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High-Level Ministerial Roundtable on Entrepreneurship and SDGs crowns fourth day of the World Investment Forum

The morning of the fourth day of the World Investment Forum featured a Ministerial roundtable on entrepreneurship and sustainable development goals (SDGs). The high-level meeting was attended by Ministers from Bahrain, Chile, Indonesia, Uganda and Zimbabwe as well as high-level representatives from the government and non-governmental organizations from Cameroon, Ecuador, Kenya, Morocco, Rwanda, U.S.A., Mexico and Brazil. The meeting considered how practical policy interventions can help countries harness the entrepreneurial power of their citizens. The session was chaired by H. E. Mr. Alan John Kwadwo Kyerematen, Minister of Trade and Industry, Ghana, and co-chaired by Ms. Armgard Wippler, Deputy Director General for SME Policy, Ministry of Economic Affairs and Energy, Germany.

UNCTAD's Secretary General, Mr. Mukhisa Kituyi highlighted the importance of incorporating sustainable development concepts in national entrepreneurship strategies as well as in regional and international agreements. The speakers stressed the role that small and medium sized enterprises play in generating employment and increasing GDP as well as several of the SDG

indicators. UNCTAD's Entrepreneurship Policy work provides an essential framework for nations who wish to enhance their entrepreneurial capacity. Participants also stressed the usefulness of targeted strategies for women, youth and vulnerable groups such as refugees and migrants, and welcomed UNCTAD's policy guides recently released on these topics.

Participants made various interesting comments on entrepreneurship and SDGs. For example, they noted that entrepreneurs can be created with the right training and support, and the pool of potential entrepreneurs can be increased by engaging under-represented groups such as women or young people. Governments can support entrepreneurs by improving access to finance, using web-based informational regulatory platforms, setting up enterprise hubs and providing training. The Minister from Chile, H. E. Mr José Ramón Valente said that 'the lesson is that... stable institutions and open markets are much better ... public policy in the case of Chile than any other that we have tried.'

The full video of the ministerial roundtable can be seen here: <http://webtv.un.org/search/entrepreneurship-for-sustainable-development-world-investment-forum-2018/5853313180001/?term=world%20investment%20forum&sort=date&page=5>



Ministers celebrate 30 years of Empretec

On 25th October 2018, ministers and other stakeholders celebrated the 30th Anniversary of the launch of the Empretec Programme. Run by UNCTAD, Empretec is a tried and tested approach to training and enabling entrepreneurs in developing countries. It started in Argentina and is now active in 40 countries, with a further 33 countries keen to work with UNCTAD to develop their own programmes. The Zimbabwean Minister, H.E. Professor Mthuli



Ncube, summed up the feelings of participants, reflecting that ‘we believe that entrepreneurs are not born, entrepreneurs can be shaped, they can be created, they can be re-created, and therefore they should be supported’. With its focus on the individual, this is exactly what Empretec does. It is just one way that UNCTAD and member states are promoting entrepreneurship to deliver the Sustainable Development Goals, giving entrepreneurs the tools they need to start their own business, create jobs and solve problems in their communities. Closing the session, the chair H. E. Mr. Alan John Kwadwo Kyerematen, Minister of Trade and Industry, Ghana, noted key factors for Empretec success: sound delivery agencies in the host countries, trainers with real life entrepreneurial experience and participants with the potential to succeed. Empretec graduates not only run great businesses, they also become community role models, leading by example and showing how entrepreneurship can improve people’s lives.

Finally, the Empretec celebration certificates were distributed by UNCTAD secretariat as follows:

- 30 years of Empretec programme in Argentina to Fundación Empretec Argentina, handed over to Mr. Jorge Lawson and Ms. Carla Goglia
- 29 years of Empretec programme in Uruguay to Empretec Uruguay (not handed over as there was no representative)
- 28 years of Empretec programme in Ghana to Empretec Ghana, handed over to H.E. Mr. Alan Kyerematen
- 26 years of Empretec programme in Zimbabwe to Empretec Zimbabwe, handed over to Ms. Busi Bango
- 25 years of Empretec programme in Brazil, to SEBRAE, handed over to Ms. Heloisa Menezes



