

UNIZO

Unie van Zelfstandige Ondernemers

Organisation of Self Employed and
SME's
in Flanders Belgium



Outline

- UNIZO, organisation of entrepreneurs
- Belgium/Flanders: SME country
- Mission
- Activities
 - defence of interests
 - services
 - member activities : marketing & communication
- Structure: member organisation
 - regional, target group & sectorial approach

Organisation of entrepreneurs

- A long and strong tradition
 - *established 100 years ago*
 - *private & non profit organisation*
- Member organisation (*voluntary membership*): self-employed and SME's out of
 - *commerce and distribution (retail)*
 - *craft & industry*
 - *Services & liberal professions*
- UNIZO : 85.000 members - 150.000 clients
 - *the largest organisation for self-employed and SME's in Flanders Belgium*

Self-employed entrepreneurs

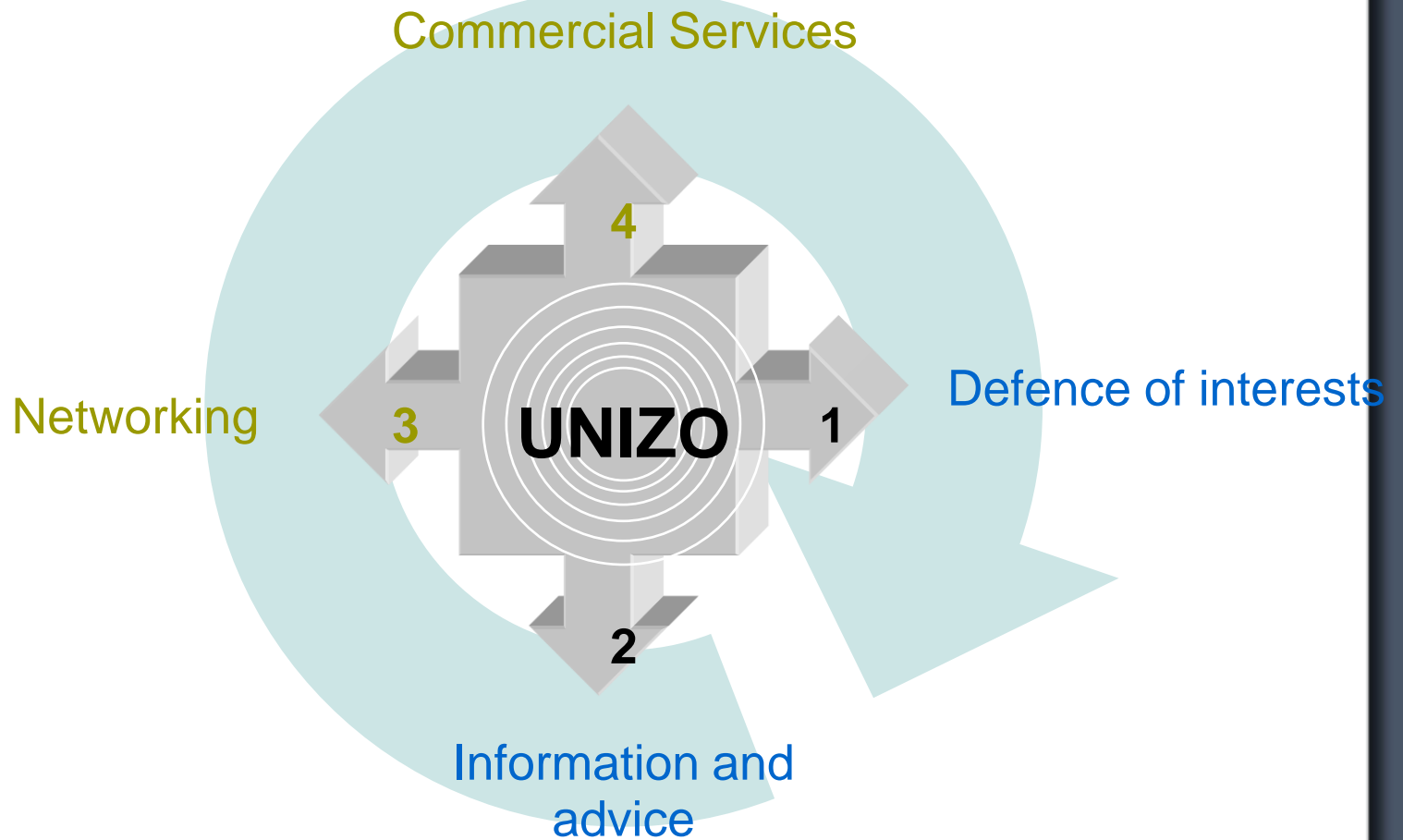
UNIZO definition

- entrepreneur = owner-manager
- power of decision
- operates at own risk
- usually less than 50 employees
 - Majority: 2 to 10 employees

UNIZO: Mission

- representing interests of the entrepreneurs at all decision levels
 - *European, Federal Belgian, Regional Flanders, provincial, municipality*
- defending the entrepreneurs' image in the society :
 - *essential role of entrepreneurs in a society*
 - *the SME is the starting point for the legislation*

MISSION OF UNIZO



UNIZO: activities

- 1. Defence of interests
 - influence on decision making and legislation & representation in governmental bodies
 - Specialised staff – study department
 - Themes: SME policy, regulations, fiscal support measures, environment, social affairs, ...
 - UNIZO is recognised social partner

1. Defence of

interests

UNIZO is active on:

- **European level:**
 - Member of UEAPME (European SME organisation & European social partner)
- **Federal Belgian level:**
 - UNIZO is official social partner
 - represents employers (other organisation: VBO/FEB)
- **Regional Flemisch level**
 - UNIZO is official social partner
 - Member of SERV (Social Economic Council of Flanders)
 - represents employers (other organisation: VOKA)
- **Local level**
 - provinces & municipalities

UNIZO: activities

- 1. Defence of interests
 - influence on decision making and legislation & representation in governmental bodies
