



***A Multi-Cultural Approach for
Reaching Out to SMEs
Worldwide***



***Why Try To Fit In
If You Can Stand Out ?***

Turning Migrant Set Backs into Competitive Assets

Nationality



Passport to Globalization

Languages and
Communication



Multi-lingual and Multi-cultural skills

Migration Attitude



Open for Mobility

Lack of Training
and No Degrees



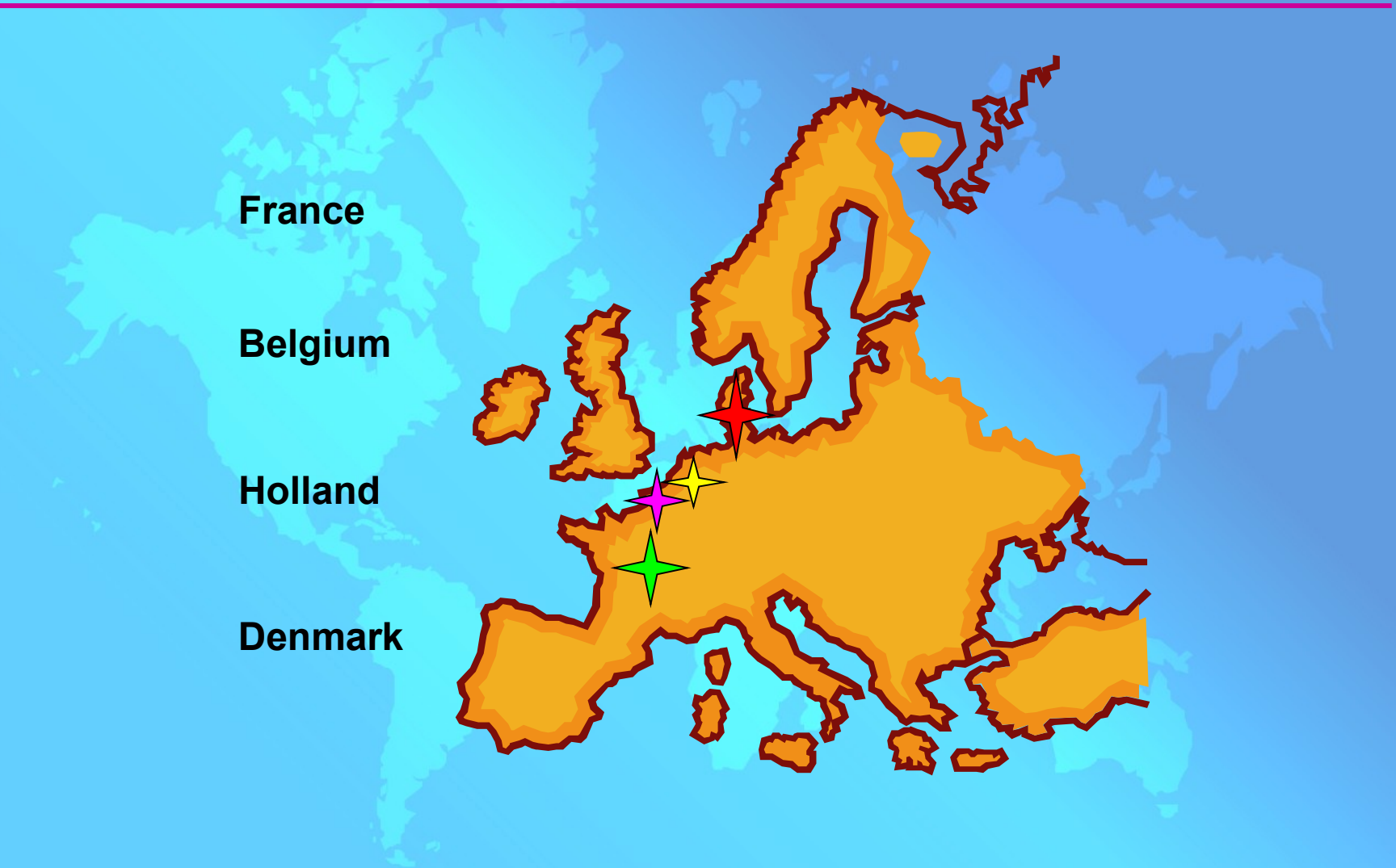
Unconditioned and Spontaneous Minds,
Flexible, Good Source of Creativity

World-wide
Friends and
Family Ties



Markets, Distribution Channels, etc.

Migrants in the Frabelholden Countries



Universal Diversity in Europe

Frabelholden Countries:

