy, but also suit local tastes. For example, tie-dye might sell in Los Angeles, but not in Saudi Arabia. People like more plain stuff here, more white and black. Tastes also frequently change. I have to think ahead, because I need to order from the brands a year in advance.

How do your collaborations with local streetwear designers contribute to your success?

Saudi brands have an increasing presence at URBN LOT and are selling more than ever as they cater to local tastes. Even when I assemble orders from international brands, I choose pieces that I feel will meet Saudi demand. We hope to become big enough where we can support even more local brands, but because we are growing, our expenses are growing too, and we must choose wisely. Six of the local brands we carry today come from former URBN LOT employees, so we continue to stimulate the local fashion business, too.

THE GREENHOUSE BY CHALHOUB GROUP: FASHION LAB

Chalhoub Group is one of the largest retail operators in MENA.⁹ In 2018, it launched the Greenhouse, a series of initiatives to nurture, build, and scale a diverse range of startups across the UAE and Saudi Arabia. In 2024, it launched its first Saudi office in Riyadh, which includes Fashion Lab, an initiative to identify innovative and disruptive Saudi brands.

Objectives and incentives

Empowering early-stage fashion brands

Market access through new online and offline channels

Mentorship and training from leading experts and entrepreneurs

5-month training including 2-week bootcamp

\$15k in funding for finalists

Equity option upon agreement¹⁰

In its mission to find and empower the next big brand in Saudi Arabia, Fashion Lab is accepting applications from across the following disruptive or emerging categories.



Streetwear



Brands with productive capabilities, trade license, and more than 5,000 SKUs¹¹



Sustainable fashion



Passionate founders with market knowledge



Contemporary design



Saudi-based brands with regional ambitions



Accessories



Brands with strong community presence

For more information on the program, please click [here](#). →



BUSINESS BEYOND BORDERS: A LOOK AT THE LATEST GLOBAL SME TRENDS

SMEs are just as adaptive to global business trends as well-established multinationals, often even more so. In this chapter, we look at some of the latest trends helping SMEs improve both their business model and market reach across the global landscape, from new digital and payment tools to online expansion strategies that are helping make SMEs more competitive, responsive, and compatible with ever-evolving consumer demands.

GLOBAL TRENDS HELPING SMES BUILD BETTER BUSINESSES

An array of new technologies and solutions are making it easier for SMEs to scale, grow their geographical footprint, and compete with larger firms. Given the Kingdom's rapid progress in IT and digitalization, Saudi-based firms stand to benefit from each of the following trends.

Digital transformation:

SMEs everywhere are adopting new tech such as cloud-computing, AI, data analytics, collaborative platforms, mobile apps, and e-commerce to scale their business.



Data-driven insights



Increased operational efficiency



Cost savings



Greater competitiveness



More scalability

Remote work and virtual collaboration:

SMEs are benefitting just as much as major multinationals from hybrid and remote work schedules that offer greater flexibility and resilience.



Access to global talent



Reduced overhead costs



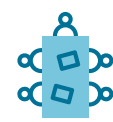
Increased productivity



Greater business resilience



Enhanced collaboration tools



Agile workforce scalability

Expansion of e-commerce:

More SMEs are adopting e-commerce to grow their business, with a recent Future of Jobs report, published by the World Economic Forum, showing 75% of them looking to adopt online shopping globally.¹²



Expanded customer base



More cost effective



Greater geographical reach



Online presence adds credibility



Diversified revenue streams



Compete with larger market players



Greater flexibility with digital marketing tools



Enhanced brand identity from well-designed online store

Freelance and gig economy:

As companies and economies move beyond traditional business models, SMEs have as much to gain as anyone in employing more freelancers and gig workers.



Broader talent pool and access to specialized skills



Greater flexibility for SMEs and workers



Greater agility and innovation with fresh perspectives



Reduced overhead and administrative burden



Greater short-term scalability

A SURVEY OF GLOBAL ENTREPRENEURIAL ACTIVITY

With its latest issue, the annual Global Entrepreneurship Monitor's GEM 2023/2024 Global Report caps a quarter century of insightful analysis of entrepreneurial trends from around the world. Now in its 25th edition, the latest report continues a storied tradition of hearing from experts, individuals, and business owners since 1999.