 - UNIZO is recognised social partner
- 2. Information, advice & specialised services
 - all info required to manage a SME
 - social security, finance, HRM, environment, marketing, ICT, ...
 - network of regional offices
 - services: direct or by networking

UNIZO: activities

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 - services: direct or by networking
- 3. Networking of entrepreneurs
 - meetings, training sessions, commercial activities, ...

3. Networking activities

- Meetings & network events
 - Information sessions on daily basis
 - KMO drinks
 - ...
- Training sessions
 - Awareness raising
 - Providing information
 - Vlaamse Startersdag
- Commercial activities
 - Fairs
 - Dag van de Klant
 -

UNIZO activities (1) regional

approach

- National office : **Brussels**
- 11 regions - 23 regional offices
 - Delivery of services to the members
 - all info required to manage a SME
 - social security, finance, HRM, environment, marketing, ICT, ...
- network of 324 local departments
 - Every municipality
 - 3800 entrepreneurs - volunteers



UNIZO: activities

(2) Target group

approach

different support tools & activities

- (pre-)starting companies:
 - entrepreneurship & education
 - Business plan: www.startwijzer.be
- young & growing companies:
 - mentorship projects (OVO, startmentor, HRM coach, quality coach, export coach, innovation coach) www.peterschap.be
 - HRM for SME's: www.hrmcoach.be
 - Innovationcoach, CSR (corporate social responsibility)
- companies active on the international market
 - Information: www.exportplatform.be
 - Training: Laureaat in Exportmanagement
- Take over of companies: www.overnamemarkt.be

UNIZO: activities (3) Sector

approach

- Branch organisations - member of UNIZO-group
 - Integration of or affiliation with several branch organisations, through the **Council for SME-professional organisations** – 106 members
 - industry : e.g. metalworking, construction
 - distribution
 - electro & technical professions
 - agro - food
 - service providers : e.g. liberal professions (FVIB)

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financing

- Sources of income
 - membership fee : 147 EUR/SME
 - services offered
 - sponsoring
 - project related financing

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