



## BEAT - Northern Iraq / Kurdistan

<b>Project Name</b>	Program for Entrepreneurs: BEAT (Bavarian Entrepreneurship and Advanced Training)
<b>Country / Region</b>	North Kurdistan / Northern Iraq, Erbil and Dohuk governorates
<b>Time Frame</b>	Project Phase 1: 02.2017 – 06.2019 Project Phase 2: 07.2019 – 12.2020
<b>Financing</b>	Bavarian State Government (State Chancellery of Bavarian Government)
<b>Project Goal</b>	Reduction of migration through the promotion of entrepreneurship, including an active participation of Bavarian companies.
<b>Target Groups</b>	<b>Direct Target Group:</b> Entrepreneur advisors from non-governmental organizations, business associations, cooperatives, consultancies, etc. are trained to act as multipliers Phase 2 : In addition Focused on graduates of the BINA School (vocational training financed by the Bavarian State Chancellery)
	<b>Indirect Target Group:</b> Refugees, as well as disadvantaged Kurdish youth who are interested to start their own business

### Background

Many young people in Kurdistan, disadvantaged Kurds as well as refugees, lack perspectives for their future. They often don't find employment, had to interrupt their vocational education and training or were not able to start one at all. Many of displaced Iraqis and refugees from Syria have been living in provisional refugee camps or under difficult housing conditions for years already. The BEAT program allows this target group to set up a business of their own and provides the necessary training for a sustainable economic success.

### German Partner bfz gGmbH

The International Division of the Training and Development Centers of the Bavarian Employers' Associations (bfz) gGmbH implements development projects in the field of vocational training and business support worldwide. In the Kurdistan Region, bfz is active in projects related to mitigate migration and support local economic structures since 2014. Through these projects bfz trains stakeholders and multipliers in Kurdistan region to build up strong economic networks, skills and job qualifications.



Project Partner:

# Partner Organization in Kurdistan

KGE – Kurdish German European Business Alliances (Pflüger International GmbH). The Pflüger International GmbH was founded in 2009 by Secretary of State Prof. Dr. Friedrich Pflüger. Since 2010 it has a branch in Erbil, which supports international companies during their market entrance. Through its many experiences in support of business activities, KGE works in a consortium with bfz since 2014.



## Project Description

The project BEAT supports young start ups and people planning to set up their own business, in both provinces of Erbil and Duhok. Start-up consultants will be trained and coached over the period of the project, who will advise and coach young start-ups in the region. By creating focus groups that administer a small-scale loan fund, the start-ups are further enabled to become successful ventures. Including the expertise of Bavarian entrepreneurs helps both to gain important technical skills, and to build a bridge for future economic relations between the State of Bavaria and KGR, especially in the sectors which are important for reconstruction.

## The Three Components



Phase 1	<ul style="list-style-type: none"> <li>• Training of at least 15 local entrepreneurship advisers.</li> <li>• The three most skilled advisors will be selected and work for local partners in the project regions as entrepreneurship adviser.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 10 Bavarian Companies support the project through advisory services.</li> <li>• Personal contacts enable medium- and long-term economic relations between Bavaria and KGR.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 500 entrepreneurs benefited from BEAT advisory services and are able to start their own business.</li> <li>• 100 entrepreneurs have started their own business thanks to BEAT's micro credit fund.</li> </ul>
	Phase 2	<ul style="list-style-type: none"> <li>• Development of corresponding trainer manuals</li> <li>• The three consultants successfully assisted another 500 entrepreneurs in starting their businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• At least another 5 Bavarian Companies support the project through advisory services.</li> </ul>

Contact Germany		Contact Kurdistan	
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