



In this issue

- OECD Ministerial meeting on Entrepreneurship
- UNCTAD's Expert Meeting on Entrepreneurship and Migration
- UNCTAD's Expert Meeting on Innovation for SDGs
- Launch of Entrepreneurship Policy for Ethiopia
- Empretec Global Summit V considers the role of entrepreneurship in addressing issues of migration and refugees
- EMPRETEC in Brazil celebrates 25 years
- SEBRAE/Empretec Brazil hosts the first international TOT for the Empretec trainers
- Entrepreneurship Training Workshop trains 23 Women in the Kingdom of Saudi Arabia
- Zambia's "Green Jobs" project
- EMPRETEC Impact assessment workshop successfully conducted in Samara, Russian Federation
- EMPRETEC workshops train horticultural women entrepreneurs in Tanzania
- EMPRETEC programme launched in Angola
- News from the EMPRETEC network
- Upcoming news, books and further reading

OECD Ministerial meeting on Entrepreneurship

The OECD Ministerial Conference on SMEs took place in Mexico City, Mexico from 22 to 23 February 2018. Ministers and high-level representatives from 55 OECD member and non-member countries, the European Union, and 12 international organisations and associations came together to discuss how best to facilitate SMEs' contribution to productivity and inclusive growth.

The meeting was chaired by Mexico's Secretary of the Economy, Minister Ildefonso Guajardo and the Vice-Chairs Minister Stuart Nash (New Zealand), State Secretary Marie-Gabrielle Ineichen-Fleisch (Switzerland), and Vice-Minister Hasan Ali Çelik (Turkey).

The Ministerial Conference focused on seeking innovative solutions to address global productivity growth, international trade and global inequality. In particular, the conference discussed SMEs access to finance, regulation affecting SMEs, how to develop entrepreneurial competencies, especially amongst disadvantaged groups and ways of fostering greater SME participation in the global economy.

The topic of digital economy and transformation was especially highlighted in the discussions, testifying to the profound impact of digital technologies on SMEs and entrepreneurship, both on an operational level and as a business orientation.

The Conference also pointed to the importance of having effective government policies to support SMEs including with a view to promote inclusiveness.

To see Mexico OECD Ministerial Conference on SMEs Declaration please visit: <http://www.oecd.org/cfe/smes/ministerial/SME-Ministerial-Declaration-ENG.pdf>

UNCTAD's Expert Meeting on Entrepreneurship and Migration stresses positive economic contributions of migrants to host countries' economies

The Expert Meeting on Entrepreneurship and Migration: Supporting the socio-economic inclusion of refugees and migrants through entrepreneurship took place in Geneva on 12 and 13 June 2018. Taking the lead in international discussions that consider positive contributions of migrants to host countries' economies, UNCTAD's team advanced the argument that migration in general and that of refugees in particular can help grow a host economy if there are policy measures in place that allow refugees to promptly start working and become integrated part of the entrepreneurial ecosystem in the host country.

The aim of the meeting was to review the early draft of the Policy Guide on Entrepreneurship for Migrants and Refugees, developed as a three-way partnership between UNCTAD, the IOM and UNHCR. The Policy Guide on Entrepreneurship for Migrants and Refugees' goal is to provide a high-level framework for conceiving and implementing policies and programmes to support entrepreneurial activity by and for refugees and migrants. This comes in the form of policy options and possible measures and initiatives that can be adopted by governments or other relevant stakeholders in host countries, depending on local needs and circumstances. The guide follows broadly the structure and logic of the UNCTAD Entrepreneurship Policy Framework (EPF), includes a repository of policy measures, programmes and initiatives that have been implemented around the world to help integrate migrants as entrepreneurs, and contains detailed descriptions, prerequisites, pros and cons, potential impacts and lessons learned from each case. Experts discussed the contents and policy recommendations suggested in the document and provided substantive feedback on its main messages.

For more information on this meeting please visit:

<http://unctad.org/en/pages/MeetingsArchive.aspx?meetingid=17729>

UNCTAD's Expert Meeting on Innovation for SDGs proposes new strategies for developing countries

The expert meeting on Innovation for Productive Capacity-building and Sustainable Development: Policy Frameworks, Instruments and Key Capabilities, took place at Palais des Nations in Geneva on 2 and 3 July 2018. This session of the multi-year expert meeting considered options to promote effective international and national policies to harness science, technology, innovation and entrepreneurship as an effective means of implementing the sustainable development goals (SDGs). Special emphasis was placed on leveraging new approaches to innovation such as digitally enabled open and collaborative innovation, inclusive innovation, social innovation and grass-roots innovation. Participants from the "green" industries, NGOs, research centres and universities as well as representatives of governments shared their experiences and lessons learned from international partnerships for technological learning and development.

