



Issue 16

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3rd Session, Commission on Investment, Enterprise and Development

Gathering more than 100 participants, the Commission provided forum for:

- Presentation and discussion of the UNCTAD's Entrepreneurship Policy Toolkit, a toolkit that provides guidelines for governments on how to foster and stimulate entrepreneurship in an economy.
- Presentation of the e-mentoring platform (in coordination with the State Secretariat for Economic Affairs (SECO), the Swiss Federal Institute of Technology Zurich (ETH Zurich) and the African Technology Development Platform), an online platform that links entrepreneurs from the developing world to Swiss based mentors.

Delegates provided feedback on how UNCTAD's entrepreneurship policy toolkit can be leveraged to maximize its usefulness for member states and how it can be adapted to specific developmental context and socio-economic situation of individual countries. They also shared experiences on how to better mainstream entrepreneurship and science, technology and innovation into national policies linked to the attainment of the Millennium Development Goals. The testimonials of entrepreneurs and business associations provided examples on how business networks between entrepreneurs in developed and developing countries can contribute to sustainable development.

The role of information and communications technology as well as that of innovation has been highlighted by many of the business participants. Read more on their contribution below.

Green Global Value Chains: Empreteca Vanessa Vilela de Figueiredo shares her commitment to green products!

UNCTAD is engaged in an environmentally and socially sustainable global economic model. Indeed, achieving a green economy through a development-led approach will continue to be high on UNCTAD's agenda and is one of the two themes of the upcoming 2012 Conference on Sustainable Development to be held in Rio de Janeiro, the XIII UNCTAD Ministerial Conference in April 2012 in Doha, and the World Investment Forum 2012.

In his foreword of the “Road to Rio+20”, for a development-led green economy, recently published by UNCTAD, Dr. Supachai, invites critical thinking and states *“The green economy encompasses some of the most important challenges we face today: eradicating poverty, improving our relationship with the environment, addressing the potential negative impacts of global climate change, and creating a new path for sustainable development. The green economy is defined as an economy that results in improved human well-being and reduced inequalities, while not exposing future generations to significant environmental risks and ecological scarcities. It seeks to bring long term societal benefits to short-term activities aimed at mitigating environmental risks. A green economy is an enabling component of the overarching goal of sustainable development. It will also be important to create innovative new markets such as forestry carbon credits, and focus more attention on South-South trade and technology transfer.”*

The XVIIth Empretec Directors Meeting

An informal lunch to discuss the topic was held during the Commission on Investment, Enterprise, and Development held in Geneva on 4 May 2011. The informal setting of the event gave way to a lively and open debate which was moderated by World Radio Switzerland journalist, Pete Forster. Some of the issues raised included how the Least Developed Countries can generate market demand and policy support for green products and business practices.

Investment promotion agencies present shared their views about what is important when looking for investors in green industries and how their expectations differ from other types of investments. To that it was added the difficulties for green entrepreneurs to get access to finance, in particular SMEs, and the importance of good governance for the success of the green investment promotion process. Finally, green entrepreneurs shared their experiences and challenges and what drove them to venture into green enterprises.



Brazilian entrepreneur, and finalist of the E-WBA 2010, CEO of Kapeh Cosmetics, Ms. Vanessa de Figueiredo, shared her firm's strong sense of corporate social responsibility which focused on using certified and environmentally produced coffee in her unique brand of coffee cosmetics. She noted that ensuring that there is a market demand for green products is crucial. *“Competing in a market as competitive and dynamic as cosmetics, dominated by large multinational companies is a challenge. And for that, my company needed a big difference, obtained with the use of coffee; and plenty of creativity, which with limited financial resources could create and develop an*

innovative line. Furthermore, this segment is always seeking for innovation, so every day we must offer something more than the usual and surprise our customers.”

Vanessa Vilela de Figueiredo.

Overall, the event was a success which marked policy support for green products and business practices. Other panellists included Mr. Cedric Grignard, Business Unit Director of Aderly Investment Promotion Agency (IPA), Only Lyon, Mr. Solomzi Makohliso, founder and owner of Ayanda Biosytsems, Mr. Paul Jacquet de Haveskercke, Secretary General of Durabilis Private Foundation.



