

### In this Issue

Jordanian entrepreneur takes first prize at UNCTAD's Women in Business Awards

Empretec Africa Forum (EAF)

14th Empretec directors' meeting

Expert meeting on enhancing the participation ...

Ring in the new year in the United Republic of Tanzania

*UNCTAD's Empretec programme provides a one-stop-shop for information and business training. By stimulating public-private sector partnerships and developing an institution with a forward-looking advisory board, Empretec centres play a major role in connecting entrepreneurs with institutions. Wherever implemented, the training workshops create lifelong bonds that are essential for future business growth, forming a critical mass of successful, committed entrepreneurs who then become the driving force of the project.*

## JORDANIAN ENTREPRENEUR TAKES FIRST PRIZE AT UNCTAD'S WOMEN IN BUSINESS AWARDS



H.E. Mrs Tarja Halonen, President of Finland, announcing the WBA 2008 winner, Ms. Sana Zaal Burgan from Jordan.



H.E. Mrs Mary Robinson, former President of the Republic of Ireland and President of Realizing Rights: The Ethical Globalization Initiative giving the second place award to Mrs. Sapphira Nyabunwa from Uganda.



H.E. Mrs. Theresa Kufuor, First Lady of Ghana, delivering the third place award to Mrs. Augustine Hammond from Ghana.



Dr. Supachai Panitchpakdi, Secretary-General of UNCTAD, H.E. Mrs Tarja Halonen, H.E. Mrs Theresa Kufuor, the WBA finalists and the organizing team.

Ms. Sana Zaal Burgan of Jordan, founder and owner of Med Grant, an SME specializing in promoting medical services such as medical "tourism" for foreigners, won first prize in the inaugural UNCTAD Women in Business Awards at a ceremony held on Monday 21 April at UNCTAD XII in Accra, Ghana. Ms. Burgan's firm launched her company in 2000 with \$3,000 of savings; the company is now valued at an estimated \$450,000.[1] She received the prize from Ms. Tarja Halonen, President of Finland.

of 10 nominees - all owners of firms that have benefited from the business development services of UNCTAD's 27 Empretec centres.

These women entrepreneurs were recognized for their entrepreneurial excellence and achievements in creating highly productive and innovative businesses, and for their contribution to spearheading the process of cultural change in their communities.

Second place went to Ms. Sapphira Nyabunwa of Uganda, managing director of Safi Cleaning Services Ltd., based in the capital, Kampala. Safi Cleaning provides professional cleaning services and has 800 employees around the country, with a monthly turnover of about \$88,000.

These women are pioneers of development, and can be role models for others as well," said UNCTAD Secretary-General Supachai Panitchpakdi. "I hope that UNCTAD's Women in Business Award will serve to highlight the challenges faced by women in entrepreneurship and provide an incentive for women in all countries to rise to the challenge and become entrepreneurs."

Third prize was awarded to Ms. Augustine Hammond of Ghana, whose business, Jem Afrik Creations Ltd., designs and produces Afro-ethnic clothing ranging from casual wear to business apparel and evening dresses. It began with a single employee in 1986 and now has 55 permanent employees and 15 trained and mentored workers who have gone on to set up their own businesses.

The awards consisted of travel grants to elected R&D institutions where innovation is strongest in the domains relevant to the winning businesses. The grants can also be used for training courses, seminars and networking events. The winner of the first prize won a study tour worth \$6,000; the runner-up a study tour worth \$3,000; and the person in third place a study tour worth \$1,500.

The three finalists were selected by an independent panel of experts from a shortlist

The African Technology Development Forum collaborated with UNCTAD in planning and coordinating these study tours. The Forum is a non-governmental organization located in Geneva, Switzerland, that promotes the exchange and dissemination of information on inventions, technology, business opportunities and trends in global trade. ■

[1] The symbol "\$" refers to United States dollars throughout this newsletter.

## EMPRETEC AFRICA FORUM (EAF)



Delegates from 14 countries, six Empretec directors, UNDP officials and the Ugandan Women in Business Award finalist Ms. Sapphire Nyabunwa attended a packed gathering to launch the Empretec Africa Forum on Thursday 24 April 2008.

The forum was opened by Ms. Lakshmi Puri, Acting Deputy-Secretary General of UNCTAD, during UNCTAD's quadrennial session, held in Accra, Ghana. The new strategic plan for the Empretec

the need to enhance and expand Empretec centres in Africa by pooling expertise and resources at the regional level. Its main strategic goals include:

1. Equipping all the centres with the tools they need to optimize their operations, performance and use of existing resources;

2. Transforming Empretec centres into centres of excellence in the provision of innovative entrepreneurship products and services and private-sector development;

3. Facilitating access to business, financial, market and regulatory information, as well as the sharing of best practices and experiences among Empretec

centres;

4. Launching new national Empretec centres and new partnerships with other regional stakeholders promoting entrepreneurship in Africa.

The new forum and strategic plan were welcomed by delegations, a number of whom expressed a strong interest in, and great enthusiasm for, the Empretec programme in general. The success stories presented were seen as eminently practical and relevant outcomes of UNCTAD's work.