Joint policy guide on Entrepreneurship for Migrants launched

Migrants represent 3% of the world population but contribute to 9% of the world economic output. Those people who choose to migrate may be more likely to want to run a business. But the right frameworks need to be in place to make it happen. How can countries harness the economic potential of migrants,



whilst integrating them into their host country and contributing to the Sustainable Development Goals? This is the problem tackled in the *Policy Guide on Entrepreneurship for Migrants and Refugees*, launched jointly by UNCTAD, International Organization for Migration (IOM) and the United Nations High Commissioner for Refugees on 24th October 2018. The guide offers practical advice to host countries for incorporating migrants into local economies and enabling them to use their talents. It also demonstrates the contribution that migrants can and do make to their host countries' economies. "Policymakers invariably doubt the economic benefits of migration, so it is important to underline them with a guide like this," said IOM Deputy Director-General Laura Thompson. The new policy guide gives practitioners the data they need to make the case for the value of migrants and the tools they need to realize that value.

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD

POLICY GUIDE ON ENTREPRENEURSHIP FOR MIGRANTS AND REFUGEES



IOM
UN MIGRATION

UNHCR
The UN Refugee Agency

UNITED NATIONS

Civil Engineer from Mozambique Wins Women in Business Awards 2018

Civil Engineer **Uneiza Ali Issufo**, founder of ConsMoz Ltd., a construction company based in Nampula, northern Mozambique, won the **UNCTAD Empretec Women in Business Gold Award** for her commitment to quality, sustainability and environmental protection – as well as for her pioneering leadership in a traditionally male-led sector. Inspiring women business leaders from developing countries shared their stories at the awards ceremony on 25th October. The finalists included a wide range of industries, from robotics to



manufacturing and education – just a tiny snapshot of the diverse businesses being developed through UNCTAD's Empretec enterprise development programme. Ms. Issufo was awarded a study tour to Brazil, donated by Lavazza Group and awarded by Lavazza Board member Ms. Francesca Lavazza and UNCTAD Secretary-General Mr. Mukhisa Kituyi. The audience and the entrepreneurs enjoyed a performance by the singer Stacey King. You can read more about the competition here (https://unctad.org/en/PublicationsLibrary/diaeed2018d1_frontmatter_en.pdf), and the press release from the event is here (<https://unctad.org/en/pages/newsdetails.aspx?OriginalVersionID=1900>). The 2018 finalists (in alphabetical order, by country) are:

- Rosana Marques (Brazil): Ouseuse, swimwear and lingerie
- Rocio Castro Fernandez (Ecuador): Momoa, clothes for breastfeeding mothers
- Ndey Fatou Njie (The Gambia): TiGA, swimwear products
- Chandra Vadhana (India): Skill development, training, assessments and human resources consulting
- Lama Sha'sha'a (Jordan): International Robotics Academy, education for 6–16-year-olds in robotics and science, technology, engineering and mathematics
- Uneiza Ali Issufo (Mozambique): ConsMoz Lda – Building Mozambique Limited, construction
- Barbara Ofwono Buyondo (Uganda): Victorious Education Services, kindergarten through primary school education
- Ana de León (Uruguay): Ruta 10 Upcycling, up-cycling design company (bags, accessories from recycled materials)
- Rina Arráez (Venezuela): Inversiones Alces 1012 C.A., handmade accessories from recycled materials
- Leah Diana Mitaba (Zambia): Butterfly Initiatives, cooperative for the production of vegetables and fruits



Other WBA finalists included Silver: Lama Sha'sha'a Abu Dahab, International Robotics Academy, Jordan; Bronze: Barbara Ofwono Buyondo, Victorious Education Services, Uganda; Export Potential: Rosana Marques, Ouseuse, Brazil and Special Recognition Social: Chandra Vadhana, 4Tune Factory, India