Participants engaged in lively discussions and sharing of experiences. Some developing countries have developed specific targets towards achieving SDGs. For example, Jamaica has elaborated national energy targets that include renewable energy objectives aimed at achieving SDGs. Energy is a product and directly relates to SDG Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all. It is also an enabler of other SDGs for households, industries and education. Lack of electricity reduces the educational outcomes in developing countries, especially in the health sector. Liberalizing energy production meant that micro producers were able to sell to the grid. Energy access powers the rural economy and reduces migrations to urban centers. All SDGs depend on energy and without it the other

SDGs are not attainable. The modalities of sustainable energy production are diverse and involve both public and private sector actors. It was also noted at the meeting that the participation of citizens was a key input to the democratization of energy production through small scale solar and wind generation.

Launch of Entrepreneurship Policy for Ethiopia

Further to a request by the government of Ethiopia, UNCTAD has launched its first consultative workshop on the development of the National Entrepreneurship Policy for Ethiopia in Addis Ababa on 27-28 March 2018. The two-day workshop gathered more than 150 participants from the Ethiopian entrepreneurial ecosystem including the private sector, UNIDO, World Bank, Chamber of Commerce, government and others.

The Strategy will bring coherence to the entrepreneurship policy environment in Ethiopia and address special objectives such as inclusion of women and youth in enabling entrepreneurship development which will turn Ethiopia into a low to middle-income country by 2025.

The next phase of the project will include regional consultative workshops and thematic working groups whose input will be integrated into the Strategy paper.

Empretec Summit V considers the role of entrepreneurship in addressing issues of migration and refugees

Empretec Global Summit (EGS) V took place on 18 April 2018, in Istanbul, during the Global Entrepreneurship Congress 2018. As in previous editions, the EGS V provided the attendees with a unique opportunity to learn more about the Empretec mind-set changing methodology, as well as explore and establish cross-border business links throughout the global Empretec network in more than 40 countries. This year, the meeting also discussed the specific role that the Empretec methodology can play on bonding different groups of population, and in particular how Empretec can facilitate smooth integration of migrants into the local communities.



Turkey- this year's GEC host is also host to the largest number of refugees in the world, with over 3.5 million Syrian refugees alone having made Turkey their home since the war in Syria started in 2011. In Turkey, Syrians have established nearly 7,000 businesses with over \$300 million in capital and 9 employees on average.

The 2018 Global Entrepreneurship Congress (GEC), the annual flagship event of the Global Entrepreneurship Network was as attended by more than a thousand entrepreneurs and investors, along with corporate, civil society, and public start-up champions from nearly 170 countries came together in Istanbul for

Participants shared ideas and best practices for boosting their countries' entrepreneurship ecosystems and helping entrepreneurs become more innovative, global and attractive to investors. One common message echoed throughout more than a hundred sessions that took place over three days: entrepreneurship drives economic growth, creates jobs, and has the potential to solve global challenges.

On Sunday, 15 April, UNCTAD led the 4th annual *Startup Nations* Ministerial roundtable, discussing refugees' economic contributions. Delegates from 35 countries attended the Ministerial with UNCTAD representatives also moderating a working group on entrepreneurship ecosystems. The working group assessed how governments can better support entrepreneurship through technical assistance to SMEs in particular on a city level.

In conclusion, 15 ministers signed a declaration highlighting the role of high growth firms and government in exploring new business opportunities, tapping emerging technologies and encouraging knowledge-exchanges. The declaration, among others, recommends that countries seek to eliminate obstacles to efficient exit of less productive firms, in other words, have an effective bankruptcy procedure, which would encourage more entrepreneurs to take on risks of starting a new business.

UNCTAD also convened a learning session on regional entrepreneurship policies in Africa, discussing the recent signing of the Africa Continental Trade Agreement that is envisaged to bring together 1.2 billion persons into a single regional market opening incredible new pathways for regional and global value chains. UNCTAD also participated in a panel discussion on "Entrepreneurial Mindset" which inter alia discussed the mind set changing effect of the Empretec methodology.

The next Startup Nations Ministerial meeting will take place in Bahrain in April 2019. For more on Startup Nations Ministerial please see: <https://genglobal.org/gec/startup-nations-ministerial>

NEWS FROM THE EMPRETEC CENTERS

EMPRETEC in Brazil celebrates 25 years



On 7 June 2018, Brazil's Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (SEBRAE) — the national entrepreneurship development center hosting the Empretec programme, celebrated 25 years since the establishment of Empretec programme in Brazil. SEBRAE is the largest center in the Empretec global network, with 260,000 entrepreneurs trained in the country and over 11,000 Empretec workshops organized since the inception of the programme.