4 mn

people surveyed



120

different countries included



50,000

national experts shared insights



150+

academic and research
institutions involved



170,000

annual interviews¹³

In its 2023/24 report, GEM surveys the state of global entrepreneurial opinion in the wake of global inflation.



46

economies
included in survey



60%

of world
population
represented



70%

of global GDP
represented



136,000+

individuals shared
thoughts on
entrepreneurial
outlook



2,000

experts from 49
economies offered
assessments



3%

growth in
global GDP
in 2023



7%

global inflation
in 2023¹⁴

Key takeaways for global entrepreneurial activity

- > Entrepreneurial education at schools can be greatly improved
- > Highest levels of entrepreneurial activity are in the Latin America & Caribbean region
- > Lower-income economies have higher proportions of new startups, specifically in consumer services
- > Female entrepreneurs require more support
- > 50%+ of adults in 28 of 45 economies strive for sustainability in business model
- > 7 out of 45 countries saw 40% or more of entrepreneurs introducing new products or services¹⁵

Jeff Hoffman

Chairman of the Board,
Global Entrepreneurship Network



Founded in 1999, the Global Entrepreneurship Network (GEN) operates programs in 200 countries that make it easier for anyone to start and scale a business. By fostering cross-border collaboration between entrepreneurs, investors, researchers, and policymakers, GEN fuels healthier start and scale ecosystems that create jobs, provide education, accelerate innovation, and strengthen economic growth.



Drawing from your experience, what are some key trends you've observed in the entrepreneurship landscape over the past decade?

The creation of new tools and technologies has dramatically reduced both the cost of launching a startup and the time it takes to get to market. Technologies such as AI and automated code generators have made a big impact on what small startups can do in major global markets. Second, entrepreneurs now have access to a vast new global talent pool. Today's startups can employ and learn from remote employees and online resources that didn't exist before COVID. Finally, international collaboration has increased, with today's startups able to reach out to customers and potential partners across the globe at the click of a button.

What is the role of Global Entrepreneurship Network (GEN) in fostering entrepreneurship worldwide, particularly in emerging economies?

Entrepreneurship is the art and science of applying practical skills and knowledge to fixing real problems that everyone else just complains about. The first step in fostering entrepreneurship, especially in emerging economies, is creating awareness campaigns to let more people know it's a path that they can follow. GEN plays an important role in spreading awareness, offering resources, and creating opportunities through events and programs such as the Global Entrepreneurship Congress (GEC), Global Entrepreneurship Week (GEW), the Entrepreneurship World Cup (EWC) in Saudi Arabia, and others.

What are some key strategies that GEN is currently focusing on to address the needs and challenges faced by entrepreneurs?

Research shows that entrepreneurs who are surrounded by a comprehensive ecosystem have a much greater chance of success. One of GEN's most important strategies is to continue improving the template and toolset for launching and growing entrepreneurial ecosystems on a global basis.

GEN is also focused on making available the connections, mentors, tools, data, and resources that entrepreneurs – and the investors, policymakers and ecosystem builders who support them – need but don't always know where to find.

How do GEN's programs help support entrepreneurs at different stages of their entrepreneurial journey?

Firstly, through connectivity. At every phase of a startup's growth and development, founders are always asking "Hasn't someone gone before me?" GEN provides a global network of fellow entrepreneurs, experienced mentors, investors, and ecosystem builders who are poised to share insights, advice, best practices and more through programs like the Entrepreneurship World Cup and the GEN Starters Club.

How do you see globalization impacting entrepreneurship in terms of market access, cross-border collaborations, and the exchange of ideas and talent?

Startups can now access and employ talented individuals all over the world, giving them a much more capable workforce. And the world of social media has exposed entrepreneurs to the ideas and capabilities of innovators everywhere, in real time, all day long. It has never been easier for a startup to reach out and collaborate with partners on every continent through this same set of connected resources.

What advice would you give to aspiring entrepreneurs?

My advice is to start building your network now, way before you need it. This consists not only of potential team members, but also of mentors, advisors, educators, policy makers, investors, and anyone whose assistance or expertise you think you might need along the way. My companies were not successful because of me but because we had the best team, and our team had access to people who had already done the things we were trying to do.

BUCKING AND BUILDING THE TREND: CASE STUDIES OF SUCCESSFUL SMES

The following global case studies reveal digital and brick-and-mortar strategies that can help SMEs build resilience, grow their market share, and become more nimble and valuable firms.