“The Green Global Value Chains event was a unique opportunity to highlight the importance of regoverning businesses, putting more emphasis on sustainability, monitoring of the impact and a better sharing and spread of the margins through the chains. The integration of the different segments of the chain, by appropriate know how, management and finance is complex, but that’s what gives longstanding value to these Green Global Value Chains. The event organized by UNCTAD permitted to relay different concrete field experiences as examples for the governmental attendees and stakeholders”. **Paul Jacquet de Haveskercke**

Young entrepreneur from South Africa, Neo Matsau participates in coordination meetings in UNCTAD, during the sessions of the Commission



Neo Matsau during the third session of UNCTAD Investment, Enterprise and Development Commission that was held in Geneva in May 2011.

Neo missed the plane but not the chance to make his contribution to the work of the Commission on Investment, Enterprise, and Development. Arriving a day late, young Neo has been robbed of his passport and money, but with persistence and networking arrived

in Geneva to share his experience. Only 24 years old, Neo is the new generation of Empretec trained in South Africa last November 2010 that relaunched the activities in the most dynamic emerging market in Africa. After the Empretec training, Neo also revamped his multi-faceted activities. His current business activities involve: founder and director of Space Elsewhere, an innovative IT company, lead voice of the music duo Twelv & Thesis that has played at all major South African Music Festivals, and a share in the family business Hypro- a start-up co-operative that produces female hygiene products for under-privileged sectors of the South African communities. In the cooperative, Neo handles the innovative and creative aspects of strategy and marketing development. Be alert to Neo’s first record on Youtube launched in June 2011.

E-WBA 2008 finalist, Tina Hammond shares her experience at UNCTAD's Commission on Investment, Enterprise and Development



Augustina E. Hammond, a successful female entrepreneur from Ghana, visited Switzerland from 2 to 6 May 2011 to share her experience with the delegates of the Commission on Investment, Enterprise and Development. She moved the audience, formed by representatives of UNCTAD member countries, with her extraordinary experience as an entrepreneur, explaining how belonging to the Empretec network changed her life.

"To be able to present my thoughts on improving the human condition to such distinguished and wide-reaching audience was a dream come true" Augustina said. She shared her wish to open a fashion design school in Ghana that proposes a study curriculum combining both theory and practice. She took advantage of her visit to Geneva to meet with managers of two fashion design schools in Geneva and Zurich to learn about their organization, their portfolio and their target audience. Executives of both schools were very much impressed by Augustina's business drive and welcomed future collaboration, especially through student exchange programmes. After attending the maiden edition of the EMPRETEC entrepreneurship training workshop in 1990, Augustina E. Hammond became aware of the opportunities that existed in the Ghanaian garment industry.

Her business "Jem Afrik" specializes in the design and production of afro-ethnic clothing ranging from casual wear and business apparel to evening dresses. It began in 1986 with a single employee behind a rented sewing machine and now has 55 permanent employees. The business has affiliates in other African countries, the United States and the Caribbean.

Furthermore, 15 trained and mentored workers have been motivated to set up their own businesses and serve as subcontractors. The firm plays a part in Ghana's rapidly growing garment industry that is now a major contributor to the country's exports. Augustina's ventures have also gone beyond borders! Recently, she moved to the US where she started an innovative company selling typical fish based, one of the main dishes in Ghana but a hardly known product in Florida. Augustina tapped into an underdeveloped market sector satisfying at the same time her own passion for fish.

Suppliers to Konkola Copper Mines get training under the Zambia Business Linkages programme



Mr. Roberto Gandara, Empretec International Master Trainer, between two entrepreneurs during an ETW in Chingola, Zambia, last February

UNCTAD and the Zambia Development Agency (ZDA) organized an Entrepreneurship Training Workshop (ETW) for 17 entrepreneurs in Chingola, from 21 to 27 February 2011. Most of the participants were suppliers to Konkola Copper Mines (KCM), a mining company which is partner to ZDA on the national linkages programme.

