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## Newsletter

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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.*

**Special note from UNCTAD Secretary-General  
Supachai Panitchpakdi on the occasion of the 20th**

## anniversary of Empretec Argentina:

Since the 1980s, developing countries have been facing the twin challenges of how to seize the increasing trade and investment opportunities brought about by globalization and economic liberalization, and how to upgrade their productive capacity to meet global standards. Global competition is putting great pressure on small and medium sized enterprises (SMEs), which constitute the engine of most developing economies, but are ill-equipped to compete in increasingly competitive international markets.



SMEs are a major source of employment and income, and stimulate broad-based and equitable development. To achieve a more inclusive and sustainable globalization, therefore, it is crucial to prepare SMEs to succeed in a world of sustained competition, continuous innovation and increasingly sophisticated product and trade standards.

Since its inception in Argentina in 1988, UNCTAD's Empretec programme has offered support to SMEs to achieve these objectives. We are grateful to the Empretec Argentina Foundation - our first Empretec centre - for its pioneering spirit, its loyalty to the Empretec philosophy and for its long-lasting commitment to the cause of SME development. We are also grateful to the Banco de la Nación for its extended support and for being UNCTAD's Empretec counterpart in Argentina for more than 20 years. Over the last two decades, Empretec Argentina has been developing skills with a new focus on technology-oriented SMEs, adapting the entrepreneurship training to the rural setting and establishing partnerships. The Empretec Argentina Foundation has evolved into a facilitator of public-private sector partnerships for SME development.

UNCTAD and Fundación Argentina look forward to introducing new innovative ideas to increase SME development and engage in several more decades of fruitful and effective cooperation.

**The New "Look" in Policy Circles Around the World**



*The Washington Post*  
Sunday, July 12, 2009

By Katty Kay and Claire Shipman

[Fixing the Economy? It's Women's Work.](#)

*The Washington Post writes: Accounting giant Ernst & Young pulled out charts and graphs at a recent power lunch in Washington with female lawmakers to argue a provocative bottom line: Companies with more women in senior management roles make more money. The latest issue of [Foreign Policy](#) magazine sweepingly predicts the "death of macho." Economists at Davos this year speculated that the presence of more women on Wall Street might have averted the downturn. The studies Ernst & Young rounded up show that women can make the difference between economic success and failure in the developing world, between good and bad decision-making in the industrialized world, and between profit and loss in the corporate world.*



This gender-centered trend seems to be reverberating in global economic circles. Once again, the United Nations is well ahead of the curve, by 15 years. From 1 to 12 March 2010, the Commission on the Status of Women will undertake a 15-year review of the implementation of the Beijing Declaration and Platform for Action and the outcomes of the twenty-third special session of the General Assembly. Emphasis will be placed on the gender perspective towards the full realization of the Millennium Development Goals, taking stock of the progress made on gender equality and women's empowerment, discussing and sharing policy design and implementation based on successful experiences in engendering economic and labour market policies. UNCTAD will take part in the



Beijing review. Simonetta Zarrilli will represent UNCTAD as the Gender and Trade Focal point, and she will also carry the voice of the Empretec community. Send your inputs, ideas to [simonetta.zarrilli@unctad.org](mailto:simonetta.zarrilli@unctad.org).

### **News: Empretec Women in Business Award 2010 rolls out**

40!!!! Nominations have been forwarded for the Empretec Women in Business Award 2010. Amazing stories, jostling to be heard. Thanks to Empretec Argentina, Benin, Brazil, Botswana, Chile, Dominican Republic, Ethiopia, El Salvador, Ghana, Guatemala, Guyana, Jordan, Nigeria, the United Republic of Tanzania, Uganda, Uruguay, the Bolivarian Republic of Venezuela and Zimbabwe.



## **Directors meeting in Jordan**

The Empretec Director's meeting takes place in Amman, Jordan 26-28 October 2009, hosted by Empretec Jordan and BDC. There are meetings on the 26 and 27, with a study tour to Petra and the Dead Sea on the 28th.

The directors' meeting will deal with the crises in the global economy. For instance, a moderated interactive session allowing the directors to "practice what they preach" by using Empretec's own methodology to strategizing how the Empretec centres around the world can address these issues and better assist their entrepreneurs to not only survive these uncertain times but to succeed. A workshop on best practices reviews progress achieved by the different centres

and building on their strengths; directors selected follow-up actions. The directors also take stock on fundraising, training and outreach material and impact assessment. The Empretec Alumni Jordan join for a special repeat workshop.

## Empretec Regional Training of Trainers: Nigeria and Brazil

Two regional Training of Trainers workshops took place this summer. The goal of the workshops was to train trainers in how to effectively trim the original 10-day Entrepreneurial Training Workshop to six days. This workshop has been highly anticipated as most directors welcomed the opportunity to give shorter Entrepreneurial Training Workshop but were keen on not losing any of the impact of the longer version.

The main goals of the Training of Trainers workshop were to:



- \* Standardize procedures among the Empretec community according to UNCTAD directives on the Entrepreneurial Training Workshop methodology and a special survey developed by SEBRAE Brazil;

- \* Achieve more effective results for the

enterprises; and

- \* Prepare the Empretec Centres to work with the six-day version of the Entrepreneurial Training Workshop.