Case study #1: Canadian landscaping SME whose digital transformation boosted sales by 40%



As a small enterprise with 7-10 full-time staff and 25, during high season, The Rusty Shovel landscaping shop in Regina, Canada supplies the landscape construction sector. Thanks to a series of digital solutions prior to the pandemic, it was able to boost sales by 40% and become more resilient to supply chain challenges during the period of lockdowns.



Adopted Customer Relationship Management (CRM) software to track and improve each step in the selling process



Leveraged software to automate lead generation, status tracking, and sales funnels for digital marketing campaigns¹⁶



Digitalization of data management activities increased employee productivity



Began offering online landscape design services¹⁷



Automation of scheduling, payments, and reminders

Together, these interventions allowed The Rusty Shovel to overcome severe foot-traffic shortages, boost consumer engagement, cut costs, and create important new revenue streams.

Case study #2: UAE-based agri-tech Pure Harvest Smart Farms innovates across value chain



Founded in 2016, this pioneering, tech-enabled agri-business is focused on sustainable year-round production of high-quality fresh fruits and vegetables by using the latest controlled-environment agriculture (CEA) techniques.



\$387 mn in capital raised



Applied horticultural best practices



Tackling food security challenges



Water conservation



Economic diversification



Sustainable low carbon-footprint¹⁸



7x more efficient than traditional greenhouse farming



365-day per year growing schedule



30x more efficient than field farming¹⁹

As the region's first semi-automated, high-tech hybrid growing system, everything sold is grown less than 100km from where it's eaten, proving the desert is no hindrance to healthy produce.²⁰



Case study #3: Mumzworld, a UAE-based e-commerce SME that conquered the region

mumzworld.com
#1 mother, baby & child site in the Middle East

Launched in 2011 with four employees, Mumzworld, the Middle East's largest e-commerce site for mother, baby and child, grew to 500+ employees.²¹ Leveraging skills, tools, and networks she learned abroad, founder Mona Ataya returned to the region to build a business that empowers women to make the most informed decisions for their families.



6,000+
brands



300,000+
products



2.5 mn
mothers served



20+
countries shipped to²²



800%
growth in 2020²³

Key recommendations by Ataya for e-commerce SMEs

- > Open your own warehouse
- > Migrate to mobile early
- > Handle your own last-mile delivery where possible
- > Source directly from manufacturers
- > Offer an immediate Price Match guarantee
- > Engage customers through community-building online and offline
- > Offer bilingual app services

Takeaways for Saudi SMEs

These are a few powerful tools with proven results for small businesses that can help Saudi SMEs increase operational efficiency, grow their business, and expand into new markets.

Customer Relationship Management (CRM) software: This helps companies manage customer relations by storing data, improving communications, delivering personalized experiences, streamlining marketing processes, and gaining better data analysis.

Enterprise Resource Planning (ERP) software: This integrates core business processes such as finance, inventory, procurement, and HR into a centralized system, providing SMEs with real-time visibility into their operations.

Project Management (PM) software: This enables SMEs to plan, organize, and track project status from start to finish, in addition to helping teams collaborate, allocate resources, set deadlines, and monitor progress.

INTERNATIONAL OPPORTUNITIES FOR SAUDI SMEs

Saudi SMEs are well poised to gain from their country's growing footprint across a number of global sectors to seize new opportunities in regional and international markets.



Renewables: Given the Kingdom's highly ambitious renewable energy targets, SMEs in the solar and wind-related manufacturing, installation, maintenance, and storage can leverage expertise learned in the Kingdom before expanding abroad.²⁴



Logistics: As Saudi Arabia leverages its growing connectivity, infrastructure investments, and geography to become a global logistics hub, SMEs can benefit from entering regional shipping, warehousing, customs brokerage, fulfillment, and last-minute delivery service provision.



Fashion: Thanks to growing consumer confidence and considerable public and private investments in the Saudi fashion space, local fashion entrepreneurs can pivot off the Kingdom's unique sartorial heritage to expand across the world.