France 43.5 % Africans, 12.6 % Asians, 2.5 % Americans

Belgium 16 % Africans, 9.7 % Asians, 2.6 % Americans

Holland 17 % Africans, 34 % Asians, 13 % S-Americans, 1.8 % N-Americans

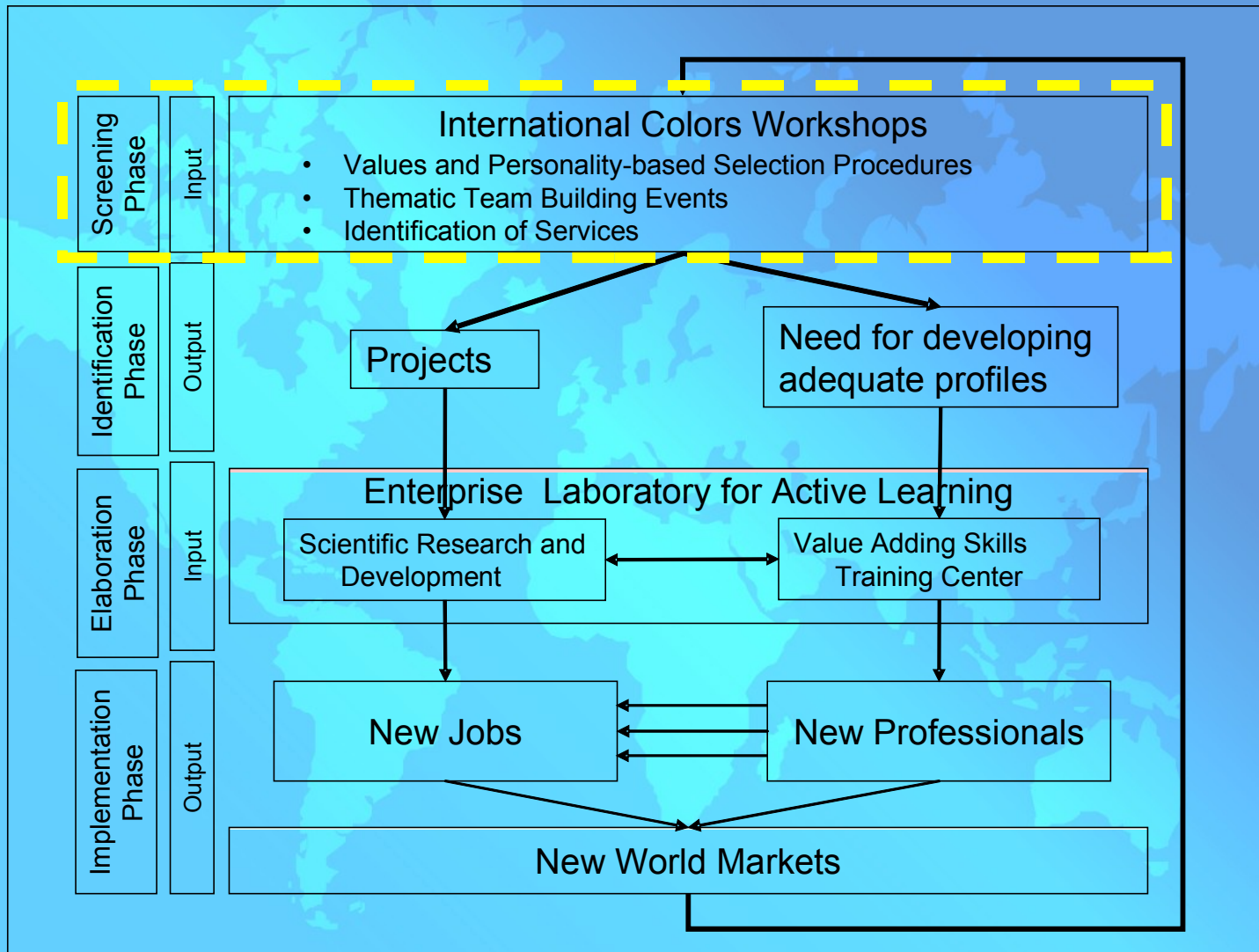
Denmark 9.1 % Africans, 41.1 % Asians, 5.8.% Americans

Other Countries:

Italy 15.2 % Africans, 19.2 % Asians, 13.3 % Americans

Source: <http://www.migrationinformation.org/DataHub/comparative.cfm>

Structure of the Center for Excellence



Marketing Approach for the International Colors Program

There is no ethnic marketing available in Europe, only Euro-centric marketing. This is a field for future professionals that Aurum Helix wishes to develop.

Publicity

Consumer Goods

Via: pre-pay phone cards, money transfer agents (e.g. Western Union), satellite & digital TV, low cost airlines, public transport companies, local radio stations, banks, Insurance companies, grocery shops, tele-boutiques, pitta huts, targeted points of sales of large distribution chains like Cora, Carrefour, Aldi; sportswear (Adidas, Rucanor, Reebok), and specific consumer products like spices (TRS, Golden Boy), teas (Mumtaz) etc.

Social Services

Migrant Associations, Mosques, Temples, Churches, Cultural Centers, but also colleges and universities.

We would go for joint publicity campaigns to reduce the cost



Surviving Globalization for SMEs

What Are The Main Drivers of Globalization

- Huge supply & even bigger demand
- Huge differences in availability and costs between developed and developing worlds:
 - Huge pool of cheap, hard-working and flexible talent
 - A few €uros a day versus a few hundred
 - Enormous, global demand for cheap, sophisticated products and services
 - A 'numbers game', huge, global volumes ensure critical mass, quality & repeatability
 - Hard-learning ensures rapidly increasing level of skill and regular quantum leaps of capabilities

These are the visible sides, and these are also what makes the valuable sides of globalization that benefits our own economies invisibly.

Because of their size SMEs are not able to profit from the Globalization trend

What are the Globalization's enablers that are in place ?

- Distance doesn't matter much anymore
- Cheap and reliable internet, telecoms and transportation
- Good Team-ware tools are widely available
- Local networks are in place
- Import, distribution, sales and service networks
- Increasing number of references and champions
- Vested Interests are in place
- Big business can make more profit in lower tax countries
- Huge volumes of funds flowing from high tax to low tax countries

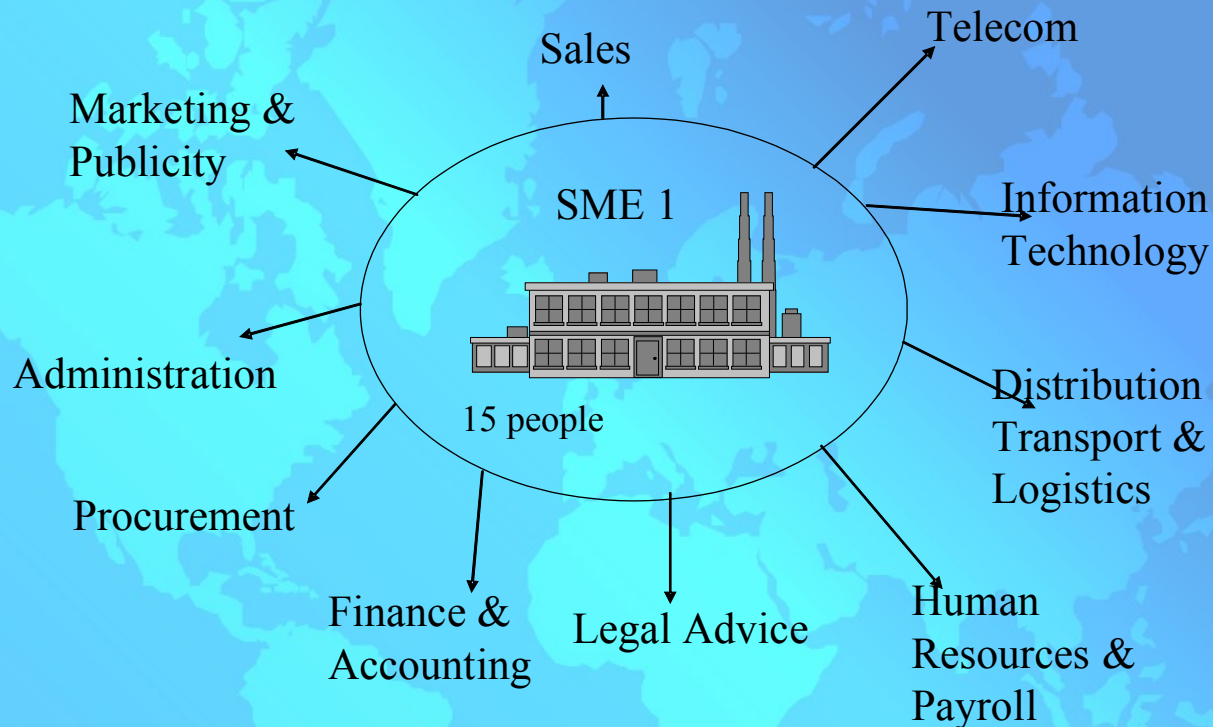
Still very difficult for Small and Medium sized companies to compete...

