

IFC Advisory Services in Latin  
America and the Caribbean

## In Brief

### Project Dates:

- February 2008 to July 2010

### Sector:

- Small and Medium  
Enterprises Capacity  
Building

### Country:

- Haiti

### In Partnership With:

- Société Financière  
Haïtienne de  
Développement S.A.  
(SOFIHDES)
- Netherlands – IFC  
Partnership Program
- Caribbean Development  
Bank

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The International Finance Corporation (IFC) is Latin America and the Caribbean's leading multilateral finance institution for the private sector. IFC provides a wide range of innovative financial products and services as well as complementary sustainability products and advisory services. By tailoring these products and services to meet specific client needs, IFC works to build a stronger, more vibrant and equitable private sector for the region.

## Learning for Success: Business Edge Haiti

### Background

Small and Medium Enterprises (SMEs) in developing markets around the world, face increased pressure from globalization to improve performance and competitiveness. In order to compete in these markets, SMEs need to learn or improve important management skills to meet their full potential.



Unfortunately, the offer of management training in these markets tends to be expensive, theoretical and often inappropriate for SMEs. This is even more obvious in Haiti, where affordable and application-oriented managerial trainings are inexistent for SMEs.

Business Edge is a branded SME Management Training product developed by IFC to fill this knowledge gap. IFC Business Edge enables local training providers or corporate financial partners to deliver interactive and practical managerial trainings tailored to meet local market needs. This training solution specifically targets owners/managers of smaller companies and/or middle management of medium sized firms. Since its initial launch in 2001, IFC Business Edge has evolved into an international product with a well developed training methodology for SMEs. The product consists of training workshops given by certified trainers. In order to guarantee the quality of the training, trainers receive complete training manuals (from activity planning to participant handouts) and other capacity building tools and training (training methods, training needs assessment, impact development, content adaptation etc.). Other specific tools are made available to the local training provider in order to strengthen their capacity to promote and market the program.

### Project Description

IFC Advisory Services in Latin America and the Caribbean is adapting IFC Business Edge to ensure that the training workshops are tailored to meet the needs of the Haitian market. IFC Business Edge has a well-tested methodology that has been used in Africa and Asia with outstanding results: training participants highly valued the very practical and interactive aspect of the training workshops. Almost 70% of the participants surveyed, claimed that they had been able to apply the knowledge, gained during the training, in their work place.

IFC has identified a local partner which will be trained, assessed and certified in order to successfully deliver IFC Business Edge trainings on a national level. The selected partner SOFIHDES, is a Haitian financial development company, which will adopt IFC Business Edge as part of their core services, providing management training to SMEs. They will be IFC's official Business Edge sales agent to deliver, market and advertise these innovative training services on a commercial basis.

Twenty IFC Business Edge courses have been translated into French and their content has been adapted to fit the local market. SOFIHDES' trainers have been trained by an IFC Business Edge expert in order to successfully start the workshop delivery in March 2009.

To date, already 200 SMEs in Haiti have benefited from the IFC Business Edge experience.

