

Projecto de Apoio ao Comércio (ACOM)  
**EU-UNCTAD joint Programme of Support for Angola:  
TRAIN FOR TRADE II**

**Concept Note**

**TRAINING WORKSHOP**

**EMPRETEC**

**15 to 20 October 2018**  
**Rede de Mediatecas de Angola (ReMA), 9:00 – 19:00**



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**Background information and methodology of training**

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 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 of Support 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, which the ETW is based on, 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.

By fostering participants' motivation and self-confidence, the ETW manages to show entrepreneurs the difference between merely *running a business* and *building a successful growth-oriented enterprise*. The workshop's experience is a very enriching one as it provides participants with practical tools to critically assess their personal and business competencies and proven strategies to improve, eventually equipping them with the right mind-set and motivation that will bring about concrete and measurable changes in their own business. The workshop will be conducted in Portuguese.

**Outputs and goals:**

1. Each participant will get a personal entrepreneurial profile and equipped with an individual workplan on how to strengthen entrepreneurial competencies to achieve success in business
2. Participants enabled on better understanding of business opportunities in Angola, including in creative industries
3. Enhanced motivation of self-employment and reduced failure fears
4. Improved negotiation skills and self confidence in expanding and strengthening business clientele and networks
5. Enhanced employability of those participants who are not yet business owners

**Training content**

Along the 6-day workshop, participants are guided through 10 Personal Entrepreneurial Competencies (PECs), which are common to successful entrepreneurs all over the world. These competencies, grouped in three different clusters (Planning, Achievement and Power) are:

1. Opportunity Seeking and Initiative
2. Persistence
3. Commitment



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4. Demand for Efficiency and Quality
5. Taking Calculated Risks
6. Goal Setting
7. Information Seeking
8. Systematic Planning and Monitoring
9. Persuasion and Networking
10. Independence and Self-Confidence

With the help of questionnaires, role playing games, case studies and examples, participants are encouraged to recognize, understand, assess, experiment, elaborate, and apply each competence to their business and to their own professional life. The workshop will be delivered over six days, according to the following programme.

**Training material**

Each participant will receive a workbook which will be used during the 6-day training workshop. UNCTAD will provide electronic files and instructions for printing participants' workbooks.

**Selection criteria for participants**

Identification of about 50 potential candidates will be prepared by the UNCTAD National Coordinator, in coordination with the Ministry of Commerce, MINCO, namely Director Dr. Rui Livramento, *Direcção de Intercâmbio*, and Rede de Mediatecas de Angola (ReMA). Target groups shall include established and aspiring MSME entrepreneurs – particularly beneficiaries of other Train for Trade II training components and representatives from creative industries - women, youth, MSME local suppliers, representatives of regulators, donor and public sector, responsible for MSMEs and social development and other groups which are regarded as priority groups by national authorities, about 70% of participants are required to have entrepreneurship experience.

Focused interviews (about 1 hour each) will be conducted by the Empretec Master Trainers for the selection of 30 participants and development of their individual entrepreneurial profiles. The interviews could be done via skype or other means of communication with a visual contact.

**Logistic Information for participants:**

The training will take place at the premises of Rede de Mediatecas de Angola (ReMA), (ROOM TO BE CONFIRMED), from 15 to 20 October 2018. Training sessions will take place 09:00 to 19:00 for a maximum of 30 participants (see selection criteria above).

Diplomas will be issued to participants.



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## Trainers

### 1) Renato Santos

Mr. Santos is a Brazilian speaker and consultant with international exposure, who has worked for over 24 years with SEBRAE (the Brazilian SME support service), developing consulting and training solutions applied in Brazil – he accumulated 19,000+ hours in entrepreneurship training. In Brazil, he also collaborates with organizations such as CNI, BNDES, IEL and others. Abroad, he is a consultant and speaker for the United Nations Conference on Trade and Development (UNCTAD), the International Finance Corporation (IFC) and the World Bank. He is a co-author of the current Brazilian version of Empretec. Besides Brazil, the consultant has also worked in the implementation of Empretec in 23 other countries in America, Europe, Africa, Asia and the Middle East (including BRICS like Russia and India). From 2011 to 2014, **Renato** took a role at the TV reality show "The Apprentice Brazil" (broadcasted in Angola by "TV Record Internacional"), as advisor to anchors João Dória (2011) and Roberto Justus (from 2012 to 2014). More on the trainer's expertise may be found at <http://renatosantos.com>.

Mr. Santos is a business manager with a MD in Finance and an MBA in Marketing, he has published books on market analysis and entrepreneurship in Brazil. One of the main consultant's skills is his entrepreneurial experience: in Brasília, where his career was built, he is a partner to companies working on Logistics & Supply Chain and Food Service, and a board member for ICT companies. In São Paulo, he is an investor and advisor to companies in different spheres and stages, following a period as Executive Director (currently shareholder) of a medical and health industry group.

### 2) Roberto Gandara

Mr. Gandara is an international business consultant, international trainer and speaker, production engineer, psych dramatist and group development expert. His specialization is towards business and production management, organizational development, strategic planning, entrepreneurship and development of people, leaders and teams. He has been working for the past 23 years as a consultant in the field of business management, organizational development and strategic planning. Besides that, he also works as international training specialist and speaker, developing different training methodologies for business, teams and leaders. His clients are private companies of various sizes and sectors, as well as government, institutions and organizations like SEBRAE (Brazilian support organization for SMEs). Mr. Gandara is also an international consultant, speaker and trainer for the UN system (UNCTAD and ILO) in entrepreneurship and social and economic development projects like Empretec programme (certified UNCTAD-Empretec International Master Trainer since 2005). He accumulated over 20,000 hours of consulting, workshops, lectures and training delivered in 23 countries from Europe, Middle East, Asia, Africa and South America, besides Brazil (including BRICS like Russia and India).



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**Training schedule:**

	15/10/2018 (Monday)	16/10/2018 (Tuesday)	17/10/2018 (Wednesday)	18/10/2018 (Thursday)	19/10/2018 (Friday)	20/10/2018 (Saturday)	
<b>MORNING (09:00-13:00)</b>	Opening and introduction	YMILE and tasks' revision	YMILE and tasks' revision	09:00 - 11:00	YMILE and innovation task	YMILE and tasks' revision	
	ETW's background and content	Systematic planning & monitoring	BCE Advertising		Information seeking	Efficiency	Power cluster review
	Methodology & training contract	Opportunity seeking & initiative	Synergy	BCE Empretec bank	Business planning steps		Achievement cluster review
		Stamps Book	Information seeking				
	Lunch break						
	<b>AFTERNOON (15:00-19:00)</b>	PEC profile self-assessment	Taking calculated risks	Information seeking	Quality	Power	BCE evaluation
Goal setting		Planning cluster review			Next steps		
BCE Launch		Persistence and commitment			Closure		
<b>EVENING (Extra Activities)</b>	BCE	BCE	BCE	BCE	BCE		
	Goal setting task	Opportunity seeking & initiative task	Opportunity seeking	Innovation task	Efficiency task		
	Section 1	Stamps Book	Stamps Book	Stamps Book	Stamps Book		
	Methodology & training contract	Opportunity seeking & initiative	Synergy	Business planning steps	Achievement cluster review	BCE and Stamps Book closure	
		Stamps Book	Information seeking				



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