SME should review the way they are organized to be competitive...

Basic and Essential Needs of the SME



Basic and Essential Needs of the SME



SMEs tend to get organized according to the image of large companies and end up supporting the cost of many departments to the detriment of investments in its core business, and of further innovation.

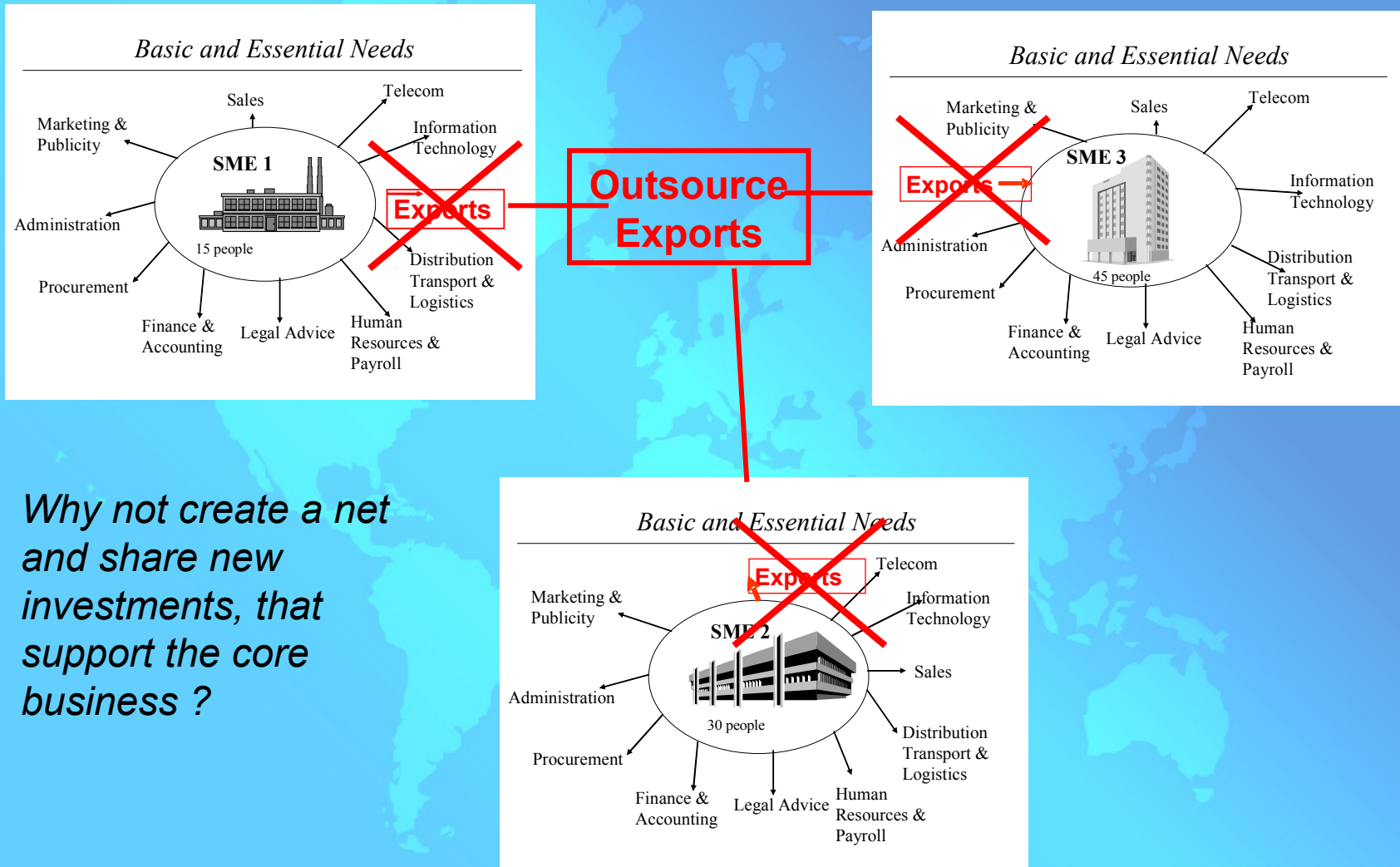
What if Exports Becomes a Basic Need ?



Each SME also tends to take individual responsibility for any new investment, like organizing an export department for example



Why Not Share Similar Basic and Essential Needs ?



Why not create a net and share new investments, that support the core business ?

Proposed Solution to the Problem of Size

is to create a network or cluster of SMEs.

