

# NEWSLETTER

Libya Competes, applies a unique business-based and market-led approach that tailors technical assistance to firms and addresses their specific competitiveness constraints. It is an approach that demonstrates the high potential for scalable, cost-effective employment generation at the enterprise level. The features in this month's newsletter tell part of that story.



## SARYA TECHNOLOGY: EMPOWERING EDUCATION MANAGEMENT IN LIBYA AND BEYOND



Sarya Technology, a dynamic information technology company founded in 2017 in Tripoli, specializes in developing software management systems. Its flagship product, Myschool.

ly, is a powerful education management software catering to Libyan private schools and various businesses. While they have enjoyed initial success, Sarya seeks to expand its market share and overcome some key marketing challenges.

However, the company faced challenges in its marketing approach, including a lack of clear digital strategy, limited online presence, and ineffective user engagement. Seeking solutions, Sarya collaborated with Libya Competes.

Through a strategic partnership with Libya Competes, Sarya underwent a comprehensive analysis of its marketing practices. The experts at Libya Competes identified crucial areas of improvement, including the need for a well-defined digital marketing strategy, enhanced online visibility, and better user engagement tactics. Leveraging their expertise, Libya Competes' Digital Marketing Strategy expert developed a dynamic digital marketing plan tailored to Sarya's unique needs and goals.

By adopting this new approach, Sarya aims to elevate brand awareness, improve customer engagement, generate more leads, and reduce marketing costs. With Libya Competes' guidance, Sarya is poised to revolutionize education management and reach new heights in the tech industry,

empowering Libyan private schools and driving progress in the nation's education sector. The partnership with Libya Competes has set Sarya Technology on a path towards sustained growth and success in the competitive information technology landscape.

As a direct result, the company will acquire 20 new school clients, hire five new employees, and increase its sales revenues by 30% to reach an estimated LYD 585,000 by the end of 2023.





# SUSTAINABLE GROWTH AND QUALITY ASSURANCE: AREEN WATER BOTTLING'S SUCCESS STORY IN LIBYA'S BEVERAGE INDUSTRY



Areen Water Bottling, a prominent mineral water producer in Benghazi, has teamed up with Libya Competes to overcome challenges hindering its growth and quality assurance.

With a growing demand for its products, Areen aims to reach its full production capacity and expand its portfolio. However, concerns about maintaining food safety and hygienic practices at increased levels of production have arisen.

Recognizing the pressing need for internal systems and controls, Libya Competes and Areen have strategized a joint technical effort to implement Prerequisite Programs (PRP) and

Hazard Analysis and Critical Control Points (HACCP) procedures. These robust measures will ensure rigorous monitoring of key process indicators, identifying and controlling potential risk hazards, and elevating product quality to meet international standards.

By embracing these new practices, Areen hired 10 additional employees and boosted sales revenues by 15%, reaching an impressive LYD 17.2 million by the end of 2022. This collaboration has not only enhanced the efficiency of production but also enabled Areen to obtain the prestigious ISO 22000:2018 certification, firmly establishing its reputation as a provider of safe and high-quality bottled water and beverages.



# FROM SAFETY TO SUCCESS:

## AFI'S JOURNEY TO FOOD MANUFACTURING EXCELLENCE

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Aljaied for Food Industries (AFI), founded in 2020 in Misurata, is a fast-growing food manufacturing

company specializing in dairy products and fruit juices. As the company planned to maximize production capacity, concerns over food safety and hygienic practices arose. To address these challenges, AFI collaborated with Libya Competes to implement a rigorous HACCP (Hazard Analysis and Critical Control Points) system and Good Hygienic Practices (GHP). These measures have enhanced internal processes, identified potential risks, and ensured compliance with international food safety standards, including ISO 22000:2018. Additionally, Libya Competes identified suboptimal water treatment management during evaporated milk production. To overcome this constraint, Libya Competes' expert diagnosed water treatment equipment and established monitoring procedures and KPIs. The intervention aimed to increase production while reducing maintenance costs



associated with the machinery. With the strategic intervention in place, AFI has become well-positioned to expand, and meet new demand, creating over 50 new jobs and increasing its sales by 25% within a year of the intervention - earning 1.48 Million LYD in 2022 and expecting to reach the 3 million LYD target by 2023.



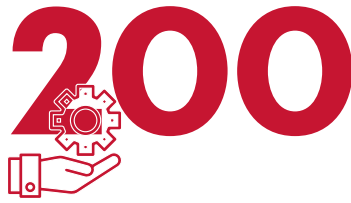
# LIBYA COMPETES BY THE NUMBERS

*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 JULY 2023 NUMBERS SHOW:



**Partner companies**  
applying more effective  
technologies/management  
practices



**Skilled jobs created**  
and filled through targeted  
pre-employment training



**New jobs created**  
or matched for young  
Libyans