



UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD

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Sparkling New Year 2012!

Issue 18

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Pro-poor value chains: Experts will gather in Geneva from 16–18 January to review innovative solutions

The experience of a number of developing countries shows that development policies need to actively promote pro-poor entrepreneurship and innovation strategies, taking into account the particular characteristics of poor regions and communities. The meeting will address the important role entrepreneurship and science, technology, and innovation play in promoting sustainable economic development, poverty alleviation and inclusive growth. Experts will review pro-poor opportunities offered by global value chains, including to disadvantaged groups such as women and youth, and will discuss the relevance of the UNCTAD Entrepreneurship Policy Framework in helping policymakers determine appropriate actions to promote pro-poor economic growth.

The Empretec network celebrates Global Entrepreneurship Week, 14–20 November 2011

Each November, Global Entrepreneurship Week connects people everywhere with activities designed to help them explore their potential as self-starters and innovators. More than 25,000 partner organizations hosted 40,000 events in a week-long celebration in 123 countries. The following are highlights of the event from participating Empretec centres:

Geneva: Entrepreneurs of the future

The United Nations Office of Geneva hosted the opening session of Global Entrepreneurship Week at the Palais des Nations, on Monday, 14 November 2011.

The keynote speech was delivered by United States Ambassador Betty E. King. “Innovation and entrepreneurship are critical to economic growth generally and to the transition to a green economy in particular. The technologies and processes of the past lack the efficiency, resource consideration and productive capacities necessary to forge a path to a green economy. Disruptive innovation is needed”, she said. In her concluding remarks, she stated: “Events like Global Entrepreneurship Week can ensure that all of our entrepreneurs, men and women alike, have access to the resources, connections and partnerships that will promote their success”.

To mark the occasion, UNCTAD, the World Intellectual Property Organization and the International Labour Organization invited innovative entrepreneurs and opinion leaders to address and promote the topic of sustainable entrepreneurship. The presentations were followed by an interactive discussion led by Mr. Pete Forster from World Radio Switzerland with students from the University of Geneva and innovative Swiss entrepreneurs such as Planet-Solar, a young enterprise that aims to circumnavigate the globe in a boat driven entirely by solar energy; Impact Economy, which helps promote social entrepreneurship; and Zenergy, a company that produces superconductor technology, working for future ultra-efficient energy sources. Patrick Molle, Dean of EMLYON Business School, also shared the experience of the World Entrepreneurship Forum – an annual gathering of entrepreneurs and other stakeholders in the field.



Geneva, Switzerland – Opening session of Global Entrepreneurship Week, 14 November 2011

Left to right: Mr. Pete Forster (World Radio Switzerland), Ms. Tatiana Krylova (Head, Enterprise Branch, UNCTAD), H.E. Ms. Betty King (United States Ambassador to the United Nations in Geneva) and Mr. Petko Draganov (Deputy Secretary-General, UNCTAD)

Empretec-Sebrae Brazil: Focus on entrepreneurship education

Empretec’s Brazilian host institution Sebrae organized a whole range of activities to support Global Entrepreneurship Week. At several venues in Brazil, entrepreneurs could attend Sebrae courses, lectures and workshops for free. In Recife, Sebrae aimed to reach around 500 people per day during this year’s Global Entrepreneurship Week. In Rio Grande do Sul in southern Brazil, Sebrae organized an entrepreneurship education workshop for young entrepreneurs. Among the 800 participants were students, teachers and entrepreneurs.



Peru: Entrepreneurship Nights

In Pueblo Libre, a district of Lima, Empretec Peru organized two events: a four-day accounting workshop, developed in cooperation with UNCTAD, was launched on Monday, 14 November 2011, and an international entrepreneurship event was held on Wednesday evening. On Thursday evening, Empretec Peru organized an Entrepreneurship Night in Surco district, Lima. The week was completed by the entrepreneurship fair “Emprende”, which took place from Friday to Saturday at Plaza San Martín and was also organized by Empretec Peru.

