

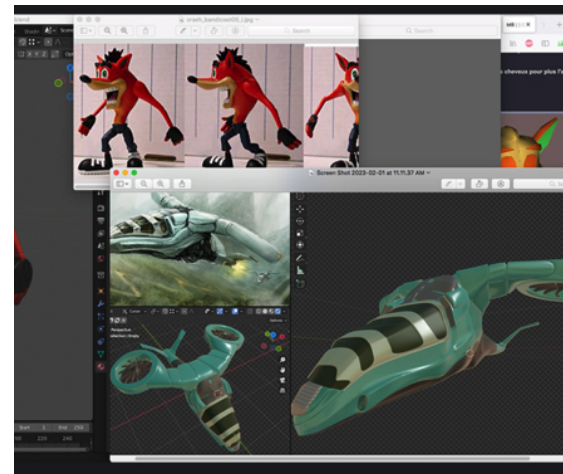
NEWSLETTER



LIBYA COMPETES

**DRIVING BUSINESS & JOB
GROWTH BY ENHANCING
PRIVATE ENTERPRISE CAPACITY &
COMPETITIVENESS**

Digital transformation has become an engine of growth and an essential tool for Libyan small/medium-sized enterprises (SMEs) to become more productive and competitive. It can enhance the full SME business model, from internal operation and administrative systems to external marketing, market linkages, and delivery services. However, for companies to fully optimize the opportunities of digital transformation, they need access to a full suite of appropriate skills and technologies. Libya Competes works with partner enterprises to integrate digital technology effectively in order to improve their production and services, address competitiveness constraints, and expand their marketing reach. The impacts are not only benefiting partner companies, but also helping to boost the nascent Libyan ICT sector and adoption of greater digitization across industry value chains.



DIGITAL TRANSFORMATION BRINGS NEW DIMENSION TO WOMAN-OWNED COMPANY

Naqsha Creative Design is a woman-owned design company specialized in creating animation for television/movies and eye-catching advertising material (e.g., logos, multimedia content, and more) employing 2D visual effects software tools.

The company, created in 2019 by Mrs. Sihem Saleh, is located in Tripoli and has three employees. With support from Libya Competes, Naqsha Creative Design has integrated the use of 3D

visual technology into its roster of offerings, amplifying its service line and propelling its individualized offerings past those of its competitors.

The new technology has set Naqsha Creative Design on a course to lower operations costs, upgrade its digital animation capacity, and create a more recognizable brand. By the end of 2023, the company expects to grow sales by at least 50 percent and hire three new employees.

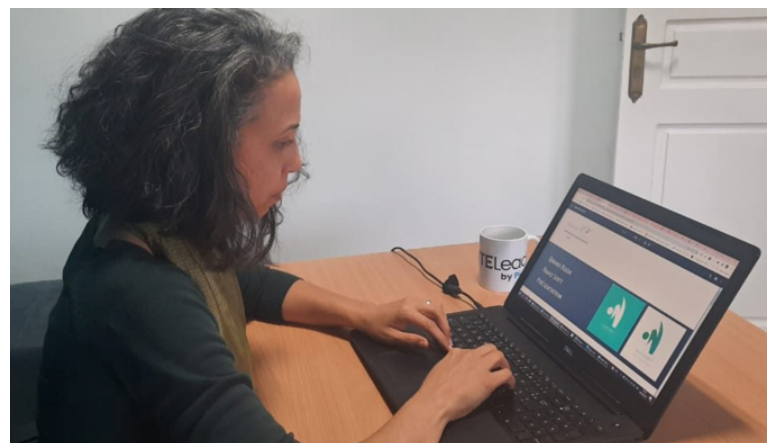
ACCELERATING SUCCESS WITH DIGITAL MARKETING

NanoSoft is a software and IT solutions enterprise, founded in 2018 and located in Tripoli. The company has created a suite of business applications that can be used for human resources, warehousing, accounting, and project management systems.



Currently, Nanosoft employs 9 full-time workers, but it plans to expand further thanks to a new product, which will function as an Enterprise Resource Planning (ERP) system. Nanosoft's primary customers are the Transport Projects Board, Roads and Bridges Authority, Economic and Social Development Fund, and North Africa Bank. To enhance the reach and impacts

of its product offerings, Nanosoft is partnering with Libya Competes to apply further digital solutions for improving its marketing performance and customer experience. With a new digital marketing strategy, Nanosoft plans to enhance brand recognition, increase sales by 50 percent, and hire 5 new employees during the course of this year.



TOUCHSCREEN TRANSPORTATION ADVANCES

Al Mada Co, founded in 2018 in Tajourah, Tripoli, is a ground transportation company serving various geographical locations across Libya. Al Mada's fleet is made up of 12 high-comfort buses that operate between major Libyan cities, including Tripoli, Misurata, Al Khums, Zliten, and Benghazi. In addition to its sales offices, the company has signed contracts with several travel agents across Libya to capture more of a growing market demand.



However, the company recognized that it lacked the relevant technical expertise and skills needed to absorb an expanding number of clients effectively. In response, Al Mada partnered with Libya Competes to develop and adopt new digital systems, including an online booking and ticketing platform. The resulting onboard online ticketing application and customer booking mobile application (Android and IOS) have resulted in a unified system for the company, optimizing asset utilization

and agent productivity, ensuring quality service, and reducing the impacts of electricity power outages. The system manages the complete life cycle of IT tickets, streamlining processes (ticketing, billing, accounting, scheduling) for both customers and the company. Already, Al Mada has increased sales by 20 percent (meeting its growth target) and hired 10 new employees to handle the new growth demand.

SHARPENING JOB SEEKING SKILLS FOR YOUNG LIBYANS

To help growth-oriented Libyan companies find the young talent they need to be successful, Libya Competes offers workshops in job seeking skills to talented Libyan graduates and job seekers. The workshops present practical

training and exercises in effective CV writing and interview skills. To date, Libya Competes has conducted four webinar-based workshops and three in-person ones. These have benefited a total of 185 Libyans, 45 percent of them women.



LIBYA COMPETES BY THE NUMBERS

Libya Competes forms formal partnership agreements for technical support with small/medium-sized enterprises that have high growth potential and can serve as catalysts for job creation, economic recovery, and community revitalization in Libya.

OUR MARCH 2023 NUMBERS SHOW:

40

Partner companies applying more effective technologies/management practices

150

Skilled jobs created and filled through targeted pre-employment training

420

New jobs created or matched for young Libyans