

## Operational Definition # 2: Entrepreneurship spirit Development

The people, from normative stand, can generate diverse ideas and invest in the HoA but given the realities, the bounds of opportunities and capabilities entrepreneurs often strive. In the case of Eritrean, for instance, there are many individual entrepreneurs in neighboring countries. A structural shift and liberal economic policy and public or investors trust are required to be regained. In this case not only policy, legal, fully functioning financial institutions and simple procedures but also heavy media work and societal behavioural (attitudinal) change in a favor of investing in home country or the envisioned Hypercity requires behavioral nudging.

### 5. Large Buildings, Skyscrapers, with Brands of Global Multinational Corporations



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Furthermore, given the strategic nature of the region more is expected, the HoA has to align itself and the rest of Africa to other areas, such as the Middle East and Southwest Asia as well as the EU. For this purpose, large buildings, even skyscrapers, with brands of global or multinational corporations are already existent like the multinational Bank of Africa in Djibouti [ibb.co](http://ibb.co), but still more has to be erected. The Hypercity design encourages this expansion.

6. Large , Medium or even Small Stores Brands of Huge , *Continental Chains* if not even *Global*



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Large, medium, or even small stores, huge, continental chains in nature are flourishing with time for example, DHL, [DHL in Somalia - Bing images](#), the leading global market leader in logistics industry, operates in the HoA and overall in the Sub-Sahara Africa. Compared to the old days of trade on animal backs, as referred in indexicality # 25, it is an achievement.

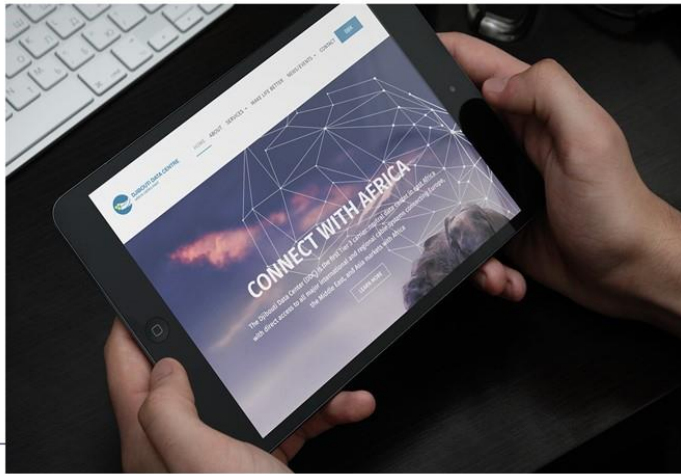
7. Newsstands, Small Workshops



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One can imagine and convincingly accept the fact that the civil war in Ethiopia has affected its business more than the pandemic does. This could be understood by taking the foregone tourism income only not alone calculating the business activities disrupted and damaged due to the war. Nonetheless, businesses from small scale, such as Newsstands, and small stores up to, large corporations have to flourish and implicate the growth in entrepreneurship. The above kiosk or “Dukaan” shows refugee given support by – “ici. Together here” - civil society empowering program in Switzerland, <https://www.ici-gemeinsam-hier.ch/de/projekte/verein-sichtbar-kiosk-dukaan>.

## 8. Digital Displays with Financial Information Accessible anywhere and in Real Time



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Digital displays with financial information accessible anywhere and in real time is another indicator of a growth of entrepreneurship as a dimension of a Hypercity design. Djibouti's positive progress in the financial and digital information is promising although other have shown progress, too.