Enterprise Uganda: Growing your business beyond borders



2011 Global Entrepreneurship Week in Uganda



Enterprise Uganda, the official host of Global Entrepreneurship Week in Uganda, hosted a whole range of activities. The week started with a business breakfast on Monday at the Imperial Hotel. Some 25 partner organizations attended, holding various activities and events. Additionally, Enterprise Uganda hosted a three-day workshop for more than 600 entrepreneurs from Kampala and the surrounding area. Uganda’s Minister of State for Trade and Industry opened the workshop, which discussed issues such as how to deal with challenges, opportunities for youth in entrepreneurship, working with multinational corporations, and opportunities and challenges faced by women entrepreneurs in East Africa. The workshop, which was sponsored in part by the European Union, was closed by the Ugandan Minister of State for Finance.



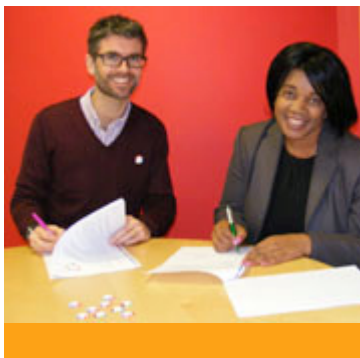
2011 Global Entrepreneurship Week in Uganda - Fair

In parallel to the workshop, a fair was held in cooperation with Junior Achievement Uganda, providing an opportunity for young entrepreneurs to showcase their work, to network and to exchange ideas with other entrepreneurs.

*2011 Global Entrepreneurship Week in Uganda –
Mr. Charles Ocici, Director of Enterprise Uganda*

Empretec Zimbabwe: Partnership with UN Women

Empretec Zimbabwe organized several activities throughout the country: It set up a large fair for rural and peri-urban entrepreneurs where entrepreneurs could display their work, network and find partners. Additionally, youth events were held in the capital Harare and in Bulawayo in South-Western Zimbabwe. The activities were implemented in partnership with other organizations, including UN Women, the United Nations Development Programme (UNDP) and the Swedish International Development Cooperation Agency, which funded the activities targeted at youth, in particular.



Ms. Busi Bango, Director of Empretec Zimbabwe, signing an agreement to host Global Entrepreneurship Week in Zimbabwe

Enterprise Mauritius: official host of Global Entrepreneurship Week in the small island nation

The driving force behind this event was Empretec Mauritius, a non-profit, non-governmental group formed in 2000 as a virtual organization. It was set up by the Development Bank of Mauritius, the Development Export Processing Zones Development Authority, the Industrial and Vocational Training Board, the Mauritius Bankers Association and the Mauritius Export Development and Investment Authority. "Our only objective is to give something back to society and support personal empowerment," said a spokesperson for Empretec Mauritius, which ran various workshops for entrepreneurs during Global Entrepreneurship Week 2011.



Mr. Sanjay Mungur, Director of Empretec Mauritius, delivering a workshop

Empretec Jordan: A total of 40 events for youth

Most of the activities were conducted at universities on 16 and 21 November 2011. They focused on interactive discussions and exercises facilitated by trainers specialized in entrepreneurship. In addition, Jordanian entrepreneurs shared their success stories, describing the challenges and obstacles they had to overcome to become successful small and medium-sized enterprises (SMEs).



Celebrating Global Entrepreneurship Week at BDC Jordan

Furthermore, Empretec-BDC conducted a course called “Youth Entrepreneurship Training” at Aqaba governorate for 35 participants, targeting fresh university graduates who plan to launch their own businesses. The 10-hour training session focused on entrepreneurship behaviours and skills facilitated by Empretec trainer Mr. Fadi Sharaiha. In addition, BDC launched its thirty-sixth Entrepreneurship Training Workshop on 19 November with the participation of 18 businessmen and businesswomen. Sara Essam, who attended the youth entrepreneurship session at the University of Jordan, enthusiastically stated: “The training was great and totally different from any training I had ever received, as it increased my ambition and self-confidence to open my own business and provided useful information on the value of being an entrepreneur and how

Nigeria: The lawyer as entrepreneur

To mark Global Entrepreneurship Week 2011, Empretec Nigeria and the University of Lagos held a seminar for undergraduate law students on the fundamentals of entrepreneurship. Under the theme, “The lawyer as entrepreneur”, Country Director Ms. Onari Duke taught students key



Ms. Onari Duke, Director of Empretec Nigeria, celebrating Global Entrepreneurship Week

competencies to become successful entrepreneurs and led a series of team exercises. Students were also introduced to some of Empretec Nigeria’s products, including the Entrepreneurship Training Workshop, supply chain management, and management and leadership. The students’ enthusiasm and positive responses attested to the event’s success.