Global Entrepreneurship Week comes to Palais des Nations

How can we reduce maternal mortality in Nigeria, save the rainforest and reduce plastic waste? These are just some of the questions 12 migrant and other entrepreneurs asked themselves in response to the challenge set by the Global Entrepreneurship Week start-ups and scale ups for Sustainable Development Goals Programme. Selected from over 200 applicants, five start-up and seven scale-up businesses each spent a week working with a panel of experts to develop their business model and refine their pitch. The prize? USD 5,000 for the best start-up and USD 15,000 of investment from programme-sponsor One Creation for the best scale-up business. The competition was initiated and organized by UNCTAD in collaboration with the World Intellectual Property Organization, Italy's Politecnico di Milano, the International Organization for Migration, and Capacity Zurich. The start up prize was taken by Nigerian entrepreneur Dr Adereni Abiodun for his business, HelpMum. Dr Abiodun aims to "change the narrative of maternal mortality in Nigeria" – currently the second highest in the world. With 9.2 m pregnant women annually in the country, Dr Abiodun will use the USD 5,000 prize money to help 1,250 women deliver their babies safely. The scale up competition was won by Demitrio Santander, who wants the world to taste the Ecuadorian leaf beverage Guayusa and save the Amazonian rainforest at the same time through sustainable growing techniques. With the USD 15,000 from One Creation, Waykana will continue its mission to 'protect the lungs of the world' and scale up its capacity to export to Europe. Mr Santander

said: "The grant means the world, not only to our company, and Ecuador, but to our growers and the Guayusa tea industry. With the support of the international community we aim to make Guayusa famous all over the world." You can read more about the event and the other participating businesses [here](#).



From left to right: Mr Olivier Ferrari, Founder and Executive Director of One Creation; Mr Olivier Couteau – Delegate to International Geneva, Canton of Geneva and Dr Adereni Abiodun - HelpMum

Empretec "Stands" out at the World Investment Forum

The Empretec stand in the investment village this year could not stop catching the eyes of the audience with its unique display of various handicrafts and products made by women Empretec members from Empretec representative countries such as Cameroon, The Gambia, Jordan and Brazil. Selected volunteers were chosen to represent the Empretec stand from the University of Geneva and The Graduate Institute Geneva. The volunteers handed out brochures to the visitors about Empretec programme and gave



The Empretec stand was managed by Amira Al Nabhani, with help from Nicolas Garvizu , Bibiane Chammartin and Tetiana Yashchenko

information about the Women in Business Awards 2018. Nickolas Garvizu, who worked as a volunteer, said "The Namibian Minister of Industrialization stopped at the stand with the delegation, expressed his

admiration about the products and the women behind them". During his short but valuable stay at the Palais, Nickolas said, "being a volunteer in the stand gave me a good exposure to the UN, delegates and great networks". Another volunteer, Bibiane Chammartin commented: "It was great learning more about the Empretec programme of UNCTAD and by explaining it to people at the stand, seeing some interested organizations willing to engage and partner with UNCTAD to promote entrepreneurship in the developing countries".



The stand was tended to for several days by various helpers including:

- ✚ Tetiana Yashchenko,
- ✚ Mireille Menanga
Director Empretec
Cameroun,
- ✚ Bibiane Chammartin,
and
- ✚ Ilir Kourti

Ambassador panel reviews entrepreneurship at the Investment, Enterprise and Development Commission, 3rd December 2018

Representatives noted the importance of entrepreneurship in driving forward their economies and providing a vehicle for investment. They noted the role of Small and Medium Enterprises as drivers of job growth and economic empowerment, including for women and young people. Praising the work of UNCTAD in promoting enterprise development (Oman, Pakistan on behalf of the Group of 77, Mexico, Germany, Argentina, Chile) they also stressed the need to take a holistic approach, building strong links between entrepreneurship and industrial and other sectoral policies.

GA approves New Resolution on entrepreneurship for sustainable development

The General Assembly in New York agreed at its 73rd session on a new resolution on entrepreneurship for sustainable development reaffirming the previous resolutions on this topic, and highlighting its importance in support of women, youth, and persons with disabilities. The resolution also calls upon UNCTAD to continue to assist and provide support to Member States at their request to identify and formulate coherent policy measures on entrepreneurship and SMEs, and recognized the high impact of the Empretec programme.

