

Webinar agenda

Enterprising Cities: Incubating Immigrant Entrepreneurship

- 1) Presentation by Dr. Gabriele Tatzberger, Department Manager, Mingo (City of Vienna)
- 2) Presentation by Elie El-Khoury, Project Manager, Enterprise Helsinki (City of Helsinki)
- 3) Q&A Moderated by Kim Turner, Maytree (Toronto)

Note: Webinar recording will be available on the website: www.citiesofmigration.ca



Cities of Migration

Webinar



mingo

Die Start-up-Initiative
der Stadt Wien

MINGO – move in and grow

www.mingo.at



DI Dr. Gabriele Tatzberger

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Good Idea City - Vienna

- The Capital of Austria
- City Population: 1.690.837
- Country population: 8.361.475
- Foreign-born in Vienna: more than 30%
- Three largest groups of immigrants:
 - Germany
 - Former Yugoslavia
 - Turkey

Mingo Services

- Mingo Start-up coaching
- Mingo Finance
- Mingo Migrant Enterprises
- Mingo Academy
- Mingo Innovation Management
- Grätzelmanagement (Neighbourhood Management)



Mingo Migrant Enterprises – Why?

Common Initiative of Vienna Business Agency and Vienna Municipality for ethnic economy in Vienna

- Companies with migrant background make about 30% of Viennese economy (92 nationalities)
- From 53.173 one-person-enterprises in Vienna about 16.000 have migrant background.
- Almost 36 % of new start-up companies were started from the Person from the new EU countries (2010).



Mingo Migrant Enterprises – What?

- Establishing and deepening personal contacts to companies and associations with migrant background
- Introduction of aid and supports offered for start-ups and SME's
- **Consultations** in different languages:
 - Personal initial consultation for small and medium-sized enterprises as well as company founders, new-freelancers, owner-operated companies
 - Information about the support and advices offered by the city of Vienna.
 - Support in linking up with financial institutions in the city of Vienna



Mingo Migrant Enterprises – How?

- One-day free of charge **workshops** with bilingual trainers
- Languages: German/English, German/Polish, German/Turkish, German/Bosnian-Croatian-Serbian
- Wide range of topics: financing, accounting, soft skills, marketing, intercultural communication
- Cooperation projects: VHS Landstraße (Adult Education Center) Workshops in English (Strategic Management, Sales&Marketing, Self-management, Finance, Accounting and Business Plan)





Mingo Migrant Enterprises

Networking Events:

- Information and networking events for exchange of experience and personal discussions with experts





Mingo Migrant Enterprises

Statistic - Initiative started in 2008:

- 543 Personal consultation
- 147 Start-up coaching
- 35 Finance coaching
- 1.500 Contacts in database



Mingo Migrant Enterprises

Learning Takeaways:

- Mother tongue language communication
- Proactive approach
- Flexibility
- Personal contact and Intercultural competence
- Linking-up with other institutions



Mingo Migrant Enterprises

For detailed information, please visit:

www.mingo.at/de/services/migrant_enterprises

Information available in following languages:

Turkish, Bosnian, Croatian, Serbian, English, Polish



**Helsinki was chosen the most popular European city
among new entrepreneurs
2009.**

- Population in Finland 2011: **5,388,417**
 - Population in Helsinki 2010: **588,549**
 - Foreign nationals in Finland 2010: **167,954**
 - One half of the foreign nationals, foreign-born persons and speakers of foreign languages in Finland are located in metropolitan area.
- ❖ Every 10th Helsinki inhabitant speaks a foreign language as his/her native language.
 - ❖ The largest group was the speakers of Russian
 - ❖ The next largest groups were the speakers of Estonian and Somali.
1. Immigrants are more active entrepreneurs than other population segments
 2. Immigrants are often individuals who are willing to take risks
 3. Immigrants enjoy being entrepreneurs.
 4. International contacts & Language skills

Regional Business Services for Immigrants

- Young Entrepreneurs Business Services NYP started in the year 1993 as a part of Economic Development Unit of City of Helsinki.
- NYP always serviced immigrants, since the beginning in 1993.
- Regional Business Services for Immigrants -project started in 2006/NYP
- Year 2008 organizational changes NYP merged together with another unit Helsinki Uusyrityskeskus and started as EnterpriseHelsinki.
- Regional Business Services for Immigrants, become as a part of our new EU-project “Become an Entrepreneur in Finland” 2008 - 2013 .
- Regional Business Services for Immigrants -project is a part of EnterpriseHelsinki, and cooperates with cities of Espoo and Vantaa and service also immigrants coming from the whole metropolitan area.

EnterpriseHelsinki?

