



Empretec  **LogiHub**

Empretec LogiHub – Induction Workshop

Unlock your Logistics Potential!

Date: 28 – 30 November 2024

Time: 2:00pm – 9:00pm

Venue: Prince Sultan University, Riyadh

Elevate your start-up in just three days with the Empretec LogiHub Induction Workshop, where smart logistics and industrial strategies integrate with cutting-edge technology

In collaboration with:

    

WORKSHOP REPORT

Straightforward Success with Empretec: building the next generation of startup founders

On 28 to 30 November, the Entrepreneurship team of UNCTAD took part in a bootcamp of the National Industrial Development and Logistics Program (NIDLP) that included our Empretec Startup Induction Workshop at the Prince Sultan University in Riyadh, Saudi Arabia.

The Startup Induction Workshop aims to provide young entrepreneurs with insights on entrepreneurial skills combined with technology knowledge and tools about the logistics and industrial sectors.

For its launch, the workshop benefited from sessions delivered by Renato Santos and Roberto Gandara, international Empretec trainers from Brazil, and national entrepreneurs as guest speakers including Jihad Doud, Founder and CEO at Alod, and Khaled Alanazi, Founder and CEO at Camion who provided insights for aspiring entrepreneurs entering the smart logistics sector.



Additionally, Mohammad Al Rasainy, Founder and CEO at Adwar, Salman Al Ibrahim, Founder and CEO at Takween, and Mohammed Albaity, Founder and CEO at Hydrojeen, discussed critical factors for success in the fast-paced industrial sector.

The feedback from participants was overwhelmingly positive, reflecting the workshop's success in delivering valuable insights to aspiring entrepreneurs. All thirty-one young future entrepreneurs praised the practical knowledge gained, with many emphasizing their newfound understanding of identifying and engaging their target markets, mastering communication strategies, and learning essential pitching techniques. Described as "eye-opening," the three-day event was considered instrumental in reinforcing their commitment to pursuing careers as startup founders.



Key Takeaways from the Workshop:

- 1. Cultivating Entrepreneurial Skills:** Participants engaged in sessions focused on developing crucial entrepreneurial skills essential for start-up success. These sessions covered mastering personal behaviors, enhancing business acumen, and fostering strategic vision, all aimed at navigating the competitive start-up landscape effectively.
- 2. Understanding the Startup Ecosystem:** The workshop explored the unique dynamics of start-ups, highlighting their innovative approaches, risk factors, and the impact of team culture on organizational agility and growth. This discussion provided a comprehensive understanding of what sets start-ups apart in the business world.
- 3. Mastering the Art of Pitching and Understanding Investor Perspectives:** Attendees improved their pitching skills and gained valuable insights into investor expectations. This segment was designed to prepare entrepreneurs for successful funding engagements by aligning their presentations with what investors seek in start-ups and their founders.
- 4. Sharing Practical Experiences in Smart Logistics and Industrial Sectors:** Experienced founders from the smart logistics and industrial sectors shared their entrepreneurial journeys, focusing on successes and lessons learned. The sessions also delved into the challenges and opportunities of Industry 4.0, emphasizing practical aspects of starting and maintaining an industrial business in this dynamic field.

In the future, those that have participated in the Startup Induction Workshop, can continue benefiting from Empretec workshop, its mentoring programme and the Square for Global Goals, Empretec's global networking and learning platform.

UNCTAD places an important role on entrepreneurship development as entrepreneurs can be key drivers of inclusive and sustainable development. In Saudi Arabia, UNCTAD works in partnership with the Social Development Bank (SDB) in promoting entrepreneurship development through the Empretec programme.