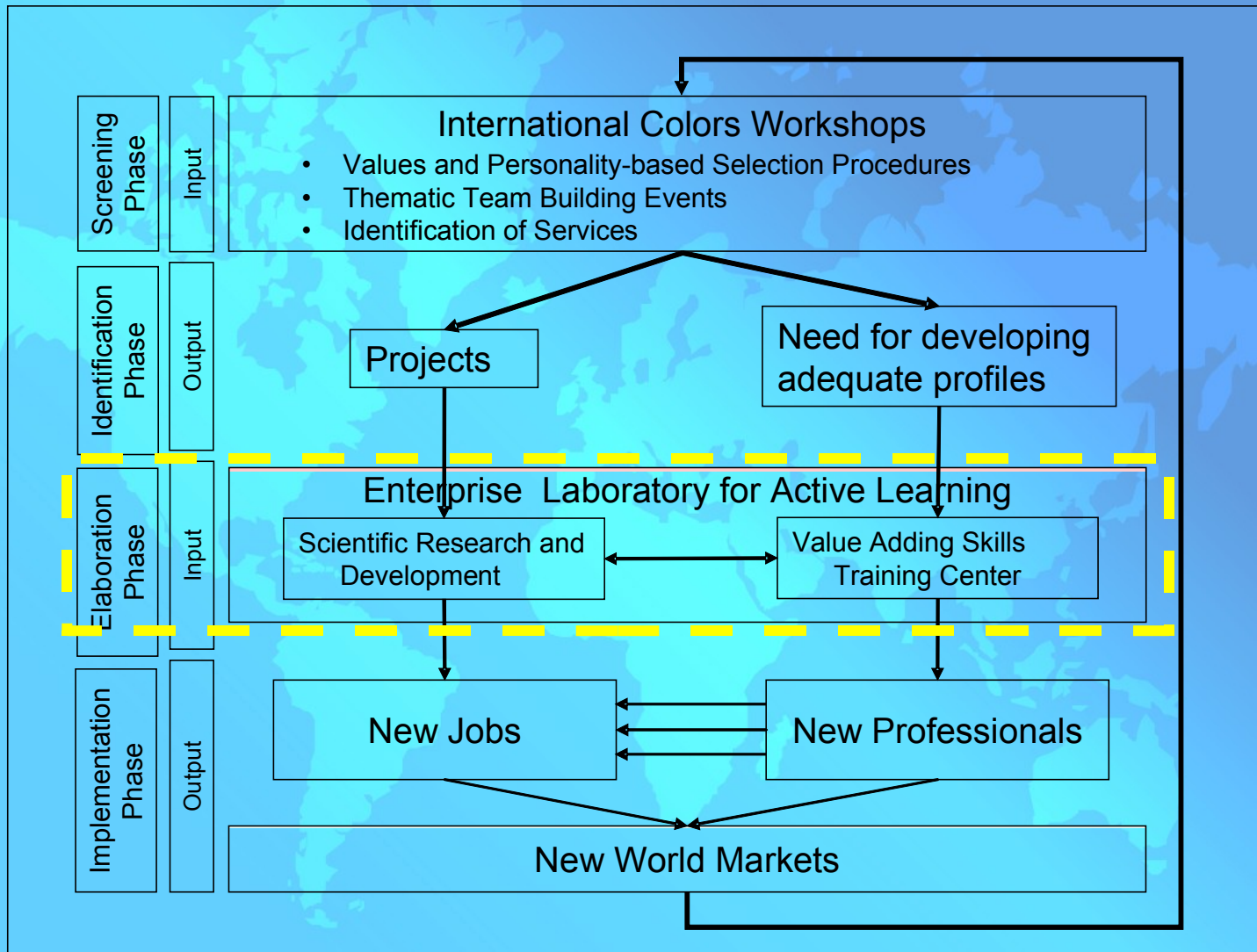
The Center for Excellence wants to bring SMEs together as a team and group their needs and interests for going global.

The Center for Excellence would provide the resources to research the export assignment, provide the knowledge for best solutions, and centralize to equal or surpass the size of a large corporation so that strategic distributors and transporters would be interested.

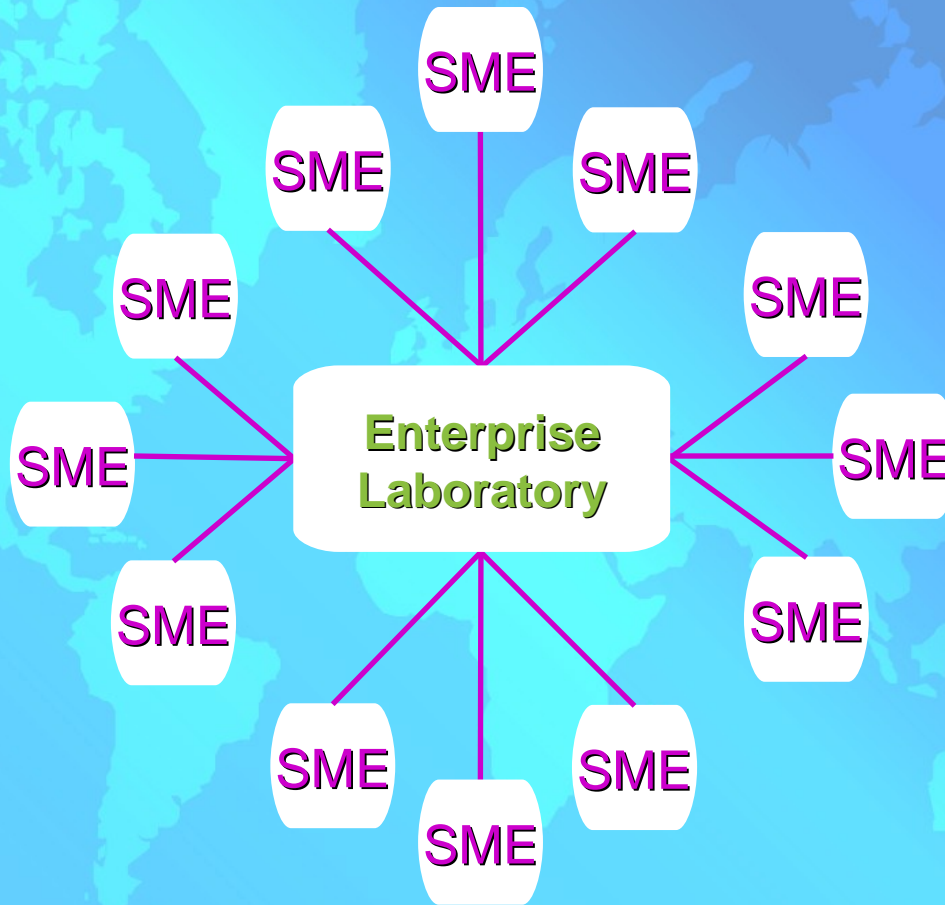
The bigger the volumes, the bigger the discounts and the better are the terms and conditions of which the members can benefit.

Our initiative invites SMEs to **collaborate** in meeting their organizational and business needs. The higher the volume, the more SMEs can profit from globalization of manufacturing and services'.