Islamic finance & fintech: In its quest to become a global fintech hub, Saudi Arabia is giving SMEs unrivalled opportunities to create new fintech and Islamic finance products that can be implemented throughout the entire region. Tamara, for example, recently partnered with Paymob to support payment systems for SMEs.²⁵



Healthcare & biotech: With health tourism and tele-medicine on the rise, Saudi SMEs stand to gain from historic expansion opportunities as Vision 2030's Health Sector Transformation Program invests in private sector breakthroughs in healthcare and biotech.



Agri-tech: As food security becomes a greater regional priority, the GCC is investing more in agricultural technology (agri-tech) each day. In the UAE, for example, an initiative worth \$272 million was launched to support agri-tech companies that Saudi SMEs stand to benefit from.²⁶



E-learning & edtech: With young, clever, curious populations throughout MENA, Saudi SMEs are benefitting from growing interest in e-learning and edtech. The Riyadh-based iStoria app, which has 1+ million global learners, recently raised \$1.3 million.²⁷

☆ SUCCESS STORY:

Deem Albassam

Co-Founder & Managing Director,
Independent Food Company



Founded in 2014, International Food Company (IFC) is a UAE-based hospitality company with a variety of home-grown food concepts that bring people together, including SALT, Parker's, Somewhere, Public, Switch, Grind, Joe and the Juice, and Little Riyadh.

Independent Food Company (IFC) has achieved remarkable success in the hospitality industry. What are some key milestones and main factors behind its success?

One key milestone in Independent's journey has been its expansion into multiple innovative concepts, each tailored to meet the evolving tastes and preferences of consumers. Whether it's introducing unique dining experiences or experimenting with fusion cuisine, Independent has consistently demonstrated its commitment to staying ahead of the curve. Its emphasis on quality, authenticity, and customer satisfaction has also been a driving force. From sourcing the finest ingredients to delivering impeccable service, it has prioritized excellence at every touchpoint, earning the loyalty and trust of its patrons along the way.

As the co-founder and managing director of IFC, how do you navigate the challenges of expanding a company internationally?

Our Dubai headquarters serve as a significant advantage because its diverse market has exposed us to a multitude of cultures and nationalities. Building strong partnerships and networks in the target markets is also key, in addition to collaborating with local stakeholders, suppliers, and distributors, which provides invaluable insights into navigating regulatory hurdles, sourcing ingredients, and adapting to local tastes.

IFC's brands have gained international recognition for their unique culinary concepts and ambiance. How do you approach the development of each brand to ensure it stands out in the competitive hospitality landscape?

We approach each brand development with a focus on innovation, quality, and authenticity. By exploring new culinary trends, sourcing the finest ingredients, and creating immersive environments, we ensure that each concept stands out in the competitive hospitality landscape. To be sure, customer engagement and feedback also play a vital role in shaping our brands, allowing us to continuously evolve and stay relevant in an ever-changing market.

How does IFC prioritize customer experience and ensure consistency across its different concepts?

Independent prioritizes customer experience by focusing on creating memorable moments at every touchpoint. We ensure consistency across our different concepts through rigorous training, quality control measures, and a commitment to upholding our brand standards.

What lessons have you learned about marketing and promoting culinary concepts to attract and retain customers, both locally and internationally?

Firstly, understanding the target audience is crucial. By conducting thorough market research, including demographics, preferences, and trends, we can tailor our marketing efforts to resonate with our customers effectively. Secondly, storytelling plays a significant role in marketing culinary concepts. Sharing the story behind the brand, its values, and the inspiration behind the dishes can create a deeper connection with customers, fostering loyalty and engagement. Thirdly, leveraging digital platforms is essential in today's interconnected world. From social media marketing to online reviews and influencers, digital channels offer vast opportunities to reach and engage with customers both locally and internationally.

For aspiring entrepreneurs in the food and hospitality industry, what advice would you give them based on your journey, particularly in terms of identifying market gaps, fostering innovation, and building a strong brand presence?

First, look for unmet needs or underserved segments in the market and tailor your offerings to fill those gaps. Second, continuously seek new ideas, flavors, and experiences to stay ahead of the curve and differentiate your brand. And third, focus on experience, quality, and authenticity to create a memorable brand that resonates with customers and stands out in the industry.

COLLABORATIONS AND PARTNERSHIPS

Several funding projects for SMEs around the globe are deploying collaborative, innovative, and international projects that could be duplicated by Saudi Arabia to boost funding for collaborative and innovative SME ventures.

