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## Newsletter

December 2009

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*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.*

From the desk of **Fiorina Mugione, Chief Entrepreneurship Section,**  
**Enterprise Branch, Investment and Enterprise Division**



## **What women really want?**

Dear Empretec community,

You have no idea , really of how pleased I am to work with all of you. We had an exciting annual meeting in Jordan. We have been royal guests of Empretec Jordan. Thank you for your support. Us- being the entrepreneurship developers in 32 developing countries share common values, and some of you - such as Argentina and Uruguay Empretec centres - have carried this work for twenty years! I congratulate all of you. As we launch the second edition of the Empretec Women In Business Award, let me share some of my thoughts with you on women's priorities. Encouraged by films, advertising and celebrities, the current dominant culture thinks women can achieve perfection. Women's magazines portray an array of icons, beauty products and fashion trends. A few magazines however offer some useful tips. I would like to share these insights with you. Biba - elected in Europe the best magazine of the year, gives the seven steps for women self confidence. It reminds us of the Empretec self-confidence behaviors:

- Seeks autonomy from the rules and/or control of others
- Attributes the causes of successes and failures to oneself and one's own conduct
- Expresses confidence in own ability to complete a difficult task or to face a challenge

And there are other threads of change. For example, Times magazines records an upswing of women employment in goods and services produced by women East and West Africa in the fashion industry where executives are building ties with local artisans. The building of local businesses in this industry - although hit by the economic crisis - has potential to change many women's lives. What is it that women are really looking for? Women want life/work balance and equal opportunities. A primary responsibility that women feel before career development is, however, to cultivate happiness in their own life. To make a schedule that permits sufficient time of rest and play with their families. So

here are some final tips for the forthcoming festivities. The magazine Marie France gives us tips for food that brings good mood they suggest: eggs, oranges, oats, dark chocolate, oregano and shell fish. According to Vogue, you can also use pollen against stress, carrots for good skin and pears for Ph balance and honey for sweetness.

Merry Christmas to all and Happy New Year!

## **The Empretec Women in Business Award finalists announced**

**2010**

Press release

Ten finalists have been chosen for UNCTAD's second Empretec Women in Business Awards. The winners will be announced during the 26-30 April 2010 session of UNCTAD's Investment, Enterprise and Development Commission in Geneva. The Empretec programme, which began in 1988, is a training and motivational programme intended to encourage entrepreneurship in developing countries. Empretec centres supported by UNCTAD now operate in 32 developing nations, and to date have trained over 150,000 aspiring entrepreneurs. Many have founded or expanded companies and have created hundreds of thousands of jobs.

The finalists are:

- Olga Lidia Arean of Argentina, whose firm ConservArte S.A. offers preservation products;
- Joy Simakane of Botswana, whose company Extramile Express PTY LTD offers customs-clearance services;
- Vanessa de Figueiredo Vilela Araújo of Brazil whose firm Kapeh Cosméticos, makes coffee-based beauty products;
- María de la Luz Osses Klein of Chile, whose Biotecnologías Antofagasta S.A. offers biotech products;
- Guenet Fresenbet Azmach of Ethiopia, whose company Gigi Ethiopia produces fashion wear;
- Lucia Desir of Guyana, who founded the firm D&J Shipping Services;
- Lina Hundaileh of Jordan, whose firms Philadelphia, Chocolography, Rafawed Consulting, and Ammoun offer chocolates, other sweets, and consulting services;

- Lilian Okoro of Nigeria, whose company Peace for the African Child Initiative produces educational entertainment;
- Beatrice Ayuru Bvaruhanga of Uganda, whose Lira Integrated School offers education services; and
- Vivivata Chivunga of Zimbabwe, whose company Viva Fashions offers fashion wear.

For the second round of awards, technical experts Pierre Kunz of Genilem -- a Swiss association for coaching start-up firms -- and Piero Formica, of the International Entrepreneurship Academy at Jönköping University of Sweden, selected the finalists from a large group of women nominees who have benefited from the business development services of UNCTAD's Empretec programme. In making their selection, the experts took into account such criteria as entrepreneurial talent, company performance, the extent to which a business and its outreach is local, national, or international, and the uniqueness and superiority of its products or services. From the 10 finalists, first-, second- and third-place winners will be chosen by a distinguished panel of judges.