The workshop, carried out by a team of three local trainee trainers under the supervision of Mr. Roberto Gandara from Brazil, helped participants to focus on specific issues raised by KCM and mainly concerning the quality of products and services supplied as well as delivery standards that large companies expect from their suppliers.

As an immediate result of the workshop, Mr. Emmanuel Gardner – an entrepreneur who won the Business Creation Exercise (BCE) during the workshop – approached the corporate commercial controller of KCM after the certificate-giving ceremony. He showed KCM what his company could provide and was offered a three-year contract by KCM to demolish all their decommissioned steel structures, indeed a significant achievement for a small business in Chingola.

Empretec Jordan initiates collaboration with the Kingdom of Saudi Arabia

More than 400 participants attended the orientation session held on April 4th delivered by the Business Development Centre (BDC) of Jordan in cooperation with the Chamber of Commerce and Industry of Saudi Arabia. During the event, Mr. Nayef Stetieh, Director of BDC-Empretec Jordan, presented a reflection of the importance of Entrepreneurship emphasizing real examples of entrepreneurs who started in small scale but managed to succeed in business. Dr. Wael Issa, Jordanian Empretec Master Trainer, briefed the participants on the main entrepreneurial behaviors identified by the Empretec methodology.

Mr. Ghaleb M. Hijazi, Director of Entrepreneurship and MSME Support of BCD closed the session briefing the audience on the Empretec achievements, selection criteria and process of participation. Empretec Jordan representatives also held several meetings with official Saudi public and private institutions to present the Empretec programme, its objectives and methodology. It was received with great interest. As a result of this visit, several activities including workshops and official meetings will be organized in the coming weeks in collaboration with BDC and Saudi institutions.



Empretec Jordan team visited the Chamber of Commerce and Industry of Saudi Arabia.

A great green idea for the little ones: Cuchinho, Argentina

Ms. Ileana Lacabanne, a graduate of Empretec 2009 of Argentina attended the fair held in Rio, parallel to the Empretec Directors' Meeting, devoted to networking and B2B among sustainable businesses. In November 2010, Ileana Lacabanne participated with the support of Empretec in the Entrepreneurs International Meeting held in Brazil. She traveled together with four other "Empretecocos". She tells us that on this trip, when she met them, she could confirm that the time invested in the Empretec workshop was a common experience, *"the most beneficial of all I had."*

She tells us about the development of her company since then. "Chunchino eco-bébé" began in March 2008 with research and pre-production, and by December of the same year I had already created the first collection. Finally the business was born, *"whose major differential is given by the use of agro-ecological and organic cotton of excellent quality providing security and comfort for the baby's skin."* Ileana explains that thanks to the non-use of chemicals and pesticides in the cultivation process, the garments are the safest for the first contact with the baby's skin. The cotton is hypoallergenic and very soft to the touch. The buttons are made of coconut and she avoids the use of elastic and metals.

“Due to those restrictions in the use of materials we conceived a new and effective way to tie the panties using a double wipe emulating the karate dress” The packaging of the garments was also conceived based on respect for the environment. It is manufactured in integrated workshops using either cardboard or bamboo cane grown using sustainable processes. Ileana tells us that “Chunchino” is currently working on a line of ten garment models and six packaging options for birth sets” and explains that the idea for 2011 is to extend the curve of sizes up to 12 months and to 24 months in 2012. Ileana has no business partners and her employees work freelance. Her work demands much of her attention. The name Chunchino evokes the nickname of her son. That is very appropriate as both her son and her work get all her love and passion. Ileana has found a distributor in Brasil, and is happy to start exporting!

UNCTAD launches the 3rd edition of the Woman in Business Award 2012

On the occasion of the 100th anniversary of International Women’s Day UNCTAD launched the third Empretec Women in Business Award 2012. Mr. Petko Draganov, Deputy Secretary-General of UNCTAD, and Ms. Bisila Bokoko, Executive Director of the Spain-US Chamber of Commerce and member of the WBA selection panel, were in charge of announcing the official opening for candidatures. The Italian group Compagnia DALTROCANTO of Salerno provided musical entertainment for the event held in Geneva on the 8 March 2011.