- ***37% of the customers of EnterpriseHelsinki are immigrants and also is reflected on the number of start-up businesses.***

Regional Business Service Center

1. Sessions - Info on becoming an entrepreneur
2. Management consultancy for new and early stage entrepreneurs also for immigrants
3. Entrepreneurship courses
4. Business advice
5. Developing a business
6. Business incubator service
7. Startup acceleration service

Business Counseling

- **EnterpriseHelsinki** offers business counseling by connecting new companies with experts, which are free of charge.
- **EnterpriseHelsinki** counseling also available in Finnish, Swedish, English, Russian, Estonian, German and Arabic.
- **EnterpriseHelsinki** business advisors all with experience of working with immigrants
- **EnterpriseHelsinki** is a service and advice centre where companies with growth potential get all the information that they need to start and run a company in Helsinki.
- **EnterpriseHelsinki** help entrepreneur on all aspects of establishing, running and developing a business, also from writing an effective business plan to applying for a start-up grants and loans (Finnvera or Bank).

Business Courses

- **EnterpriseHelsinki** offers basic entrepreneurship courses designed for immigrant to familiarize with Finnish business culture.
 1. Sufficient written and spoken Finnish skills.
 2. The course is held in Finnish, but key terms can be explained also in English if needed. The course includes 35 teaching days in total. Course topics will include e.g. business plan, marketing and sales, business economics, cost accounting, legal matters of a small company and establishment of a company.
- **EnterpriseHelsinki** offers evening courses in English, which include Labour and Business Law, Business Economics of a small company, Company legislation, and Offline and Online advertising.

EnterpriseHelsinki Online Tools



- A. For making initial business plan and basic financial calculations
<https://www.liiketoimintasuunnitelma.com> - a free to use online planning tool. 240.000 users per year, 20.000 new business plans each year, average time spent per user per visit 15min.
- B. A new tool developed and in pilot use, aimed for startup-growth company [https:// www.pitch.fi](https://www.pitch.fi)
- C. [https:// www.growvc.com](https://www.growvc.com) global network platform. Will be integrated with above tools in 2012.
 - 1. managing entrepreneur and startup company details
 - 2. networking between entrepreneurs, companies, mentors, advisors, partner organizations and investors
 - 3. pilot started for the growth oriented startups
 - 4. will be extended to all entrepreneurs and startups

Customer distribution

All Gender distribution 1.1.2010 - 31.12.2010

Male	52,6%		1674
Female	47,4%		1511
Total Customers:			3185
Companies Founded after counseling			1000

Immigrant Gender distribution 1.1.2010 - 31.12.2010

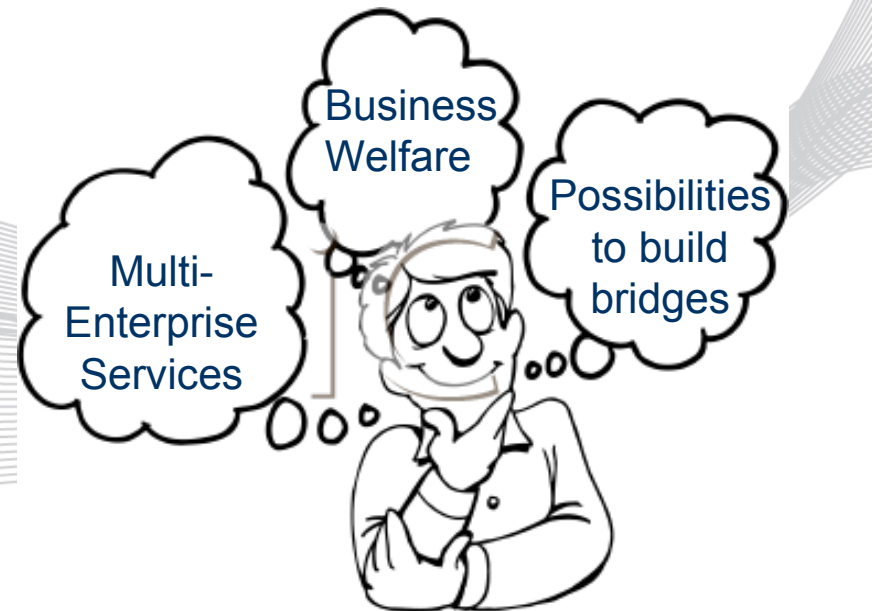
Male	59,5%		508
Female	40,5%		352
Total Customers:			860
Companies Founded after counseling			279

Immigrants arrive to new cities everyday with a wealth of innovative business ideas.

How is your city helping new entrepreneurs turn good ideas into tangible and success?

Conclusions!

Look at the future with optimism!



Thank you Questions or Comments?



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Acknowledgments

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