On the next day, SEBRAE organized a panel with Empretec directors from Argentina, Russian Federation, South Africa, and Zimbabwe, who shared their views on the entrepreneurial ecosystem in their countries and explained how Empretec contributes to entrepreneurship advancement at the national level.

SEBRAE/Empretec Brazil hosts first international TOT for the Empretec trainers

During the week, 14 experienced trainers from 12 countries participated in the first international Empretec training-of-trainers workshop. SEBRAE's trainers illustrated the content and structure of a new format of the 6-day ETW (also known as the "modernized" version of the Empretec workshop). The new format introduces several changes in pedagogical tools used and modules' sequence. A rich and technical discussion followed, and suggestions have been made for further improvements in the English version of the new ETW training material.

For more information please see: <http://www.empretecsebraeminas.com.br/>

Entrepreneurship Training Workshop trains 23 Women in the Kingdom of Saudi Arabia

The 8th FETW was held at Deem AlManahel Center in Riyadh, from January 20th until 25th, 2018, training 23 women entrepreneurs aged from their mid-twenties to late forties. The team involved in this training workshop was composed of: one International Master Trainer- Lama Kamal (Leading the workshop), one National Trainer-Ghada AlHarbi, advanced junior trainers: Wafa Al-Khalifah, and Shuaiheena AlOtaibi, and first-time trainer Khadija Alsalman. The workshop included various exercises aimed at helping participants define their goals and create actionable strategy plan to help develop their business ideas.

In particular, the participants appreciated having the entrepreneur Ms. Budour AlRajih (Empretec graduate at the 6th edition in Saudi Arabia) speak to them about her failure and success in building her personal business, bringing to the discussion her own experience and the factors leading to her current success. The winner of the “Business Create Exercise” (BCE) was Rasha alShatiri with her company ‘Waqt el Takhfidh’ (Discount Time), while Taghreed AlHadeethi won the ‘Innovation prize’ for the improvement she made to the availability of her ‘Healthy drink mix’.

The BCE Loan session was done in two parts: Part 1 included a presentation from Deem AlManahel who offered entrepreneurs financial and other types of supporting services information. Part 2 included going through the mini business plan and a review of guidelines to building good bank/entrepreneur relationship and the necessary tools for the entrepreneur to be prepared when approaching the bank or other institutes for loans or financial support.

Zambia “Green Jobs” project wrap-up and future EMPRETEC workshops

Zambia Green Jobs Programme (ZGJP) Steering Committee met on 20 April 2018 in Lusaka, Zambia as part of the ZGJP project wrap-up. The meeting provided an opportunity for project independent evaluators to present their findings. The evaluation lasted three weeks and found that the “Green Jobs” project—currently the largest of its kind among the UN agencies—has achieved important results despite extraneous difficulties presented by the economy and national elections. At the meeting, the Zambia Development Agency (ZDA) reported on their successful completion of a series of Empretec workshops, funded by the Barclays Bank. The private sponsor has expressed interest in reaching out to more entrepreneurs beyond Lusaka, starting with the Copperbelt province which is welcome news to Zambia entrepreneurs.

Also within the ZGJP Program, on 26 April UNCTAD co-sponsored a roundtable on Best Practices for Access to Markets and Finance, held in Kansanshi Hotel in Solwezi in cooperation with the International Trade Centre and North-Western Chamber of Commerce. The roundtable hosted representatives of large companies and SMEs from the region and discussed strategies to facilitate access to markets and finance for Micro-SMEs.

For more information on Zambia Green Jobs Programme please visit: <http://zambiagreenjobs.org/>

EMPRETEC Impact assessment workshop successfully conducted in Samara, Russian Federation

Empretec Russia conducted its second Impact assessment survey and the impact workshop in Samara funded by Arconic foundation within the framework of its activities on improving quality of life of local communities. 40 participants of three Empretec workshops conducted in Samara in 2016 and 2017 attended the Impact workshop that took place on 3 April 2018 in Samara Business Incubator. According to the data provided below, the Empretec workshop and its results demonstrated a very high positive impact on the participants and their businesses: 82 % of participants rated the workshop at a highest score; 85 % stated that the quality of the Empretec workshop was better than average; 95% indicated that Empretec helped them for overcoming key challenges they face, with sales and access to new markets as the top priority (51%); followed by product development (14%); 100% of participants described their motivation to start a

new business as either very high (86%) or high enough (14%); and 86% agreed that they see a good opportunity to open a successful business in the city where «I live». Proportion of business owners increased from 63% to 74%; 12% started a new business after the workshop; while 20% of respondents reported on their increase of the turnover, 83% reported increase in their income; 20% of the participants, who had a business before the workshop, reported increase in an employee number; 89% of participants give a very high rating to the usefulness of the competencies that were practiced during the training; the highest ratings given to the goal setting (27%) and systematic planning and monitoring (20%).