UNCTAD’s Women in Business Award has already had a very real impact on the lives of recipients, their access to education and resources, and their motivation to continue developing their enterprises. It is an initiative of the Empretec programme, through which UNCTAD promotes entrepreneurship amongst women in developing and least developed countries. The Award is granted every second year to women, trained by national Empretec centres, who have excelled in developing innovative business ideas, providing jobs and increasing income in their communities.

It has been a special recognition that has helped these women become role models in their communities, as successful micro entrepreneur who have worked to improve the quality of life of people around them. Candidates for the Award will be evaluated by experts in the field of entrepreneurship development from UNCTAD partner organizations. The prize will recognize the women’s ability to add value by providing products and services, developing trade and investment opportunities and harnessing knowledge for development. The Award decision panel will include representatives from selected transnational corporations, business schools, international banks and international organizations. In cooperation with its selected sponsors,



Daltrocanto that animated the E-WBA launch.

UNCTAD will award a small financial grant to the first place winner and to second and third place runners-up, out of ten. The three finalists will be invited to attend the awards ceremony to be held in Doha, Qatar, in April 2012, during the World Investment Forum (WIF) which will be held in parallel with the UNCTAD XIII Ministerial Conference.

Ms. Bisila Bokoko, Executive Director of U.S.-Spain Chamber of Commerce, during her intervention on the official launch of the 3rd edition of the Woman in Business Award 2012, accompanied by the Italian folk group, Compagnia



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>.

Peruvian Empreteca receives the President Award 2011

Gladys Doribal Dubois, a 55 years-old Peruvian entrepreneur in the advance cosmetology industry, graduated from the Empretec programme in 2011. She was recently honored for her significant experience as an entrepreneur and businesswoman with the President Award 2011 offered by the President of Peru and it is the highest national recognition of Peru to Micro and Small Enterprises.

The award is organised by the Ministry of Production in collaboration with the Belgium Development Agency (CTB) and offers the winner an international study tour in a Latin-American country. Gladys tells us about her life story: *"I started working in the world of beauty when I was only 15. I had the opportunity to begin my studies in the United States, and there I also gained much experience.*

In 1994, I returned to Peru and worked in Amarige, one of the most prestigious beauty



Gladys Doribal Dubois, Empretec Peru

centres in the country. Five years later I decided to open my own business. I invested US\$1,000. Today the capital of my business is approximately US\$400,000.

The "New Millennium" beauty centres are well located in Lima, but my goal was to have a specialized institution where I can share my experience gained over the past 10 years. So I decided to start the adventure of creating a Professional Training School on Integral Aesthetics and Cosmetology called "New Millennium", which has two offices in Lima and is home to about 300 students.

My success can be expressed in the number of satisfied customers, those who visit my spa and my students who are future workers and entrepreneurs in the world of beauty. But, I am also aware that the country has many young women who do not have opportunities to develop in life. Therefore together with a group of professionals we have created the Center for Youth Support "San Judas Tadeo". women with full scholarships (training, financial support and support the development of their self-confidence). At some point in my life I felt the need and the lack of not having attended college, and

I know that many young people are unable to realize their dreams because of financial reasons. That is why I have managed to involve in this project several professionals on a voluntary basis to support these young women realizing their dreams.

We, entrepreneurs we should not forget our origins."

E-mentoring Platform launched for Empretec Africa Forum and beyond

UNCTAD and the African Technology Development Forum's (ATDF) associated to offer an e-mentoring platform. It provides technology and networking to African entrepreneurs with a supportive network of skilled and competent entrepreneurs from Senior Experts associations in Switzerland and in Europe. The main features of the platform were presented by Dr. Philipp Aerni, the initiator of the e-mentoring tool, to a diversified audience composed of 25-30 representatives of Senior Experts associations, potential partners and Directors of Empretec centres in Africa during UNCTAD's Multi-year Expert Meeting on "Enterprise development policies and capacity-building in science, technology and innovation", held in Geneva on 20–22 January 2011.