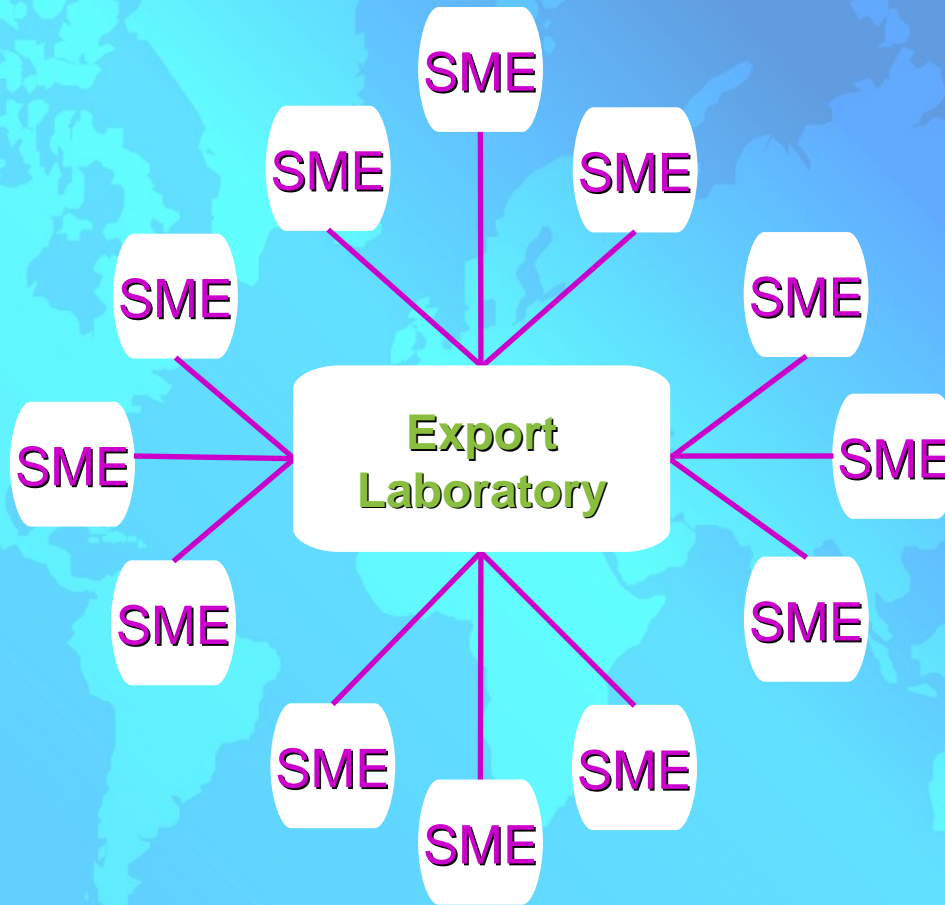
Structure of the Center for Excellence



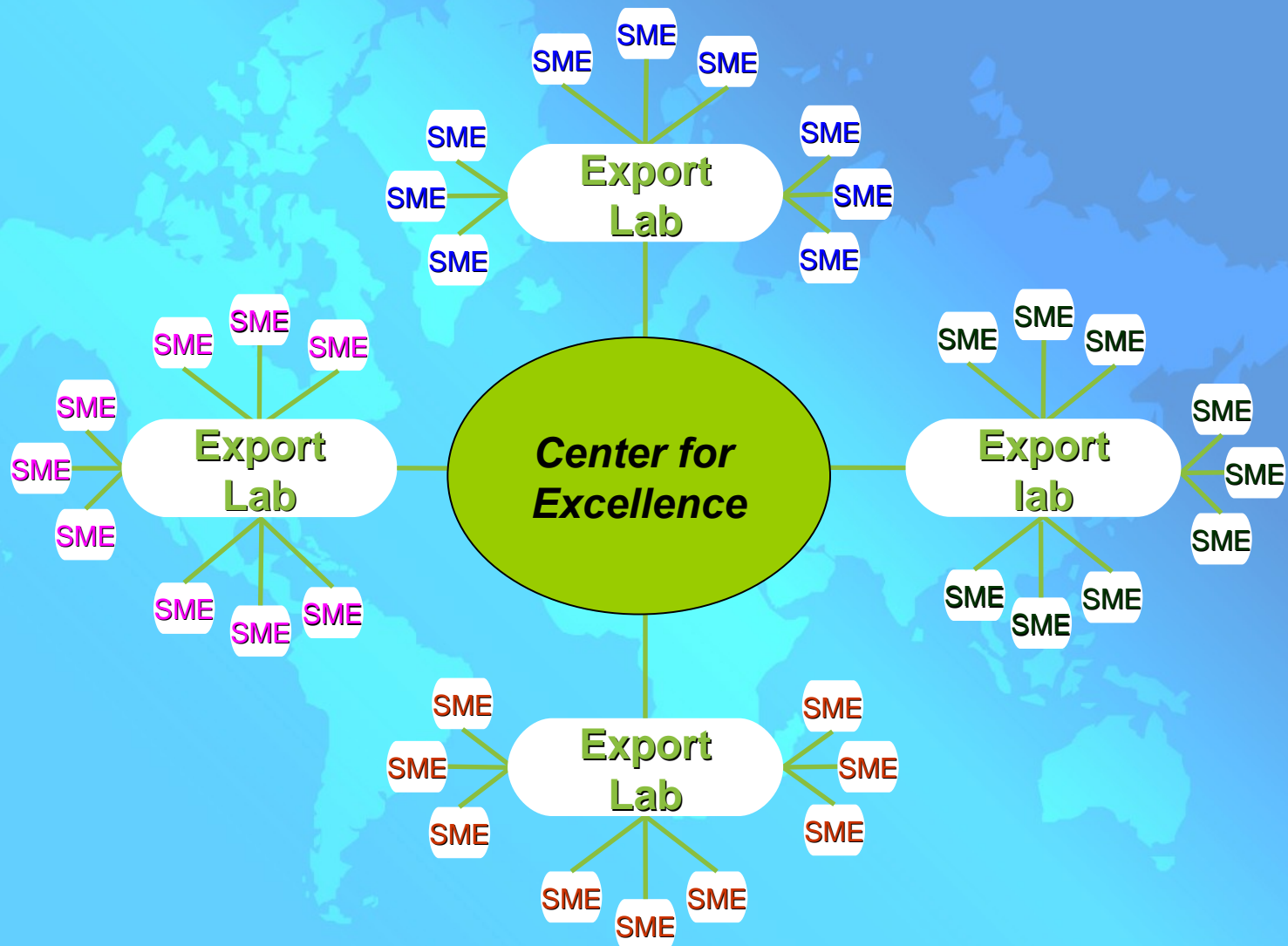
SME Cluster– Enterprise Laboratory as Extended Enterprise