Horizon Europe

With \$102 billion in funding, Horizon Europe is the largest Research and Innovation program in the EU. In addition to tackling climate change, promoting industrial competitiveness, and boosting growth, it also helps fund SMEs focused on research and innovation.



\$102 bn

in total funding for 2021-2027



\$10.8 bn

for the European Innovation Council (EIC) from 2021-2027



\$7.6 bn

of EIC funding earmarked for SMEs equivalent to 70% of total EIC funding

The EIC promotes innovative SMEs with global scale-up potential in deep-tech, disruptive innovation, and market-creating innovation through three funding paths.

Pathfinder funding: Support advanced research and early stage development

Transition funding: Help innovators develop pathway to commercial development for promising research results

Accelerator funding: Support SMEs, startups, and small mid-caps to bridge financing gap between late stages of research and market take-up²⁹

Eureka: Innovation Beyond Borders

Founded in 1985 and headquartered in Brussels, Eureka is the world's biggest public network for international cooperation in R&D and innovation, helping organizations and SMEs gain funding for innovative R&D projects in over 45 countries.

- > Provide access to public funding
- > Boost expansion into new markets
- > Drive international collaboration
- > Offer personalized advice

Eureka aims to foster competitiveness and market integration between the EU and neighboring or likeminded markets.



13,170

projects funded



65

countries



\$22.5 bn

in total funding



65%

of recipients have been SMEs³⁰

Singapore: Enhanced Partnerships for Capability Transformation (PACT)

Launched in 2010 to support collaborations between original equipment manufacturers (OEMs), suppliers, and SMEs, the government of Singapore's PACT program was designed to help large companies and suppliers share knowledge and skills with smaller ones by defraying costs, encouraging joint product development, and helping SMEs adopt niche technologies.

PACT in numbers



\$110 mn

in support since 2010



2,500

Singapore-based
companies have benefitted



≤70%

of SME software, materials,
services, and manpower costs



50%

of SME hardware and
equipment costs³¹

By enabling Singapore-based suppliers to become qualified suppliers for major multinationals, local SMEs can enter and flourish in growth industries such as healthcare and aerospace.

**Productivity
improvements**

Knowledge transfers

**Test-bedding of
innovative solutions**

**Co-innovation
activities**

**Joint product
development**

**Adoption of niche
technologies and
innovative new tools**

3D printing solutions

Saud Alsabhan

VG of Entrepreneurship,
Monsha'at



Vision 2030 outlines ambitious goals for economic diversification and entrepreneurship development. How does Monsha'at's work contribute to these?

Monsha'at is a fundamental pillar in the strategy to achieve the goals of Vision 2030, especially when it comes to economic diversification, developing entrepreneurship, and enhancing economic growth. It plays a pivotal role in each by supporting and empowering SMEs and entrepreneurs by providing necessary resources for their growth and expansion, including training, consultations, incentives, and more.

Monsha'at also fosters innovation among SMEs through programs and initiatives such as the Real Estate Innovation Program and the Fikra Commercial Innovation Portal, which encourages them to adopt innovation in promising sectors including technology, mining, real estate, and retail. These increase the impact of innovative SMEs on the Kingdom's GDP, in addition to providing more attractive job opportunities for talented Saudis, thereby facilitating the transformation of the Kingdom from an oil-dependent economy into a knowledge-based economy driven by knowledge and innovation.

How do you assess the current entrepreneurship landscape in the Kingdom, particularly in comparison to global trends?

The entrepreneurial scene here is witnessing rapid growth and transformation by aligning with global trends, especially in the fields of innovation and technology. The Kingdom continues to economically diversify, a key aspect of which is improving the SME competitiveness. Saudi Arabia experienced significant growth in entrepreneurial activities in 2023, reflecting the positive outcomes of government policies and programs aimed at enhancing the entrepreneurial ecosystem. Overall, the significant efforts made to improve educational and commercial infrastructure and facilitate access to financing have made the Kingdom a much more attractive destination for entrepreneurs.

Market opportunities play a crucial role in shaping the success of SMEs. What are some emerging opportunities in Saudi Arabia that entrepreneurs can capitalize on?

Of the national aspirations and priorities of the Research Development and Innovation Authority announced by HRH Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud, four priority areas stand out: health and wellness, sustainable environment, energy and industrial leadership, and economies of the future.