The Empretec network gathers in South Africa

After many years out of Africa, the XVIII UNCTAD Empretec Directors Meeting was held in Pretoria, South Africa, and attended by directors from 21 Empretec Centres in Africa, Latin America and the Middle East, and representatives of UNDP South Africa. The annual meeting, hosted by SEDA, the Small Enterprise Development Agency, was held in Pretoria along with a regional Empretec train-

ing workshop jointly organized by UNCTAD and SEDA. The workshop, led by international trainers from Brazil and Ghana and supported by a local trainee, gave six entrepreneurs from neighbouring countries (Botswana, United Republic of Tanzania, Zambia and Zimbabwe) the opportunity to join a group of 21 South African entrepreneurs.

During the Directors Meeting, a number of issues were discussed to facilitate strategic vision, sustainability and new products of the programme. In particular, the following points were discussed:

- The sustainability model;
 - Impact indicators and measures;
 - Dissemination of new products and services developed (accounting, micro-entrepreneurs) to complement the Empretec workshop ;
 - Use of social medias for networking;
 - Regional cooperation (Latin America and Africa).
- The outcome of the discussions is as follows:
- Centres are encouraged to form or support the creation of empreteco associations, which are one of the basic elements of the Empretec methodology and can become key players in achieving centres' sustainability;
 - There is a need to develop an entrepreneurs (empretecos) database and training manuals and material; further, the idea of setting up a task force to work on a proposal was discussed by participants and backed by UNCTAD;
 - Regional Forums in Africa and Latin America need to be further strengthened;
 - Ideas for new awards to acknowledge achievements and outstanding performances were discussed and encouraged at the national and regional levels.

World Entrepreneurship Forum committed to “Shaping the World of 2050 with an Entrepreneurial Impact” in Singapore, 2–5 December 2011

The Forum is a by-invitation-only community that gathers more than 150 members from 70 countries: business and social entrepreneurs, politicians, experts, scientists and academics. They all share entrepreneurial expertise and are committed to “Shaping the World of 2050 with an Entrepreneurial Impact”. The Forum, under the high patronage of French President Nicolas Sarkozy, was founded by EMLYON Business School and KPMG in 2008. The Action Community for Entrepreneurship (Singapore) and Nanyang Technological University (Singapore) became members in 2011.

In 2011, the think tank focused on four main challenges to shape the world of tomorrow:

- Creating innovative and high-growth companies to generate millions of jobs around the planet;
- Developing entrepreneurship at the bottom of the pyramid to alleviate poverty and create new markets;
- Shaping entrepreneurial cities, as they are tomorrow's centres of entrepreneurship and innovation;
- Fostering continuing entrepreneurial education to disseminate the entrepreneurial mindset, skills and competencies throughout society.

Since 2010, UNCTAD, along with Empretec Zimbabwe and Empretec Ghana, has been a member of the World Entrepreneurship Forum think tank.

Regional workshop sponsored by UNCTAD and the Economic Commission for Africa shows the relevance of small and medium-sized enterprise networks in Africa

African experts gathered in Addis Ababa on 17 and 18 November 2011 to attend a regional workshop entitled “Capacity-Building to Support the Development of SMEs, SME networks and Business Linkages”. Empretec centres from Ethiopia, Uganda and Zambia were represented, together with African development banks, business associations and several large companies. The workshop reviewed a series of policy recommendations aimed at increasing the impact of small business networks, as follows:

- There is a need to create an enabling environment and reduce the cost of doing business;
- Specific proactive measures in investment attraction and facilitation (to attract quality foreign direct investment) as well as in enterprise development (to strengthen the domestic absorptive capacity) are required;
- Synergies with cluster development initiatives can enhance the effectiveness of linkage promotion programmes. Linkage programmes should start with a pilot designed in such a way that they can evolve dynamically to address higher value added products and services and constitute a launching pad for SME internationalization;
- Linkage development should address financing requirements for SME upgrading to meet the technical and quality requirements of purchasing companies;
- To enhance the benefits derived from SME networks, it is necessary to have a facilitating agency or institution;
- The use of information and communications technologies should be encouraged;
- The impact of networks should be monitored.