The first regional workshop was held from 1 to 4 July 2009 in Abuja, Nigeria. It was graciously hosted by the Nigeria Empretec Foundation under the supervision of the director, Mrs. Onari Duke, and Victor Konde of UNCTAD. Roberto Gandara and Renato Santos were the International Trainers. The activities were carried out with 28 participants from 8 countries in partnership with SEBRAE and UNCTAD. The second Training of Trainers took place in Rio de Janeiro



from 12 to 15 August 2009 with 28 participants from 9 Latin American countries. The international trainers were Sandro Morales and Claudio Forner.



The workshop was unique in the sense that it was rare to have such a number of ETW trainers gathered in a single room to share ideas and compare notes on what they thought they had been doing right for many years. The critical self-assessment of the participants provided a great mirror to all to see themselves in the proper light.

The philosophy behind the methodology is so important and central to the successful implementation of the Entrepreneurial Training Workshop programme, and the refresher course came at the right time for both long-term and new trainers alike to revise their notes.

It was noted that this Training of Trainers should occur regionally every year. It was also recommended by various centres that UNCTAD should implement the standardization of the certification of trainers



## Dominican Republic: Xiomara, the youngest Empretec trainer, with an amazing talent

Xiomara is good at motivating people. That is how she addresses people on Facebook, inviting them to attend the Empretec training in Santo Domingo, the Dominican Republic: ([www.facebook.com/empretecdominicana](http://www.facebook.com/empretecdominicana))

"Do you have good ideas and yet you have not managed to start your own enterprise?"



Are you dreaming of your financial independence and being your own boss?

"Have you always felt that only little bit is missing to meet your objectives?"



"Empretec is an intensive experience, interactive and transforming, that looks at how to evaluate, put in practice and strengthen the entrepreneurial behaviours that improve the performance of a manager and the business. The participants join with a challenge: critically examine your personal strengths and weaknesses and apply them to generate the change you need."

## Empretec and business linkages in Zambia

Empretec and business linkages in Zambia

Two workshops took place in Zambia on Business Linkages:

- 12 October 2009 - a workshop for policymakers in Lusaka, targeting parliamentarians and key staff in relevant ministries (e.g. national planning, finance, industry, etc.) on the need to provide support for and encourage entrepreneurship and the formation of business linkages;
- 14-15 October 2009 - a technical workshop in Siavonga, for directors or heads of institutions that are or may be involved in supporting and implementing business linkages in their organizations or among their members, such as investment promotion, entrepreneurship and SME agencies, heads of incubator programmes and selected banks and private sector players. The workshop was conducted by Fiorina Mugione, UNCTAD; Fausto Casemiro of Proyecto Vinculos Brazil; and Noemi Lintini of the Zambia Development Agency;



Empretec Zambia is mentored by Empretec Zimbabwe.

## Ugandan youth takes up business challenges

Youth in Uganda is embracing entrepreneurship. Enterprise Uganda is inspiring young people to start their own business. Results are stunning. Uganda is no

stranger to crisis: the country has dealt with the challenges arising from the present global recession in the context of its efforts at tackling issues-poverty, civil unrest and unemployment. Yet, with no credit available, youth are starting new small businesses.

## International events:

- The Global Entrepreneurship Week takes place around the world 16-22 November 09. The United Nations Agencies in Geneva (UNCTAD, the International Labour Organization, the United Nations Development Programme, the United Nations Economic Commission for Europe, the United Nations Industrial Development Organization and others) are collaborating to put together an event at the United Nations offices in Geneva during Global Entrepreneurship Week. The event will include a kickoff reception followed by a week-long display in one of the main areas of the United Nations building. The display will highlight the entrepreneurship work of the various United Nations agencies and will provide an opportunity for the delegations of the 192 member countries of the United Nations to learn more about the importance of entrepreneurship and the United Nations' work in this area;
- The Donor Committee on Enterprise Development will take place in New York on 18 and 19 November 09;
- The Multi-Year Expert Meeting on Entrepreneurship Policy and Capacity Building on Science, Technology and Innovation will take place in Geneva 20-22 January 2010. Nominations of experts to participate should be channeled through the official United Nations missions of your countries in Geneva.

## Regional events:

- Empretec Regional Training of Trainers will take place in South Africa 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/>.



## What's happening in the world wide Empretec community?

- Our first centre, Empretec Argentina, celebrates 20 years of existence!
- BDC President and CEO, Mr. Nayef Z. Stetieh, has been appointed as a Member in Jordan Higher Education Council (HEC);
- UNCTAD will visit the Empretec Centres in Botswana and Nigeria in December 09;
- The Empretec Africa Forum reviews its business plan under the leadership of Busi Bango of Empretec Zimbabwe;
- Dominican Republic - official launch of the Empretec centre will take place in November 2009;
- Enterprise Uganda is host of the Global Entrepreneurship Week in Uganda;
- Empretec Peru partners with Instituto Peruano de Acción Empresarial (IPAE) and undertakes the first ETWs in collaboration with Empretec Uruguay;
- Empretec counterpart in the United Republic of Tanzania is the Tanzania Private Sector Foundation, which has offered to host the Empretec programme for a 12 month pilot phase. Two workshops take place before the end of the year;
- Empretec Zambia takes strides supported by Empretec Zimbabwe, and one Entrepreneurial Training Workshop before year's end;
- Millennium Development Goals Fund projects kick off in Viet Nam and Panama. Recruitment of project's coordinators is taking place!

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