

Train for Trade II

EU-UNCTAD joint Programme for Angola



Empretec National Live Session
Webinar with Angolan empretecocos
and entrepreneurs

21 October 2020
15:30 – 17:00 Luanda time

MAIN OBJECTIVES

The planned 1.5 hour webinar will touch upon the main challenges entrepreneurs face and will present the entrepreneurs' creative solutions in an effort to demonstrate how their behaviour is a key asset for success and growth regardless of the economic and social environment in post COVID 19 resurgence.

An interactive debate, moderated by experienced Empretec facilitators, will feature the participation of a couple of successful local entrepreneurs and empretecocos who will tell their success stories and share with the audience how they manage to run their businesses through the unpredictable and uncertain times of the global pandemic.

The live session will provide participants with an opportunity to learn about Empretec's methodology and, through the inspiring stories of invited entrepreneurs and empretecocos, to review those entrepreneurial behaviours and competences that are most needed during the current health and economic crises, and for a quick recovery in a post-COVID19 scenario.

BACKGROUND

Diversification of the economy in non-oil sectors involves integral attention to small and medium-sized enterprises (SMEs) so that they are able to grow and allow Angola to compete in the global economy. Enterprise development encompasses multiple



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CONCEPT NOTE

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factors, including the ability of enterprises to attract investment capital and to participate in mutually beneficial business linkages with multinational enterprises.

As part of the training activities of the EU-UNCTAD Joint Programme for Angola: Train for Trade II – a component of the Trade Support Project (ACOM) financed by the EU - the Entrepreneurship Training Workshop (ETW) is a core element of UNCTAD's Empretec programme. The behavioural approach on which the ETW is based, aims at developing entrepreneurship as a set of specific competencies and practices that can be observed, recognized, applied and acquired by entrepreneurs on their daily lives.

Empretec graduates (called empretecos and empretecas) continue practicing those behaviours and develop habits that can make them more effective and resilient, even in critical times, such as the current COVID-19 pandemic and a recessive post-pandemic scenario.

Since the inception of the programme in Angola, UNCTAD has conducted 10 ETWs and trained over 250 Angolan entrepreneurs (37 per cent women) who, through the Empretec workshop's business creation exercise, generated a total income of almost 29,000,000 Angolan Kwanzas (AOA), i.e. a per capita income of almost 113,000 AOA in just 5 days of running a totally new business.

PARTICIPANTS

Participants will be mobilized by the team of Angolan trainers among the 250 Empretec graduates from the previous 10 workshops, national stakeholders engaged in entrepreneurship, and private sector organizations. In line with the objectives of the Train for Trade II Programme, due attention should be paid to gender balance among speakers and participants.



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EVENT DETAILS

Type: Online Workshop

Date: 21 October 2020

Time: 15.30-17.00 (Luanda time)

Venue: Microsoft TEAMS

Language: Portuguese (UNCTAD's intervention will be interpreted)

Audience: Approx. 200 people

Registration at: <https://forms.gle/FGQX1Rje6W2w5t8P6>

PROVISIONAL PROGRAMME

Microsoft Teams webinar link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_YmYxYmM0NGMtNGUwNi00ODRjLTk1MmEtZWY5MzI1MzBmZjU4%40tHread.v2/0?context=%7b%22Tid%22%3a%220f9e35db-544f-4f60-bdcc-5ea416e6dc70%22%2c%22Oid%22%3a%2200b34355-4891-4cba-b1a6-737bd096b12d%22%7d

15:30 – 15:38	Welcoming remarks from UNCTAD: purpose and content of the webinar
15:38 – 15:45	Presentation of INAPEM's services to entrepreneurs and MSMEs (tbc)
15:45 – 15:55	Keynote inspirational speech by a well-known Angolan entrepreneur (to be identified)
15:55 – 16:25	Interview panel led by two Empretec facilitators (one from Angola, one from Brazil)
16:25 – 16:55	Interactive debate moderated by the facilitators, with questions from the audience
16:55 – 17:00	Concluding remarks by UNCTAD



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