Collaborations and partnerships are essential to advancing the entrepreneurial ecosystem. How does Monsha'at collaborate with international organizations, governments, and industry players to leverage global expertise and resources?

Monsha'at collaborates in various ways with the Global Entrepreneurship Network (GEN). First, it partners with them for the Entrepreneurship World Cup competition, which enables SMEs and entrepreneurs from around the world to benefit from GEN's contacts and accumulated experiences. Monsha'at also cooperates with entities from both the public and private sectors both regionally and globally, including the United Arab Emirates, the United States, the United Kingdom, Singapore, and Korea, each of which have the aim of facilitate the growth and expansion of innovative SMEs.

In your experience supporting SMEs, what are some of the most effective strategies that you have observed that aspiring entrepreneurs could adopt?

Through previous experiences in supporting SMEs and entrepreneurs, several effective strategies can be identified for ambitious entrepreneurs seeking growth and expansion. These include the ability to innovate, understanding the market and customers, utilizing technology to enhance efficiency and expansion, and finally, building flexibility and adaptability into your company's DNA. These strategies provide ambitious entrepreneurs with a strong foundation to successfully launch and develop their businesses, enhancing their ability to compete in both local and international markets.

LESSONS LEARNED AND BEST PRACTICES

While there are no one-size-fits-all solutions for SMEs, the following best practices have helped countless companies offer better products and services and keep ahead of the competition.

- > Offer bilingual mobile app services where possible
- > Embrace new technology like cloud-based software, automation tools, or e-commerce
- > Ensure efficient last-mile delivery
- > Hone brand identity through unique website design
- > Focus on niche markets to build customer loyalty
- > Create valuable content (blog posts, videos, infographics) to build trust and drive traffic
- > Monitor strategies, offerings, and market positioning of competitors
- > Invest in employee development to enhance skills and productivity
- > Tailor products or services to meet individual preferences
- > Invest in the latest sustainability methods

To stay abreast of industry trends, SME owners are encouraged to follow market developments by reading SME-specific reports and general coverage from the following publications.



Further resources for SMEs

SME owners are also encouraged to network, attend relevant events in their local communities, and look into which of Monsha'at's many services can benefit their company today.

- > To see a list of upcoming Monsha'at events, please click **here**.
- > For a full list of SME services offered by Monsha'at, please list click **here**.
- > To book an appointment with a Monsha'at representative to see how your business can benefit, please click **here**.

MONSHA'AT & ECOSYSTEM UPDATES

A breakdown of the latest updates within the
SME ecosystem.

NATIONAL COMMERCIAL INNOVATION FELLOWSHIP PROGRAM

Launched in January 2024, the National Commercial Innovation Fellowship Program was founded to help innovation-focused SMEs expand their knowledge and skill base through a wide range of 20-day training programs and consultations that help them grow better, smarter businesses.



30

participants to benefit



20-day

support program period



SAR 200,000

in prizes for best
fellowship project³²

With many advisory sessions led by leading industry trainers and experts, the fellowship provides key opportunities for businesses to benefit from a wide range of skills and expertise.

Upskilling courses and consultations



Designing innovation
services



Global practices
in establishing
innovation systems



Intellectual property
management



Benefits of providing
innovation support
as service packages



Tactics for
forming strategic
partnerships



Operational
strategies for
expansion

Click **here** for more information on the program →



MONSHA'AT KEY FIGURES

Throughout Q1 2024, thousands of entrepreneurs and SMEs benefitted from Monsha'at's diverse range of support centers and training programs to learn critical new skills, build their network, and grow their business.



9,644

SMEs benefit from
Monsha'at's SMEs Support
Centers in Q1 2024

To learn more,
please [click here](#)



15,766

trainees benefit
from Monsha'at's
e-Academy in Q1 2024

To learn more,
please [click here](#)



719

SMEs qualify for
Monsha'at's Jadeer
service in Q1 2024

To learn more,
please [click here](#)



1,558

beneficiaries avail
themselves of Mazaya
platform in Q1 2024

To learn more,
please [click here](#)



555

beneficiaries avail
themselves of the
Commercial Innovation
Portal (Fikra) in Q1 2024

To learn more,
please [click here](#)



352

franchise brands
listed on the Franchise
Center platform

To learn more,
please [click here](#)



463

SMEs join Tomoh
program in 2024

To learn more,
please [click here](#)