SME Cluster – Export Laboratory as Extended Enterprise Lab



World Wide Export Network



Advantages of This Proposed Enterprise Solution

Micro-economic benefits:

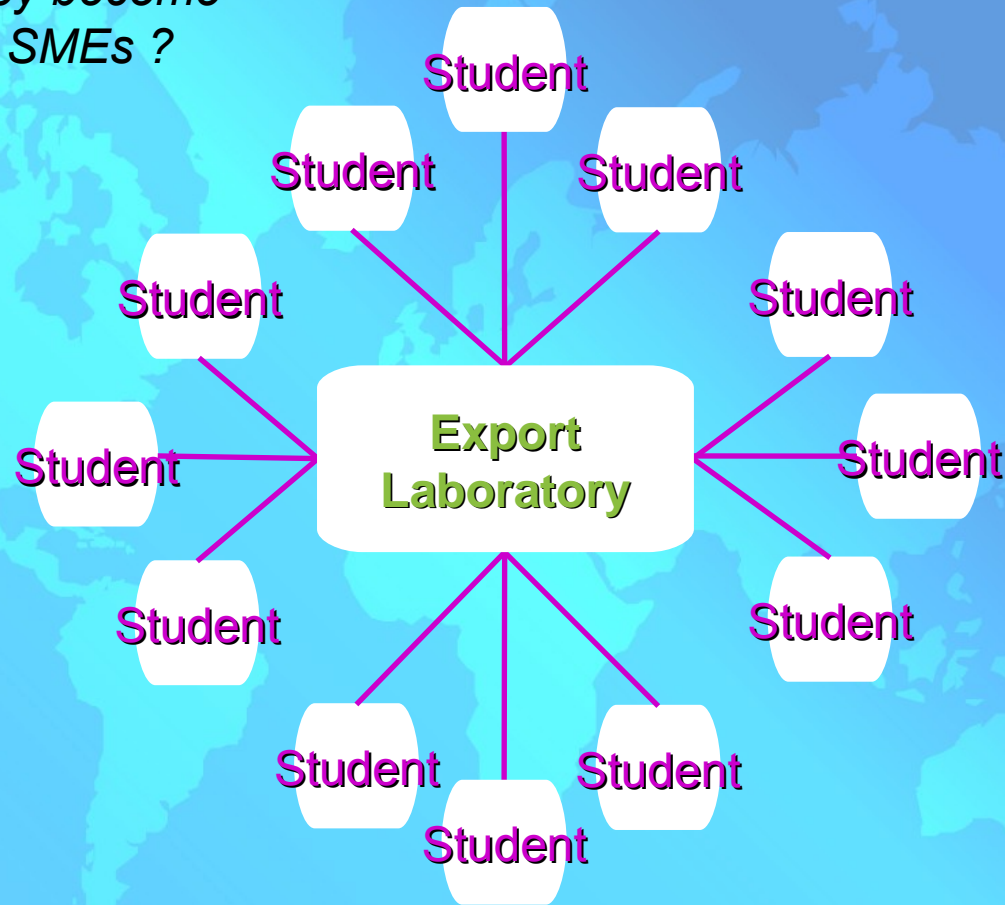
- To help the SMEs prepare a strategic profit plan.
- To reduce investment cost through sharing resources
- To limit the expenses
- To increase the profit margin
- Reduce cash flow problems of companies

Macro-economic benefits

- To increase competitiveness
- To avoid bankruptcy,

Why not Rear Young Entrepreneurs in Working in Clusters Now ?

Why wait until they become heavy structured SMEs ?



From Linear Learning (or Employment)...

Common Export Process

Step 1 Identifying Your Export Markets

Step 2 Locating Your Export Sales

Step 3 Pricing Your Products and Budgeting for Export

Step 4 Writing Your Export Marketing

Step 5 Shipping Your Products Overseas

Step 6 Receiving Payment For Your Export Sales

- Usually performed by one or two persons
- Too expensive (in terms of roi)
- Too slow, each step can take up weeks or months
- Too high risk in all aspects

... to Non-Linear or Team-Based Active Learning



•With more resources the export process could take up to 80 % less time

•Through off-shoring it is definitely cheaper

•By deploying universal diversity, many markets in different parts of the world can be targeted at the same time.

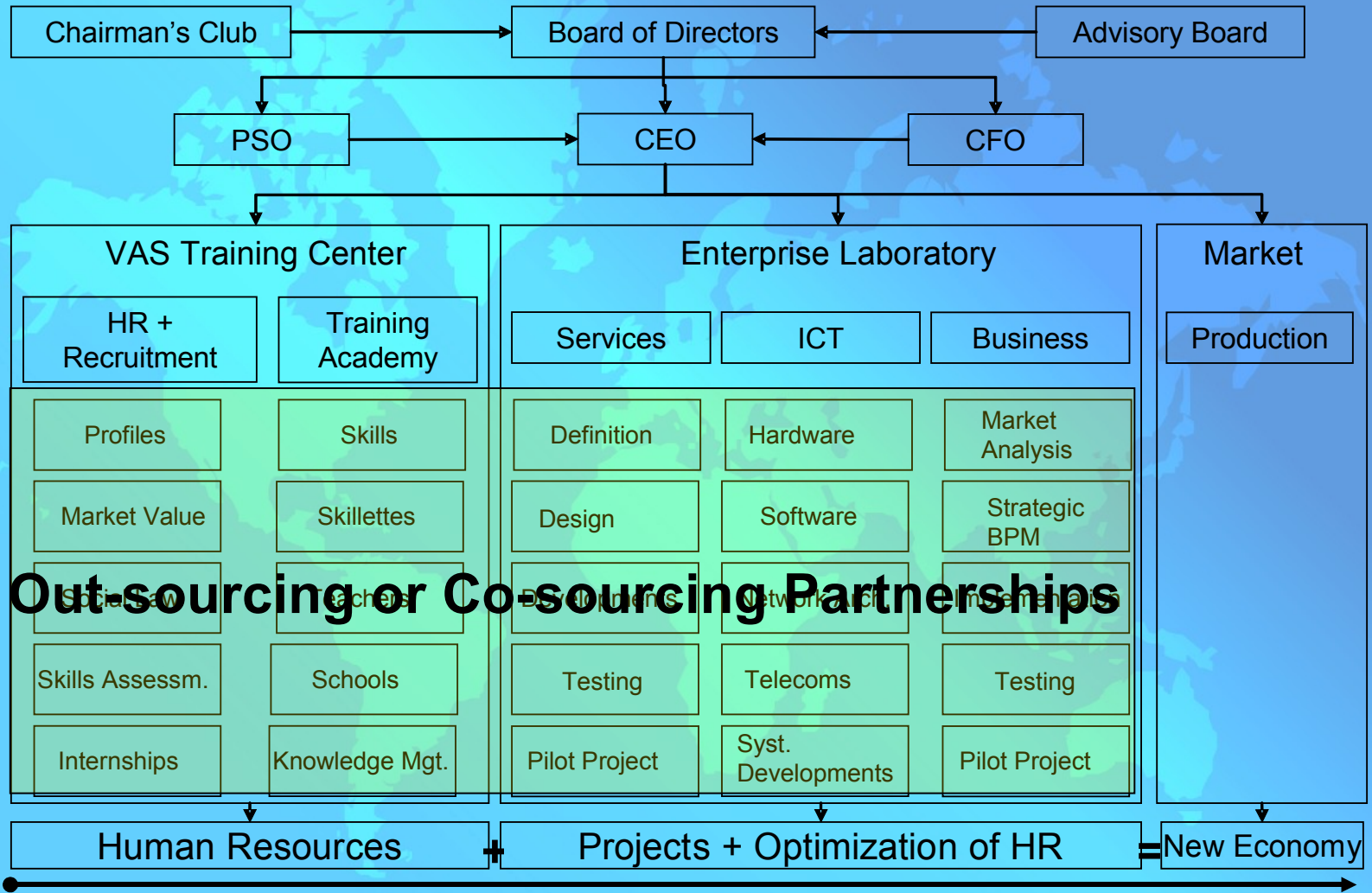
... And Have Them Rotate in the Export Lab To Learn Faster