Research has shown that small- and medium-sized enterprises (SMEs) are vital for balanced and sustainable economic development. In industrialized countries, SMEs make up some 95% of domestic businesses and are famous for coming up with new ideas and new products. But SMEs are often in short supply in developing nations. What distinguishes the developing country women nominated for the UNCTAD awards is their ability to surmount the obstacles traditionally faced by such small enterprises.

Entrepreneurs are driven by different motivations, including a desire to seize unexploited market opportunities, to pursue life-long dreams, to gain independence, to achieve self-fulfillment, to create jobs, to redress social problems, or to acquire more flexibility and work/life balance. The entrepreneurs nominated for the 2nd Empretec Women in Business Awards have established or expanded successful companies in the challenging environment of the current global recession.

Not among the 10 finalists but given special mention by the experts who reviewed the nominations and by the UNCTAD Empretec team were Alma Saca de Landaverde, Margarita de Herrera, Cecilia Vásquez, and Cristina Rivas Martínez of Guatemala and El Salvador. The experts cited these entrepreneurs for serving as role models for their communities and aspiring women entrepreneurs in the region. Also given special mention was Armelle Kouton Talkington of Benin, whose cookie business was termed an exemplar of women's entrepreneurship in that country.

**1. Olga Lidia Arean**

**ConservArte S.A.**  
Parque Industrial Platanos - Av. Milazzo 3251  
Berazategui, Buenos Aires  
**Argentina**

[www.conservarteonline.com.ar](http://www.conservarteonline.com.ar)

**"Preserving our heritage is more than a business for me. It's a passion!"**

*ConservArte* specializes in the manufacturing, consulting on, and marketing of preservation products. These are products aimed at preserving goods of historical, artistic, and sentimental heritage. The firm fills a gap in the regional market for preservation materials and addresses a lack of awareness of the need to preserve the heritage of nations in South America.

*ConservArte* is currently the only manufacturer of these products in Latin America. It exports to Brazil, Chile, Ecuador, and Uruguay. The firm's near-term goals include the development and production of acid-free paper, which does not deteriorate over time. Ms Arean was awarded the 2009 Pallas Athena Award by the International Federation of Women Entrepreneurs for excellence in her business career and for her commitment to sharing her achievements.

**2. Joy Simakane**

**Extramile Express PTY LTD**  
P.O. Box 80079  
Gaborone,  
**Botswana**

[www.extramileexpress.bw](http://www.extramileexpress.bw)

**"With the growth in the market, there was a need for customs clearing.  
The opportunity was there for me to grasp."**

*ExtraMile Express* offers customs-clearance services for rail, sea, road and air freight at major border posts around Botswana. It also provides warehousing, distribution, and messengerdelivery services. The firm responded to an increasing need for effective customs clearance brought about by globalization. It competes directly with existing companies, differentiating itself through the quality of its staff and services. In addition to Botswana, *ExtraMile Express* provides services in South Africa, Namibia, Zambia, Zimbabwe, and the United Kingdom. It plans further international expansion.

**3. Vanessa de Figueiredo Vilela Araújo**

**Kapeh Cosméticos**  
Av. Ipiranga, 91  
Centro - Tres Pontas / MG - CEP 34190-000  
**Brazil**

[www.kapeh.com.br](http://www.kapeh.com.br)

**"I have a passion for cosmetics and wanted to launch something innovative.**

**So I made the discovery of coffee benefits for the skin."**

*Kapeh* is a unique brand of cosmetics made from coffee extracts. The firm's innovative products make use of the benefits that coffee has for the skin. Its marketing is based on a strong sense of corporate social responsibility which focuses on using certified, sustainable, and environmentally produced coffee. The company exports to Nigeria, the United States, Central America, and the United Arab Emirates.