3

SMEs offered in parallel
Nomu market through
the Tomoh program in
Q1 2024



QUARTERLY VC FUNDING

Although total VC funding dipped throughout the entire region in Q1 2024, Saudi Arabia continued to lead MENA in capital deployed with 35 deals worth \$240 million, as Magnitt's Q1 2024 KSA Venture Investment Report shows. Led by the region's sole MEGA deal, Salla app's \$130 million pre-IPO fundraising, the Kingdom's startup scene continued to show remarkable progress in Q1.³³



\$240 mn

in capital deployed to Saudi-based firms in Q1



35

deals in Q1



54%

of total funding in Saudi Arabia to Salla's \$130 mn deal



1st

in MENA in deals and capital deployed



65%

of capital deployed in MENA to Saudi-based firms



5%

increase in Saudi-based investors³⁴



\$33 mn

for 6 early-stage venture and Series A deals³⁵

VC INSIGHT:

Philip Bahoshy

Founder & CEO, MAGNiTT

MAGNiTT

MAGNiTT is the leading venture capital data platform in the Middle East, Africa, Pakistan and Turkey region (MEAPT), enabling investors, corporations, tech companies, and government entities to make informed and data-driven decisions based on verified information.

"Saudi Arabia forges ahead into 2024, remaining the leading destination for investment in MENA. There has been a notable shift, however. While the \$240 million invested in Q1 maintains the Kingdom's dominance, it did reflect a considerable quarterly drop of 70% on Q4 2023, along with a 42% y-o-y drop. This downturn mirrors the broader trend across the MENA landscape.

While funding saw a downturn, the deal flow in Saudi Arabia remained nearly flat, posting a modest 13% decrease on Q1 2023. Digging deeper, it becomes evident that while the overall funding has diminished, the Kingdom's entrepreneurial ecosystem continues to attract investors. The disparity between the decrease in funding and the relatively stable deal flow underscores a shift towards smaller average ticket sizes, reflecting a recalibration rather than a retreat in investor sentiment."



PRIVATE SECTOR SME FINANCING

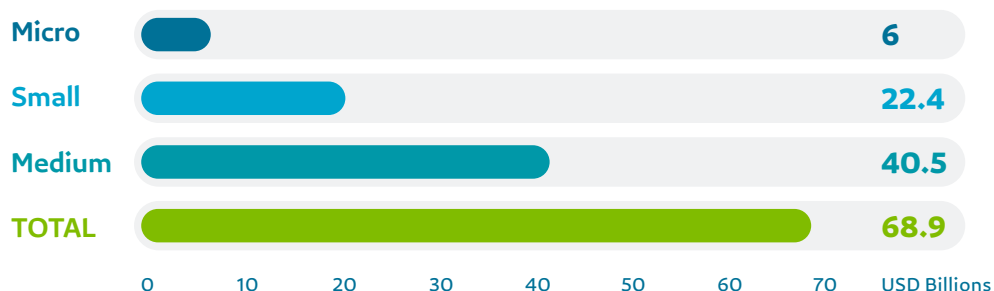
A favorable business environment combined with strong government support for SMEs has unlocked significant flows of private sector capital for small businesses across Saudi Arabia: in Q4 2023, private funding for SMEs grew by 20.4% y-o-y, and funding provided to SMEs constituted 8.7% of the total funding provided by private sector institutions.³⁶



21.1%

y-o-y increase in SME financing provided by banks in Q4 2023

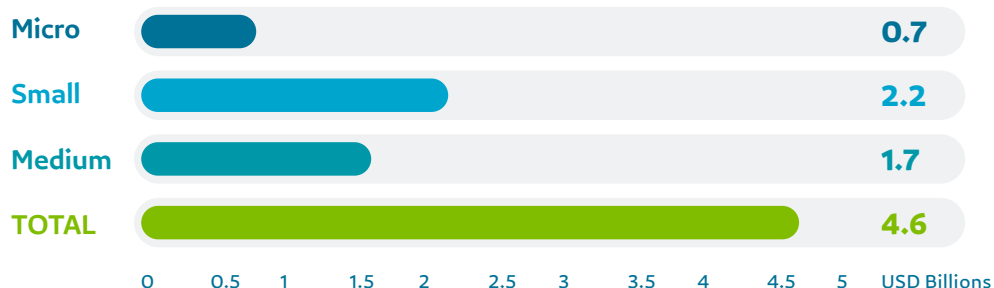
Credit facilities provided to SMEs by banks, Q4 2023 Y-O-Y