A Team-based Structure is Knowledge Management Friendly

Knowledge Enterprise versus Industrial Enterprise Corporate Attributes:	
INDUSTRIAL ENTERPRISE	KNOWLEDGE ENTERPRISE
Economies of scale	Smaller business units
Standardization of work	Customization of work
Standardization of workforce	Flexible, multi-skilled workforce
Financial capital as scarce resource	Human capital as scarce resource
Corporate HQ as operational controller	Corporate HQ as advisor & core competency guardian
Hierarchical pyramid structure	Flat or networked structure
Employees seen as expense	Employees seen as investment
Internally focused top-down governance	Both internal and external distributed governance
Individualistic functional orientation	Team orientation, emphasis on cross-functional teams
Information based on "need to know"	Open & distributed information system
Vertical decision making	Distributed decision making
Emphasis on stability	Emphasis on change management
Emphasis on vertical leadership	Emphasis on empowered self-leadership

Operational Structure



Out-sourcing or Co-sourcing Partnerships

Value Adding Skills Training Center

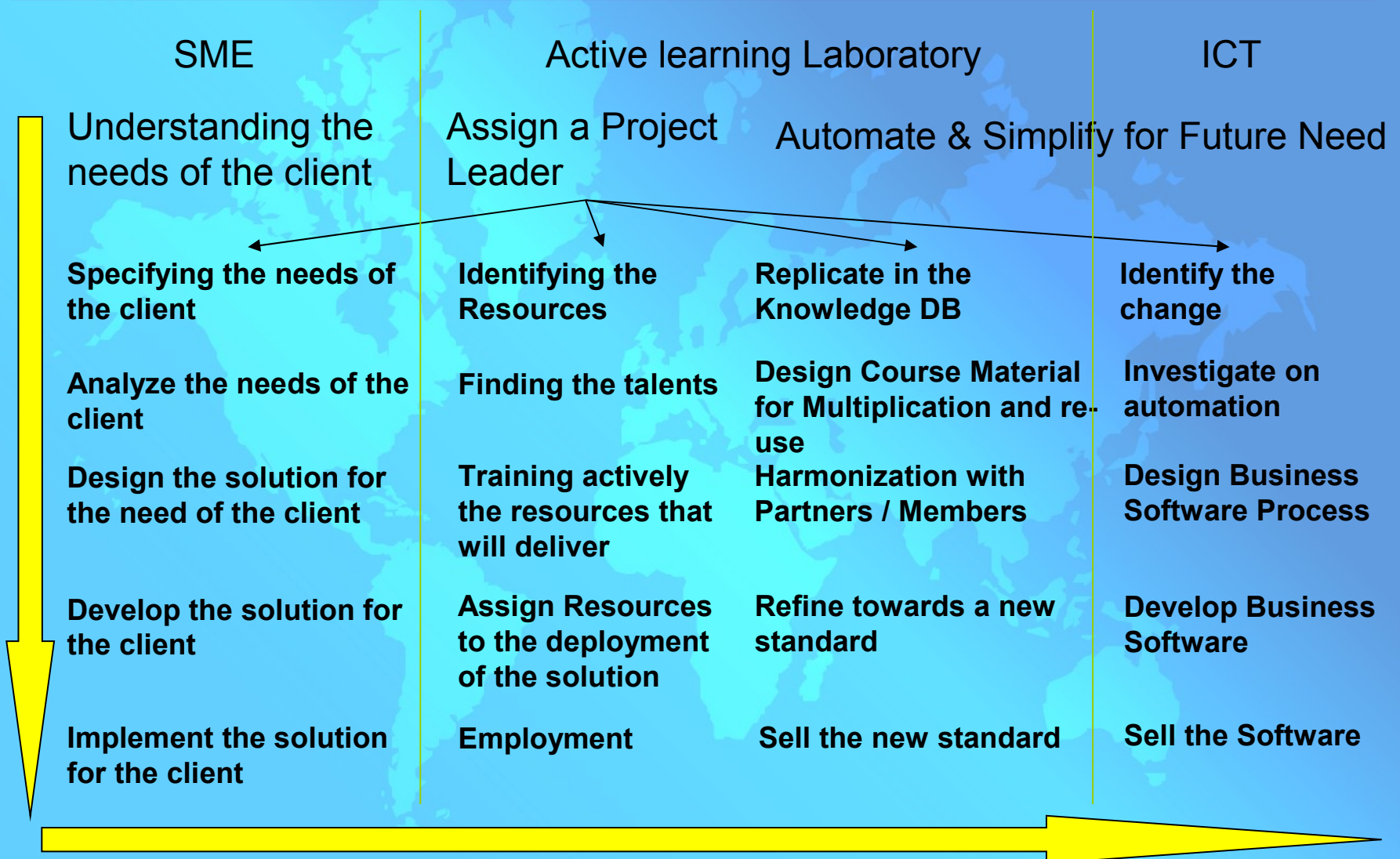
(Formerly Called Basic and Essential Skills Training (B.E.S.T.))