Reflecting their support for the programme, the Italian Ambassador in Ghana and the delegate from Norway suggested creating synergies between

Empretec's work on entrepreneurship development on the one hand and credit facilitation and competition on the other. The British and Chinese delegates stressed the inclusiveness and development philosophy exemplified in the Empretec programme, while UNDP reiterated its ongoing support for the programme. ■

## 14TH EMPRETEC DIRECTORS' MEETING



The 14th UNCTAD Empretec directors' meeting was held in Geneva on 16-17 October 2007. The meeting was one of the largest-ever gatherings of Empretec directors: participants included 26 directors and business counsellors, representing 23 Empretec centres. The directors of the Empretec programme expressed their satisfaction at the progress made since the adoption of the Plan of Action in 2007 and urged UNCTAD to take the lead in strengthening and expanding the global Empretec network.

A series of recommendations on the global network were adopted by all participants at the closing session of the meeting. The recommendations covered issues relating to the need to strengthen existing country programmes. A new set of guidelines on the certification of trainers was adopted at the meeting (see below) and participants agreed to work closely with UNCTAD on a more proactive strategy to achieve the vision of developing Empretec centres into focal points for entrepreneurship, enterprise development and the promotion of an

entrepreneurial culture in their respective countries.

### *Certification of trainers*

A new series of guidelines were adopted on the selection of Empretec trainers and on the certification process. The autonomy and sustainability of Empretec programmes largely depends on the availability of experienced and skilled trainers to conduct Empretec workshops and to train other trainers. The training of trainers is therefore an essential feature of the programme. Empretec directors agreed that all national trainers will be certified by UNCTAD on the recommendation of an UNCTAD-Empretec master trainer and the director of the Empretec programme or centre in the country concerned. Reinforcing the training capacity of Empretec centres could be achieved by ensuring that good potential trainees were selected from the outset and that trainers were committed to and capable of finishing the whole training cycle once started, and by providing sufficient remuneration to trainees during their training. ■

## EXPERT MEETING ON ENHANCING THE PARTICIPATION OF SMALL AND MEDIUM-SIZED ENTERPRISES IN GLOBAL VALUE CHAINS

The expert meeting on enhancing the participation of small and medium-sized enterprises (SMEs) in global value chains was held in Geneva on 18-19 October 2007. Participants examined existing policies and measures for integrating and expanding the participation of these enterprises in global value chains. They were presented with the findings of a recent research project on "Enhancing the role of SMEs in global value chains" jointly conducted by UNCTAD, OECD and the universities of Fribourg and Geneva; this research project

was funded by the Government of Switzerland through the Geneva International Academic Network (GIAN/RUIG). An OECD report on the same subject, prepared for a meeting in Tokyo in June 2007, was also made available.

The expert meeting benefited from the sharing of experiences by both government and private-sector representatives, as well as from the presence of SME representatives, practitioners and Empretec programme directors with long-standing field experience, and representa-

tives of bilateral and multilateral cooperation agencies. The responses of participants on evaluation forms distributed at the end of the meeting showed that they had found the experts' analysis and comments very useful and that the topics discussed had been both relevant and eye-opening. Particular appreciation was expressed for UNCTAD's work and the joint research project mentioned above. ■

## RINGING IN THE NEW YEAR IN THE UNITED REPUBLIC OF TANZANIA



Tanzania. Round Table session.



The New Year started with a bang for the Empretec programme with the launch of a new programme in the United Republic of Tanzania. The first 10-day entrepreneurial training workshop began on 21 January, and was attended by 31 entrepreneurs, including 13 women, mainly from the food-processing, handicrafts and service sectors.

Mr. Oscar Fernandez-Tarranco, UNDP resident representative, opened the

training workshop by welcoming the Empretec programme to the United Republic of Tanzania. In the spirit of closer cooperation under the "One United Nations" initiative, he thanked UNCTAD for inviting him to open the workshop and expressed his full support for any initiative aimed at promoting private-sector development in the country. Also present at the opening ceremony was the deputy head of mission, Mr. Benedetto Giuntini, of the Italian Embassy and Mr. Luca Crudeli, co-

ordinator of the private sector competitiveness project of the Italian Ministry of Planning, Economy and Empowerment.

It is estimated that over 80 per cent of private enterprises in the United Republic of Tanzania fall into the category of micro, small or medium-sized enterprises, and many of these operate in the informal sector. It is estimated that about a third of GDP originates from SMEs.

UNCTAD's Empretec programme comes at a time when the United Republic of Tanzania has achieved a substantial increase in real GDP, averaging around 7 per cent a year since 2000 against a background of low and stable inflation. This positive macroeconomic performance is underpinned by comprehensive policy and structural reforms and efforts to promote good

governance. Much of the progress is attributable to a number of post-1992 reform initiatives and subscription to the international development agenda, including the Millennium Development Goals.

Underscoring UNCTAD's commitment to South-South cooperation, the director of Empretec Zimbabwe, Ms. Busi Bango, led the training activities. She was assisted by Ms. Gezekile Khabo and Ms. Lifneth Moyo, both certified trainers from Empretec Zimbabwe, and by Ms. Lama Kamal, a certified trainer from Empretec Jordan. Mr. Evans B. Rweikiza, executive director of the Tanzania Private Sector Foundation, and Mr. John J. Kyaruzi, director of research and information systems at the Tanzania Investment Centre, also presented the activities of their respective institutions and in-

vited participants to contact them if they needed any assistance or services. Four representatives of local banks also attended the workshop and met participants on a one-to-one basis to listen to their needs and offer their services.

The successful launch of the Tanzanian programme is in large measure due to the efforts of UNCTAD's national consultant, Mr. John Wanyancha, who not only organized the course but also interviewed potential participants. The second workshop took place in March 2008 with a group of 18 promising entrepreneurs. ■