**4. María de la Luz Osses Klein**

***Biotecnologías Antofagasta S.A.***  
Las Araucarias 9080-9110  
Modulo C, Quilicura, Santiago  
**Chile**

[www.biotecnologiasantofagasta.cl](http://www.biotecnologiasantofagasta.cl)

**"Our services go from the bottom of the earth (mining) to the bottom of the sea (fisheries). I live my enterprise every day. I live and share with all my staff all the moments, the difficulties, the achievements and the awards."**

*Biotecnologías Antofagasta S.A.* is a pioneering biotechnology enterprise based in Chile. It develops innovative products for mining and environmental protection for which patents are sought. The firm's focus on cost cutting and efficient and sustainable production processes has allowed it to thrive during the global economic crisis. While the firm does not yet export, it has plans to expand in Latin America and beyond.

**5. Guenet Fresenbet Azmach**

***Gigi Ethiopia***  
Nefas Silk Lafto Sub City  
Kebele 01 House # New, Addis Ababa"  
**Ethiopia**

[www.gigieth.com](http://www.gigieth.com)

**"...I combine art with fashion. Each dress is a masterpiece! I back it with proper basic technical training and I get to create and produce the raw material for the clothing within my company and contribute to the safety of the environment."**

*Gigi Ethiopia* is a fashion design company which distinguishes itself by merging culture and art with high-quality fashion. It has two separate divisions; Gigi Haute Couture, a clothing line focusing on dress wear for special occasions, using traditionally hand loomed fabrics; and Made of Africa, an accessory and home decorating line which turns traditional utilitarian crafts into home designer items.

It exports within Africa as well as to the United States and Europe. In response to the financial crisis, which has affected its exports, the firm is now focusing more on local markets. It organized a local fashion show in May 2009.

**6. Lucia Desir D&J Shipping Service**

61 Fifth Street, Alberttown  
Georgetown  
**Guyana**

[www.djshipping.com.gy](http://www.djshipping.com.gy)

**"In a few years, when Guyana returns to its original position as the breadbasket of the Caribbean, we will be right there, positioned to take advantage of those shipments and serve the community and the world in a bigger way."**

*D&J Shipping* focuses on shipping and shipping-related operations such as imports, exports, custom brokerage, packing, and moving. Its range of services has allowed it to differentiate

itself from its competitors and to withstand the global economic crisis. The company seeks to grow with Guyana's economy and to serve the country's increasing international business connections.

## 7. Lina Hundaileh

*Philadelphia, Chocology, Rafawed Consulting and Ammoun*  
P.O. Box 576  
11118, Amman  
**Jordan**

[www.chocologyjo.com](http://www.chocologyjo.com)

**"I am a chocoholic, I love chocolate! I was passionate about starting my own business, so I combined my passion for serving market demand with my love for chocolate... Failure was not in my vocabulary."**

After founding *Philadelphia*, a chocolate factory which sells over 60 different kinds of Jordanian chocolate products, Lina Hundaileh started three new and different companies. *Chocology* is an extension of her passion for chocolate and specializes in personalized chocolate gifts. *Rafawed Consulting and Development Company* provides mentoring and coaching services to women entrepreneurs of small- and medium-sized enterprises. The third company, *Ammoun*, is a factory which produces "gummy bears" in unique flavors such as licorice and marshmallow. All of these firms thrive by offering niche products and services and by being adaptable and innovative.

## 8. Lilian Okoro

*Peace for African Child Initiative*  
PLOZ 105/130 Murtala Mohammed Highway  
Calabar  
**Nigeria**

**"I see the business affecting the continent of Africa positively, motivating youths for greater performance. The slogan 'all things are possible' has been my watchword."**

The *Peace for African Child Initiative* is an educational entertainment business geared towards fostering entrepreneurial skills in young people across Africa. It consists of a national television programme presenting youths with unique entrepreneurial skills. The idea came about as the result of an Empretec workshop, where Lilian Okoro discovered her talent as a motivational speaker. Today, despite a decrease in sponsorship as a result of the global economic crisis, she plans to extend her business to include schools and workshops to train artisans and to motivate young Africans to acquire diverse sets of skills.