9.3%

y-o-y increase in SME financing provided by finance companies in Q4 2023

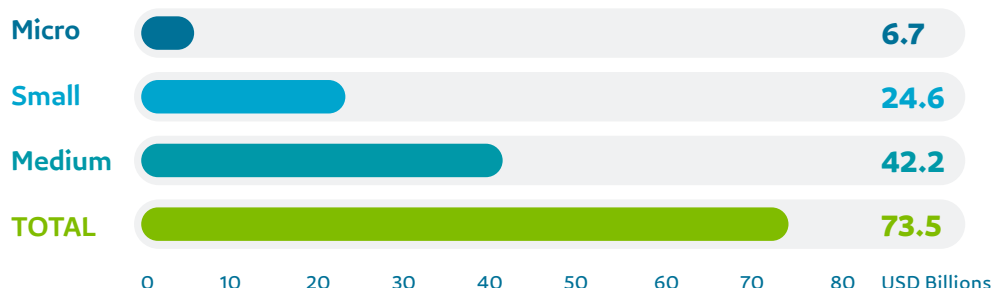
Credit facilities provided to SMEs by finance companies, Q4 2023 Y-O-Y



20.4%

y-o-y increase in total credit facilities provided to SMEs in Q4 2023

Total credit facilities provided to SMEs, Q4 2023 Y-O-Y



FUNDING AWARENESS SERIES

In this issue's quarterly funding awareness series, we will discuss a variety of loans that SMEs can take out from private lenders, along with their terms of repayment and how to determine which are the best fit for their business.

- > **Secured loan:** When a company pledges an asset as collateral to obtain a loan, which lowers risk for the lender and lowers the interest rate and extends the payment period for the borrower.
- > **Unsecured loan:** When a company does not provide any asset as collateral or guarantee for the loan, often resulting in higher interest rates and shorter repayment periods.
- > **Revolving loan:** When a company secures a repeat loan with a maximum limit, as in the case of credit cards.
- > **Non-revolving loan:** A one-off loan obtained by a company to be repaid within a specific period.

Loan repayment conditions for SMEs to reconsider

Businesses should consider how and whether they can meet the following conditions before borrowing from a lender.



Loan repayment period: The repayment period is usually linked to the size of monthly payments and total cost of the loan. In general, the longer it is, the lower the monthly payments and the higher the total cost of the loan, and vice versa.



Profit margin: The profit margin is the cost of using borrowed money in relation to the loan and the various financing fees, of which the following are a few examples.

- > **Application fees:** These are the fees imposed by the lending institution to cover the costs of studying the loan request.
- > **Late payment fees:** These are fees imposed by some financing institutions if payments are made beyond their due date.
- > **Advanced payment fees:** These are additional fees imposed by some financing institutions if a borrower wants to pay their debt earlier, to encourage borrowers to repay over a longer period.
- > **Annual fees:** These are fees paid annually, such as those on credit cards.



Repayment delinquency: In cases where the institution is delinquent in repayment, the lending institution has the right to dispose of the borrower's pledged assets.



ABOUT MONSHA'AT

Established in 2016, the General Authority for Small and Medium Enterprises (Monsha'at) chief objective is to organize, support, develop, and sponsor the SME sector in accordance with best global practices.

Monsha'at deploys a wide range of initiatives that directly speak to the challenges that SMEs face in the market, with assistance being further broken down by company size and type. In addition to providing firms with critical administrative, technical, and financial support, Monsha'at also assists SMEs with marketing and human resources.

Vision



To transform the Small and Medium Enterprises sector into a vital pillar for economic development in Saudi Arabia and an enabler for achieving Vision 2030 and beyond.

Mission



Support SMEs growth and competitiveness through building a supportive ecosystem and an entrepreneurial society, by driving the cooperation with our strategic partners in the public and private sectors and the non-profit sector, locally and internationally.

Please visit www.monshaat.gov.sa for more information.



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4

Independent



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Arab News



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GQ



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SPA



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Forbes Middle East



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Fashion Lab



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Fashion Lab



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The Rusty Shovel



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Pure Harvest Smart Farms



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