NEWS FROM THE EMPRETEC CENTERS

Argentina celebrates "Empretec 30" with Globant Unicorn

Argentina Empretec celebrated 30 year anniversary since the programme was established, the first of its kind in Latin America. Empretec providers and entrepreneurs from centres in Brazil, Uruguay and Paraguay contributed to the event. Marina Fanning, architect of the Empretec programme, reminded participants how much the programme had achieved in her key note speech. Senior politicians from across the region, including five state ministers, discussed the importance of local value chains and how best to nurture local entrepreneurial ecosystems. Vice-Minister of SMEs in Argentina, Mr. Mariano Mayer, addressed the audience. The *UN Women* representatives who were attending the G20 meeting in Buenos Aires also participated in the debate and highlighted special issues related to enhancing women's entrepreneurship opportunities. The concluding session honoured long-standing Empretec teams, including a special mention of the first group of Empretec trainers and an emotional presentation to the family of Ricardo Finkelstein, Empretec director of ten years who recently passed away. Participants then had the opportunity to visit Argentinian tech company Unicorn Globant that provides digital solutions to businesses (<https://www.globant.com/new/argentina-home-majority-latin-americas-tech-unicorns>).



YES to youth entrepreneurship for sustainable development!

Together with representatives from the Commonwealth, senior policy makers and youth organisations from across Africa, UNCTAD hosted the 2018 Youth Entrepreneurship and Self-Employment Forum in Dakar on 13th and 14th November 2018. The event concluded that, with the right support, entrepreneurship can be a positive choice for some of the 67 million unemployed young people around the world. But more than this: the entrepreneurial potential of young people can and should be



harnessed to meet the global Sustainable Development Goals. International organizations, governments and policy makers can take action now by improving access to finance, removing regulatory hurdles, offering training and encouraging young people to set up their own businesses. Participants reaffirmed their commitment to the UNCTAD Policy Guide on Youth Entrepreneurship (https://unctad.org/en/PublicationsLibrary/webdiaeed2015d1_en.pdf?user=46), which sets out best practices for supporting young entrepreneurs. In particular, the National Youth Council welcomed the Gambia Youth Empowerment Project (YEP) promoted by ITC and the UNCTAD's Empretec Gambia as a useful tool for providing decent jobs and promoting entrepreneurship for young people. You can find out more about the forum here <https://unctad.org/en/pages/newsdetails.aspx?OriginalVersionID=1918>.

Jennifer wows the audience performing in TEDx Women event at Palais des Nations, Geneva

An extraordinary performance by Empreteca Jennifer Shigoli from Tanzania in TEDx women talking about her social entrepreneurial journey. The event was held at the United Nations in Geneva. Jennifer is the winner of last year's Geneva Entrepreneurship Week pitching event. She is currently the CEO and Founder of ELEA sanitary pads with a purpose of maintaining better education experience for young girls. For more information, please visit:

<https://tedxplacedesnationswomen.ch/content/jennifer-shigoli>



UN's Global Compact for Migration Conference opens in Marrakech

The Intergovernmental Conference on the Global Compact for Migration opened on Monday 10 December 2018 in Marrakech, in the presence of the UN Secretary-General, Mr. Antonio Guterres, and several heads of State and Government.

"Global migration is a challenge that requires global solutions", said UN's Secretary-General further noting that the Conference proposes a framework for international cooperation, rooted in an inter-governmental process of negotiation in good faith, that specifically reaffirms the principle of State sovereignty, including the sovereign right of States to determine their national migration policy and their prerogative to govern migration within their jurisdiction, in conformity with international law.

Entrepreneurship has the potential to support the integration of migrants and refugees into local economies. The *Guide on Entrepreneurship for Migrants and Refugees* presented at the side event of the Global Compact on Migration that took place on 9 December 2018, shows that given a supportive ecosystem, "migrants and refugees do bring a real economic and social added value to their host countries", said the Deputy Secretary General of UNCTAD, Ms. Isabelle Durant.

