



GAP - GIDEM PROJECT

WHAT IS GAP-GIDEM PROJECT?

GAP-GIDEM is an SME Development Project implemented in the Southeastern Anatolia Region.

WHO ARE PARTNERS OF THE PROJECT?

GAP-GIDEM Project is financed by the European Commission (EC), and executed by UNDP in coordination with GAP Regional Development Administration (GAP RDA).

WHEN WAS THE PROJECT LAUNCHED?

GAP-GIDEM Project was officially launched on 01.05.2002, after the signature of the implementation agreement between EC and UNDP.

BUT I HAVE HEARD OF THE GIDEMS BEFORE 2002

GAP-GIDEM Project was first inaugurated in September 1997, and ended in March 2002 as a sub-project under the umbrella programme titled "Strengthening Integrated Regional Development and Reducing Socio-economic Disparities in the GAP Region" which is implemented by UNDP in coordination with GAP RDA. Thus you may have heard of GIDEMs before 2002.

WHAT IS THE OBJECTIVE (VISION) OF THE PROJECT?

The objective of the Project is to improve competitiveness of GAP Region on national and international markets.

WHAT IS THE PURPOSE (MISSION) OF THE PROJECT

The purpose of the Project is to assist business start-ups and improve the entrepreneurial, operational and managerial capacities of existing entrepreneurs, micro, small and medium scale enterprises through up-graded GIDEM services.

WHAT DOES GIDEM MEAN?

GIDEM is an abbreviation derived from business development centers (in Turkish).

WHERE ARE THE GIDEMS LOCATED?

GIDEMs are located in the 4 provincial capitals of Southeastern Anatolia Region, namely in Adiyaman, Diyarbakir, Mardin and Şanlıurfa. However, they also serve to the SMEs and entrepreneurs in other GAP Provinces.

WHAT KINDS OF SERVICES DO GIDEMS PROVIDE?

GIDEMs provide a wide range of business development services including information, training and consultancy/advice.

CAN YOU BE MORE SPECIFIC ON THE TRAINING SERVICES?

GIDEMs' services can be categorized in two groups (1) planned and (2) on-demand. Most of the training services are planned services. Training events, that GIDEMs organize, are based on annual plans that are prepared by the Project team in coordination with local stakeholders (Governorates, Municipalities, Provincial Chambers of Commerce and Industry, Provincial Unions of Chambers of Tradesmen and Craftsmen, Business NGOs etc.), and endorsed by Project partners (UNDP, GAP RDA and EC Representation to Turkey). However,



if an urgent need arises, a training event that is not listed in the annual plan can also be organized.

Topics covered in GIDEM training services include (1) trade and investment, (2) management, (3) new trends in business, (4) quality, standards and environment and (5) sector specific quality improvement. To be informed on the upcoming training events you can contact local GIDEM offices. Training services are currently provided free of charge and no reservation is needed.

DO THE GIDEM EXPERTS PROVIDE THE TRAINING?

Most of the times no. Although GIDEM experts possess in depth knowledge on many aspects of business, especially to address specific issues regarding different sectors, we usually utilize short term experts to actually deliver the training.

CAN YOU BE MORE SPECIFIC ON THE INFORMATION SERVICES?

Information services, again, fall into two categories planned and on-demand. Planned information services are usually publications on sectoral or foreign market analyses produced by GIDEMs.

On-demand information services, on the other hand are provided on a daily basis. Any businessmen or an entrepreneur can apply to local GIDEMs to obtain information on various aspects of business. If the information requested is available, the client will be served instantly; if not GIDEM experts will do a research and inform the client as soon as possible. Information services are provided free of charge.

CAN YOU BE MORE SPECIFIC ON THE CONSULTANCY/ADVISORY SERVICES?

Most of the consultancy/advisory services are provided on-demand. Consultancy/advisory services complement information services and includes more value-added.

Although they are quite similar consultancy and advisory services have different meanings for GIDEM experts. Consultancy services takes more time and provide more value-added to the clients than do the advisory services. For effective management of time and human resources, GIDEM experts act quite selectively as far as the provision of consultancy services are concerned. Clients' commitment is the main criterion in the provision of consultancy services. Such services include, but not limited to, preparation of full-fledged feasibility studies and business plans.

ARE GIDEMs INVOLVED IN ACTIVITIES OTHER THAN BUSINESS DEVELOPMENT SERVICES?

GIDEMs also develop and implement large-scale projects that we call "opportunity windows". An opportunity window may be defined as special bundles of GIDEM services geared towards meeting specific needs of local SMEs by achieving best practices in the Region. Windows generally involves mobilization of national/local resources and requires active participation of local communities including but not limited to local chambers, business associations, governorates, universities etc.

Secondly, GIDEMs carry out comprehensive business diagnostic studies to better understand the specific needs of clients and generate solutions for clients' problems.

Thirdly, GIDEMs participate in local initiatives geared towards economic development. In that way, GIDEMs also play a key role in improving effectiveness of local initiatives.

CAN YOU GIVE EXAMPLES OF "OPPORTUNITY WINDOWS"?

GIDEMs have developed 8 opportunity windows. These are "Textile Training Centre (Adiyaman)", "Development of agro-based industries – garlic" (Adiyaman), "Development of Women Entrepreneurship (Diyarbakir)", "Dicle University Entrepreneurship Center (Diyarbakir)", "Development of House Wine Sector (Mardin)", "Development of Silver Handcrafting Sector (Mardin)", "Development of agro-based industries – aromatic plants" (Sanliurfa)", and "Development of Organic Agriculture (Sanliurfa)".

HOW MANY EXPERTS WORK IN LOCAL GIDEMS?

A total of 13 experts work in local GIDEMs (3 experts in Adiyaman, Şanlıurfa and Mardin, and 4 experts in Diyarbakır).

HOW CAN I CONTACT GIDEMS?

Below you can find the contact information for GIDEM offices

	PMCU	Adiyaman	Diyarbakır	Mardin	Şanlıurfa
Adress	Willy Brandt Sok. No5 Çankaya Ankara	Yahya Kemal Cad. No: 1/C, 02100 Adiyaman	Kültür Sarayı Kat: 5, 21100 Diyarbakır	Eski Emniyet Müd. Binası, Meydanbaşı, 47100 Mardin	Yusufpaşa mah. Sarayönü Cad. Bayaslan İşhanı No:147 Kat:4 63200 Şanlıurfa
Telephone	0 312 440 5025	0 416 216 0265	0 412 228 6132	0 482 212 4422	0 414 215 0195
Fax	0 312 441 2386	0 416 216 9005	0 412 228 3945	0 482 213 5003	0 414 215 0197
Email	info@gidem.org	adiyaman@gidem.org	diyarbakir@gidem.org	mardin@gidem.org	sanliurfa@gidem.org