Another presentation was also made during the third session of UNCTAD's Investment, Enterprise and Development Commission (Geneva, 2 - 6 May 2011). Recognizing that institutional and cultural obstacles may prevent many African entrepreneurs from succeeding in the formal sector and becoming growth-oriented, the key role of the platform will be to match mentors from all over the world with African entrepreneurs not only to help them to solve a particular problem, comply with regulations, help them get investment for their business idea or even become a business-partner, but also to help increase their self-confidence and look for new opportunities. Such an electronic tool helps to focus on the real problem and shorten the distance between the two ends, overcoming even cultural differences.

The platform, hosted on the official website of the African Technology Development Forum, ATDF (<http://match.atdforum.org>) and linked on UNCTAD and Empretec websites, is meant to reach out to as many entrepreneurs as possible in African and other developing countries. The advantage of ATDF website is not only its growing numbers of monthly visitors (between 15,000 – 20,000 visits/month) over the past three years (with roughly 20% from Sub-Saharan Africa) but also its affiliation with UNCTAD-Empretec centres in 13 African countries. Empretec centres will serve as hubs to spread the use of the e-mentoring tool by informing local entrepreneurs and encouraging them to register with the platform. Visit [www. match.atdforum.com](http://www.match.atdforum.com).

Corporate executives trained in the Empretec Dominican Republic

Empretec Dominican Republic successfully conducted its first workshop for intrapreneurs (internal entrepreneurs) last February, for a major business group located in the Free Zone of Santiago. Thanks to this workshop 18 top managers and project leaders learnt how entrepreneurial behavior can be applied to attain the objectives of the company with better results. 45 days after the completion of the workshop, each participant presented a draft of an Improvement Plan to the Board of the organization. After presenting its Improvement the Project Manager of the group said: "As far as I am concerned and I would say it also expresses everyone's opinion, you can already see the impact of the workshop.

All learnings have really gone deep inside each of us, we have even changed the way we work. "The General Manager said:" *I have met with all the participants to review all selected topics and make sure they were aligned with the Corporate Plan for 2011 and to my satisfaction I have seen that they have struggled to make sure to work in areas that will have a real impact on our business. I am increasingly proud of my team.* " In addition, the Empretec Center developed the workshop for the first time with a group of teachers. 15 Participants of the Technological Institute of the Americas (ITLA), actively completed the training.

The Human Resources Manager of ITLA highlighted the level of integration among teachers, and the high level of motivation generated by this activity, which will result in a positive impact also in the classroom. One of the professors said: *"I have been given momentum, the push I needed to turn dreams into achievable goals. From here I went out with the motivation to be better and to create my own business"*

Global Events

6–10 June

Trade and Development Commission (third session), Geneva, Switzerland

21–24 June

e-Tourisme: Atelier technique national de renforcement des capacités d'utilisation des T.I.C dans le secteur du tourisme. (Phase2), Dakar, Senegal

22–24 June

UNCTAD Public Symposium: Making Trade and Finance Work for People and the Planet, Geneva, Switzerland

27–29 June

Pan African Cotton Meeting 2011, Cotonou (Benin)

30 June – 1 July

Joint Advisory Group on the International Trade Centre (UNCTAD/WTO), Forty-fifth session (for information only), Geneva, Switzerland

7 July

Launch of the Economic Development in Africa Report 2011

11–29 July

Regional Course on Key Issues on the International Economic Agenda for economies in transition for the Latin American and Caribbean, Medellin, Colombia

26 July

Launch of the World Investment Report 2011

Empretec national events

Empretec Workshops in Zambia:

ETW 05 8 - 13 August 2011

ETW 06 3 - 8 October 2011

Empretec Workshops in Tanzania:

ETW 09 27 June - 2 July 2011

ETW 10 18 - 23 July 2011

Enterprise Botswana delivers ETWs for the Rural

Industries Innovation Centre and the National Food Technology Centre (May-June 2011)

Colombia

Accreditation of quality and micro-enterprises management

Round tables for micro-entrepreneurs

Ethiopia

Training and mentoring on "Result-based management system" for NGOs

Guyana

Launch of women entrepreneurship summer

Zimbabwe

Global Entrepreneurship Week Awards.

Contact

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