For more information please visit:

<https://refugeesmigrants.un.org/intergovernmental-conference-2018>



News from the Empretec network

- Empretec Argentina, Dominican Republic, Ecuador launched the last ETW of the year at the same time on first week of December 2018. Almost a hundred people trained all together!



Argentina, Mar del Plata with Adriana Bagnati; Ecuador, Quito with Maria José Vicuna; Dominican Republic with Xiomara Frías as lead trainers.

- Empretec Angola: As part of Train For Trade II, the EU-UNCTAD joint Programme for Angola part of the Trade Support Project . ACOM financed by the European Union on 8th December UNCTAD completed the 4th Empretec Workshop training in total since inception last July 101 young aspiring entrepreneurs. Roberto Gandara, Evaristo Vilanculos and Renato Santos as lead trainers.



On 12th of December 2018: Presentation of the first Impact evaluation of the Empretec programme in Angola and introduction to the UNCTAD's Empretec Policy Framework trainers.

- First workshop in collaboration with UNDP for High Impact Women Entrepreneurs development programme was held at Hyderabad, India with lead trainers Fernando Gameleira and Karen Beesley.



- Empretec India Foundation organized the 14th ETW during GEW with high impact entrepreneurs from the agricultural and food processing sector participating. A high point of the workshop was its valedictory ceremony held at the UN House, New Delhi. Empretec HiEERa – High Impact Entrepreneurs form Emerging Regions for Action. HiEERa graduates are in the process of initiating, developing and strengthening the industries' value chains using the Empretec methodology.



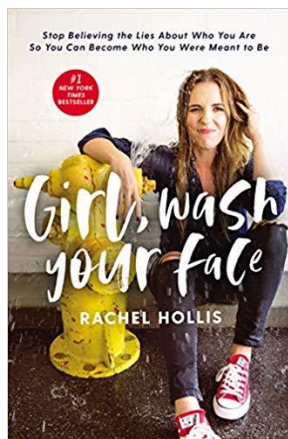
Among the 12 HiEERA Awards, a special recognition to Chandra Vendhana / a WBA finalist.

- Myanmar: UNDP and other potential project partners are preparing a pilot ETW to take place on 18 December 2018.

- Global Entrepreneurship Week a success all around the world – 7 Empretec centres are national host and all the networks are mobilized spearheaded by SEBRAE Brazil with 6854 events held.
- Busi Bango, Director of Empretec Zimbabwe spend one month coaching the young trainers in The Gambia to upgrade their skills and release Empretec certifications.



Books:



From the publisher's website:

In this book, each chapter tackles a different lie Rachel has believed, the authentic examples from her own life illustrating those lies, and then the methods she used (or wish she had used) to defeat those lies. These are big, vulnerable topics like 'I Should Be Farther Along By Now' and 'I Will Never Get Past This'. Rachel doesn't want this book to

change your life. She wants you to read this book, and then feel strengthened so you change your life.

'Girl, Wash Your Face is a dose of high-octane straight talk that will spit you out on the other end chasing down dreams you hung up long ago'.

Jen Hatmaker, author of 'For the Love'.

Amazon for US\$12.77 (Kindle version) or US\$13.79 (hardcover)

Upcoming news:

The Global Entrepreneurship Congress occurs from April 15-18, 2019 in Manama, Bahrain

<https://genglobal.org/gec/glance>

Multi-Year Expert Meeting 2019: Responsible and Sustainable Business Practices and Corporate Social Responsibility and Enterprise Development, 18-20 June 2019 Geneva, Switzerland.

The Meeting will discuss responsible and sustainable entrepreneurship practices and supporting government policies. Empretec networks invited to attend.

More information will be coming in the next Empretec newsletter.

To read:

5 Entrepreneurs Who Started With Nothing - and 3 Lessons to Learn

<https://www.entrepreneur.com/article/305990>

This CEO thinks it's crazy to work more than 40 hours a week

<https://edition.cnn.com/2018/12/06/success/jason-fried-basecamp-work/index.html>

Asking Friends and Family for Startup Cash on Social Media

<https://www.wsj.com/articles/asking-friends-and-family-for-startup-cash-on-social-media-1543264517>

Contact

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

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