EMPRETEC workshops train horticultural women entrepreneurs in Tanzania



In the context of the Swiss State Secretariat for Economic Affairs (SECO) and UN Trade Cluster project, UNCTAD trained a group of women farmers assisted by the Kilimanjaro Women Information Exchange and Community Organization (KWIECO), to upgrade the quality and quantity of horticultural products supplied to local hotels and processors. One Empretec and two Farming-as-a-Business workshops took place in June 2018, in the town of Moshi, Tanzania. The Empretec workshop trained 30 participants, most of whom were local village women entrepreneurs.

Under the same project, UNCTAD is also providing assistance to a group of passion fruit growers, assisted by the Sokoine University Entrepreneurs Graduates Cooperation (SUGECO), based in Morogoro, Tanzania. In this context, an Empretec workshop has been conducted between 28 May and 2 June 2018, and two Farming-as-a-Business workshops organized in the last week of June and first week of July 2018. The Empretec workshop trained a total of 15 agricultural entrepreneurs in Tanzania.

EMPRETEC programme launched in Angola

In Angola, from now until 2022, the government intends to train a total of 48,800 persons in entrepreneurship under the program titled "Entrepreneurship in the community," and as much as 10,000 young people under the program called "Generation of the future," said in Luanda, the Minister of Commerce, Jofre Van-Dunem Júnior.



Speaking at the opening of the inaugural Entrepreneurship Training Workshop – Empretec, held in Luanda on 30 July 2018, Jofre Van-Dunem Júnior, stressed that these objectives are set in the National Development Plan (PND 2018/2022). One of the objectives of the five-year period is "to support the initiative and the entrepreneurial spirit, through strengthening the creation of small businesses, to increase the possibilities of job creation".

The Empretec entrepreneurship training workshop was organized under the EU-UNCTAD Joint Program for Angola—Train for Trade II. Funded by the European Union, the joint project is estimated to cost 6.9 million Euro. The outcomes will include, among others, workshops for Angolan entrepreneurship policy-making stakeholders to better understand and define Angola's entrepreneurship objectives and eventually develop a national entrepreneurship strategy and policy, as well as an action plan. The project will also include training workshops for more than 400 entrepreneurs and business owners/managers from 2017 through 2021 organized in different parts of the country and include youth and women entrepreneurs. Finally, the project is envisaged to create a sustainable Empretec training centre in cooperation with the national host and other business support institutions.

For more information please visit: <http://unctad.org/en/pages/newsdetails.aspx?OriginalVersionID=1834>

News from the Empretec network

- In the first half of 2018, the following Empretec centres certified new trainers:
 - Ecuador
 - Argentina
 - Mauritius
 - Colombia
 - South Africa

Books:



From the publisher's website: The Art of Digital Marketing is the comprehensive guide to understanding the digital marketing and effectively reaching, engaging, and selling to "Millennial" consumers. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an innovative methodology for successful digital marketing: start

with the customer and work backwards. A campaign is only effective as it is reflective of the consumer's wants, needs, preferences, and inclinations; the DMI framework provides structured, implementable, iterative direction for getting it right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels.

Available on Amazon for US\$32.37 (Kindle version) or US\$33.52 (hardcover)

Contact

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

This newsletter has not been formally edited.

Upcoming news:

UNCTAD's World Investment Forum took place in Geneva, Switzerland from 22 to 26 October 2018.

<http://worldinvestmentforum.unctad.org>

More information will be coming in the next Empretec newsletter.

To read:

The man who created a \$2bn ice cream firm in his kitchen
<https://www.bbc.com/news/business-44614104>

The Rise of the Muslim Woman Tech Entrepreneur
<https://www.nytimes.com/2018/05/25/opinion/muslim-women-tech-entrepreneurs.html?rref=collection%2Ftimestopic%2FEntrepreneurship>

Women on Top in Tech – Daphne Ng, CEO of JEDTrade
<http://www.asiantentrepreneur.org/women-on-top-in-tech-daphne-ng-ceo-of-jedtrade/>