This project is mainly focused on the acquisition of new skills that are necessary in a global networked economy. For example, it will provide instructions about team based organizations, training in collaborative methods and technologies, financial education, general business skills, and particular competencies needed in a particular industry.

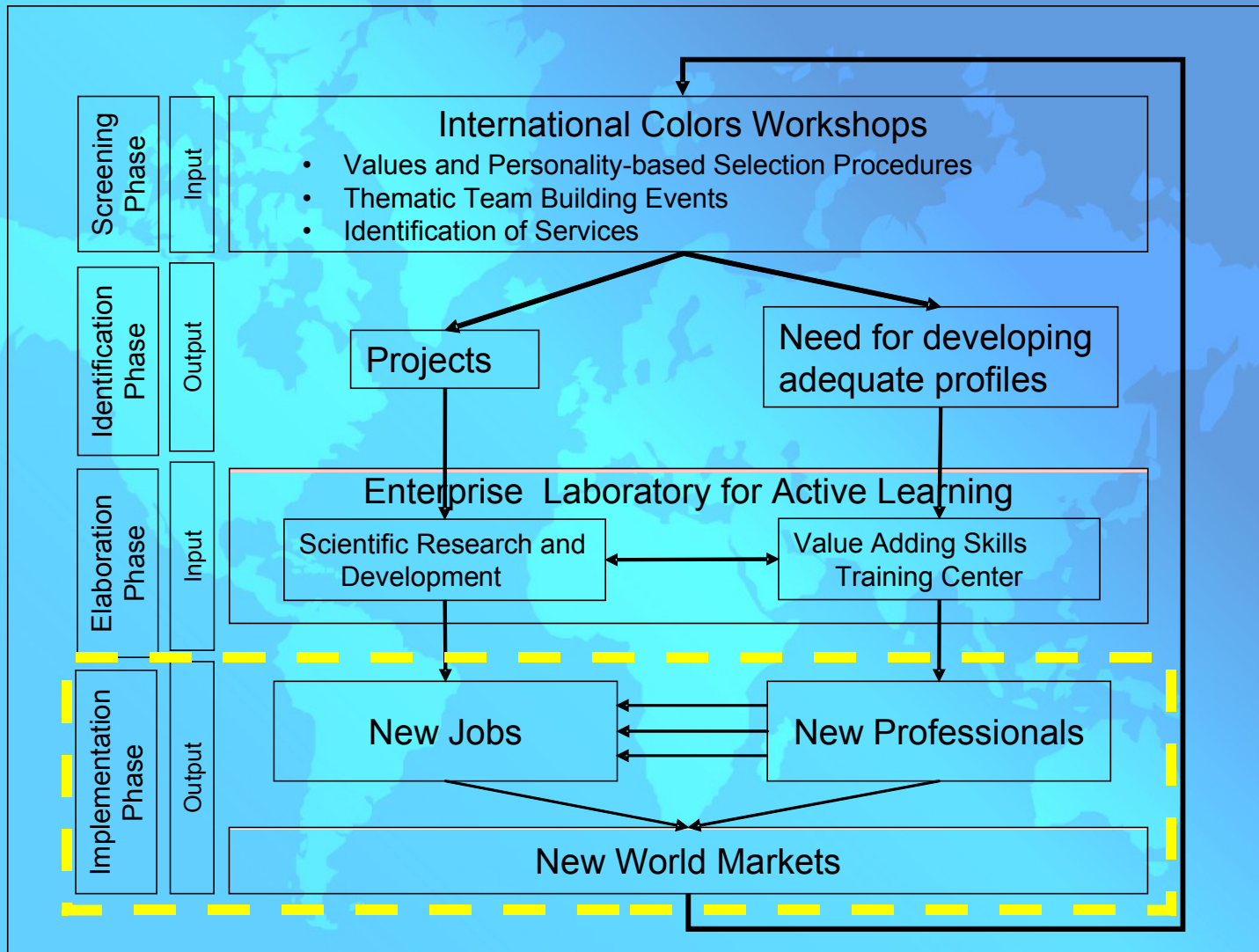
We are soliciting the relevant CSR programs to support the competence development.

In addition, we will be providing personality building classes to increase personal efficiency and motivation.

Process



Major Results and Benefits





The Aurum Helix People

Our Current Team and Competencies

Board of Directors :

Ameed Shah – *Advisor* (Transport, Logistics, Warehouse Automation, BPM, Business Architecture)

Filomenita Mongaya-Högsholm – *Public Affairs* (Migration Policy, Women Issues, Discrimination issues, Press & Communication, Conferences)

Naima Mouali – *CEO, Strategy, Fundraising, Internal Company Policy, Advertising, Marketing & Sales of the Center for Excellence, Partnerships,*

Advisory Board :

Mirella Merhege – *HR Recruitment and Development* (International Colors Program, Recruitment Process, Matching Process, Training, Internship Coordination, Social Legislation)

Sidi Yasser El Jasouli – *ICT* (Data Center Management, Database Design and Administration, Security for distributed networks, Remote Access Strategies)

Samo Ferman – *Advisor* (Test entrepreneur for the Caucasian region and the Ukraine, seeking to be trained and to engage in export activities)

Other Competencies Joining Soon

Mustapha Laroussi – *Researcher* (Currently preparing a study about Unemployment and Discrimination in general – to be published in October 2007)

Fabio Iraldo – *Management Consultant* (Cluster Management Processes, Co-ompetition Models, CSR Strategist)

Daniel Renson – *Advisor* (Knowledge Management)

Koen Vandenbussche – *ICT Consultant* (Business Architecture)

Our Partners



E-FBC, Future-Based Consultancy
E-FBC, Future-Based Consultancy



Our Current Planning

To conduct a pilot project with 50 SMEs in the objective 1 areas of the European Union

Duration 18 months

Getting officially organized as a non-profit organization

By September 2007

Start the International Colors recruitment program

In October 2007

Contact

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- By VoIP, use Skype Name : Export.Laboratory
- By Telephone : 32 496 92 68 46

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Thank You