## 9. Beatrice Ayuru Byaruhanga

*Lira Integrated School*  
P.O. Box, 558 Lira  
Kampala  
**Uganda**

**"I made up my mind....to challenge the people who did not see values in women by concentrating on my education with an aim of passing it on and giving back to serve my people with quality education."**

*Lira Integrated School* is located in northern Uganda and provides nursery, primary, and secondary educations to over 1,500 students. Having the three levels at one location is one of the school's competitive advantages, together with its investment in the quality of its staff, its facilities, and the extra curricular activities it offers students. There is a focus at the school on information technology and computer training. It hopes to be able to attract students from different districts and there are plans to expand the school into a university in two years.

## 10. Viviyata Chivunga

### *Vivi Fashions*

Bay 3, Harare Enterprise Centre  
81 Woolwich Rd, Willowvale  
Harare  
Zimbabwe

[www.vivifashions.com](http://www.vivifashions.com)

**"Caring for people motivated me to start my own business. I have seen a number of unemployed people in the country...Creating employment for them is the best contribution I can make to society and the economy."**

*Vivi Fashions* started as a clothing manufacturing company and then shifted towards the design and production of African attire and ethnic wear. More recently, it has developed its *batik* department. It currently exports to Botswana, South Africa, and Angola. Despite decreased demand as a result of the global crisis, *Vivi Fashions* has maintained its high quality and has distinguished itself from its competitors by investing in a wide range of innovative products such as its unique batik bags carefully blended with leather.

## Empretec network has confidence in recovery for SMEs



Directors from 24 Empretec Centres gathered from 26 to 28 October in Amman, Jordan to discuss Empretec activities, plan expansion of business development services to small- and medium-sized enterprises (SMEs) and consider new strategic directions for the programme. The 16th Empretec Directors meeting was hosted by Empretec Jordan, the Business Development Center. SMEs account for 98% of overall employment in Jordan.

Directors attended from Argentina, Benin, Botswana, Brazil, Chile, El Salvador, Ethiopia, Ghana, Guatemala, Guyana, Jordan, Mauritius, Mozambique, Nigeria, Romania, Uganda, Uruguay, Venezuela and Zimbabwe. This year, the Empretec network welcomed three new members: the Dominican Republic, Tanzania, and Zambia. Expansion is planned in other countries of Africa, the Middle East, and Central America. The United Nations Development Programme is ready to provide financial support for further expansion of the Empretec programme in the Middle East region.

A special session was devoted to overcoming the global economic downturn. H.E.

Amer Al Hadidi, Minister of Industry and Trade of Jordan, highlighted in his opening address the challenges the Jordanian economy is facing in terms of significant declines in exports and drops in workers' remittances. The actions taken by the Jordanian Government to ease the consequences of the crisis include the development of a national industrial strategy on trade and investment and a new focus on SME competitiveness.

Empretec directors in dealing with the economic crisis stated that seeking new opportunities, gathering information systematically, and improving quality of goods and services can help entrepreneurs to maintain and even grow their businesses, even during times of economic downturn. In an ever-fast-changing economic landscape, SMEs Empretec training has been defined as one of the world's best entrepreneurial programmes at the meeting. Thanks to its unique methodology instilling enthusiasm and commitment in its network of entrepreneurs, participants in the meeting said SMEs in Empretec countries have been able to better face the credit crunch as trust and partnerships have been built with their suppliers and customers. Furthermore, Empretec Centres serve as a business matchmaking platform for entrepreneurs around the world. As an example, Jordan and Uganda are currently examining ways through their respective Empretec centres to initiate water projects in Uganda using the technology of a Jordanian enterprise. SEBRAE - the Brazilian Micro and Small Businesses Support Service - will host the next Empretec Directors' meeting in Rio de Janeiro in 2010. UNCTAD currently coordinates 28 Empretec country programmes in Africa, Central and Eastern Europe, Latin America, and the Middle East.

## **Week of events celebrates role of entrepreneurs in innovation, job creation, economic recovery**

United Nations agencies across Geneva have joined forces with UNCTAD to celebrate Global Entrepreneurship Week with a series of workshops, talks and events.

All activities took place at the Palais des Nations (E-Building, Serpentine Bar) from 16 to 20 November (registration needed for security reasons).

During the week, the International Labour Office (ILO), the International Trade Centre (ITC), the United Nations Development Programme (UNDP), and the United Nations Economic Commission for Europe (UNECE), together with UNCTAD, have showcased their work in the field of promoting entrepreneurship and innovation. A large audience visited the exhibition including many groups from schools, universities, and businesses.