A task force composed of representatives of UNCTAD, the Economic Commission for Africa and selected countries was established to ensure follow-up and joint initiatives for selected pilot programmes in Africa.



Participants in the UNECA-UNCTAD regional workshop on SME networks in Africa

12 reasons for following the Empretec training programme

Empretec Dominican Republic launched a series of pilot training sessions in collaboration with the Office of the First Lady of the Dominican Republic. A group of women microentrepreneurs, beneficiaries of “Progresando”, a programme of the Office that promotes the development of poor families in the country, participated in the first of these pilot workshops delivered in Santo Domingo on 8–12 November 2011. The Training Coordinator at the Office of the First Lady, who attended the workshop, gave us 12 reasons why an entrepreneur should follow the Empretec training programme:

- 1. Transform your role:** This programme forces you to move from the passive role of a spectator to the active role of an actor.
- 2. Invest in yourself:** You can get away from your routine and spend one week with yourself. You get to know new people and enlarge your network.
- 3. Increase your opportunities:** You learn to identify your strengths and weaknesses and to transform your ideas into opportunities. With a little effort and perseverance, everything is possible.
- 4. Get ready to face problems:** During the training programme, you brush up on your knowledge and get ready to face real challenges.
- 5. Build your self-confidence:** The training programme generates a change in your competencies and proves your ability as a professional.
- 6. Change your life:** What you learn is valid not only for your company but also for your private life.
- 7. Put your entrepreneurial competencies into practice:** The best reason to start your own business is that it enables you to fully develop all your competencies.
- 8. Set your goals:** You learn to understand the importance of setting goals and how to reach them by planning and thinking out of the box. The business plan is the roadmap to your goals.
- 9. Work on real cases:** The training exercises are based on real cases so that participants can relate to them more effectively.
- 10. Develop strategic thinking:** The dynamics of the training programme teach you how to apply strategic thinking when taking decisions.
- 11. Get answers to key questions related to your business such as:** Why do you want to have your own business? What is your strategy for entering the market? Which resources do you have and which others do you need?
- 12. Awaken the entrepreneur in you.**

Changes at Empretec staff in Geneva:

After six years with Empretec, Dorothy Dillard is ready to take on new challenges in enterprise development. We shall miss her drive and creativity, in particular for the Empretec newsletter.

Global Events

16–19 January 2012

Multi-Year Expert Meeting on Enterprise Development and Science and Technology Capacity-Building, UNCTAD, Geneva

13–15 March 2012

World Entrepreneurship Congress, Liverpool, United Kingdom

21–26 April 2012

World Investment Forum and UNCTAD XIII, Doha, Qatar

Empretec national events

17–22 October 2011

Entrepreneurship Training Workshop 1, Pretoria, South Africa

24–29 October 2011

Entrepreneurship Training Workshop 2, Cape Town, South Africa

31 October–5 November 2011

Entrepreneurship Training Workshop 12, Dar es Salaam, United Republic of Tanzania

7–12 November 2011

Entrepreneurship Training Workshop 3, Durban, South Africa

14–19 November 2011

Entrepreneurship Training Workshop 4, Nelspruit, South Africa

Contact

All inquiries and requests to submit articles to the Empretec Newsletter may be directed to the Editor: [Fiorina Mugione](#), Empretec Programme, UNCTAD.

The UNCTAD WIF is the global centre of gravity for the international investment community. The WIF activities can be followed by signing up for

Twitter [@unctadwif](#) and visiting the website

<http://unctad-worldinvestmentforum.org>.