Workshops and discussions covered topics including "Are you preparing yourself for success?", "Promoting an enterprise culture", "Mobile solutions to improve the competitiveness of small businesses in developing countries" and "How to market music from developing countries online".

Co-founded in 2008 by the Kauffman Foundation for entrepreneurship in the United States and by Make Your Mark, a business-led, government-backed campaign in the United Kingdom, Global Entrepreneurship Week is an international event intended to provide young people with the confidence, skills and ambition to create sustainable enterprises. Research shows that successful economies have thriving communities of small- and medium-sized firms, and that poor nations often lack such businesses, along with a tradition or culture that encourages entrepreneurship.

In 2008, its inaugural year, Global Entrepreneurship Week attracted more than 3 million participants in 80 countries. Some 25,000 activities were held with 8,800 local partner organizations.

This year's Global Entrepreneurship Week received support and the official endorsement of numerous global leaders, including Prince Charles of the United Kingdom; US Secretary of State Hillary Clinton, President Nicolas Sarkozy of France, President Luiz Ignacio Lula da Silva of Brazil, King Mohammed VI of Morocco, Prime Minister Yukio Hatoyama of Japan, Prince Abdelaziz Ben Abdullah of Saudi Arabia and Prime Minister Gordon Brown of the United Kingdom. "The world knows that entrepreneurship is the key to economic recovery, and the next generation of innovators holds that key", said Carl Schramm, president and CEO of the Kauffman Foundation at the launch of this year's initiative in August 2009. "Now more than ever, we need to unleash the creativity and ingenuity of our youth by engaging them in the endless possibilities of entrepreneurship".

UNCTAD has long recognized that promoting entrepreneurship is essential for achieving the objectives of the Millennium Development Goals (MDGs) and has collaborated with the Kauffman Foundation and other organizations in the field. Throughout the week, visitors to the Geneva events had the opportunity to speak with Empretec international Master Trainers and youth to get their entrepreneurial profile.

### **Speakers at opening cocktail reception**

**Monday, 16 November, 6:00 p.m.**

**Palais des Nations**

- Petko Draganov, Deputy Secretary-General of UNCTAD
- Otto Hans Van Maerssen, Counselor for Economic and Science Affairs, Permanent Mission of the United States of America to the International Organizations at Geneva
- Daniel Loeffler, Director, Geneva Economic Development Office
- Marilise Saghbini, International Manager, Global Entrepreneurship Week
- Jesus Martin Garcia, Ecllosion
- Nir Ofek, Co-Founder of Glocals

## **International events:**

- The Multi-Year Expert Meeting on Entrepreneurship Policy and Capacity

Building on Science, Technology and Innovation will take place in Geneva from 20 to 22 January 2010;

- Nominations of experts to participate should be channeled through the Permanent Missions of your countries to the United Nations at Geneva;The Commission on Investment and Enterprise will take place in Geneva from 26 to 30 April;
- The World Investment Forum will take place in Xiamen on 6-8 September 2010;
- The Shanghai Expo, whose team is "Better City, Better Life" will take place from 1 May to 31 October 2010 in Shanghai;
- Empretec Director's Meeting will take place in Rio de Janeiro, Brazil in November 2010.

## Regional events:

- Empretec Regional Training of Trainers took place in Uganda 7-11 December 09;
- A study tour on Business Linkages will take place in Brazil in December 09.

## Networking

- Facebook group for Latin American Trainers: EMPRETEC - Instructores Latino América;
- Your pictures at : UNCTAD's new global Flickr account:  
<http://www.flickr.com/photos/empretec/>.

## Preview of 2010:

Below are some suggested themes for the upcoming quarterly newsletters for 2010 we are also open to more ideas from the Empretec Directors:

- **Financial Services;**
- **Green Businesses in Developing Countries;**
- **Young Entrepreneurs;**
- **Intrapreneurship - Aiding government services to run more effectively;**
- **South - South cooperation.**

**In this regard we will be calling upon Empretec Directors who have experience in any or all of these topics to submit articles and photos.**

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