

Newsletter

December 2008

In This Issue

Empretec Directors Foster Relations at the Fifteenth Empretec Directors' Meeting in São Paulo

3,000 Empretecocos at the Thirteenth International Meeting of Entrepreneurs in São Paulo

BASF Shares the Business Linkages Results with Empretec Directors

News from EMPRETEC Centres

Upcoming events

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.



Empretec directors with Nazha Benabbes Taarji-Aschenbrenner, officer in charge of the

Empretec Directors Foster Relations at the Fifteenth Empretec Directors' Meeting in São Paulo

Directors of 22 Empretec centres have welcomed the six-day version of the Empretec Training Workshop (ETW) following the very positive results of the pilot evaluation realized by SEBRAE (Brazilian Support Service for Micro and Small Enterprises) and host of the Empretec programme in Brazil since 1990. The new edition of the workshop will allow centres to contain training costs and help attracting experienced trainers due to the reduced dedication time.

The first stage in the implementation of the six-day workshop will be the organization by SEBRAE of two regional training of trainers, one in Africa and one in Latin America. This is one of the three areas of collaboration that have been discussed between SEBRAE, UNCTAD and the other centres. SEBRAE has accepted to help other Empretec centres with the trainings of trainers in the six-day edition. SEBRAE will also assist in the manuals' revision and in disseminating other services to the Empretec network. Other collaboration between centres has also been highlighted, for example, the experience of Empretec Zimbabwe in delivering workshops in the United Republic of Tanzania, the support of Empretec Uruguay with the installation of a centre in the Dominican Republic and the services offered by Mauritius to Empretec Benin in order to reinforce its capacity in investment related management and negotiation skills. The centres of Mauritius and Benin also proposed to take the lead in raising funds for the installation of new Empretec centres in other French-speaking African countries such as Burkina Faso, Togo and Cameroon.

Moreover, the Director of Enterprise Uganda, Charles Ocici, and Fausto Cassemiro from UNCTAD's Projeto Vinculos in Brazil, shared with the other participants the progress made and the best practices learnt on business linkages projects in Uganda and Brazil, respectively, with a view to replicate the experience in other countries in Latin America and Africa. Additionally, Empretec directors agreed that appropriate support and training programmes could be developed and implemented to increase the entrepreneurial/management capacity of small and medium-sized enterprises (SMEs) in the tourism sector as well as the implementation of e-business support mechanisms. Thus, the formalization of some collaboration in the area of e-tourism is expected, in particular with the centres of Mauritius, Zimbabwe and Benin.

The Empretec directors showed their satisfaction with the outcomes of this meeting, held in São Paulo and coinciding with the Thirteenth International Empretec Meeting of Entrepreneurs. They agreed that the meeting offered a great opportunity to strengthen the relations among Empretec centres worldwide, thanks to the active participation of all directors and also to the excellent organization of SEBRAE, which offered to host the 2010 meeting in Rio de Janeiro.

Until then, we look forward to seeing all directors in Jordan for the 2009 Empretec Directors' Meeting! Jordan has officially pledged to host the event in Aqaba. Preparations will start soon.



Ms. Nazha Benabbes Taarji-Aschenbrenner, officer in charge of the UNCTAD Enterprise Development Branch during the opening speech of the Thirteenth International Meeting of Entrepreneurs in São Paulo.

3,000 Empretecos at the Thirteenth International Meeting of Entrepreneurs in São Paulo.

About 3,000 graduates of UNCTAD's Empretec programme came together to discuss the challenges of starting a business, as well as to share management experiences and expand their network of contacts at the occasion of the Thirteenth International Meeting of Entrepreneurs organized by SEBRAE in São Paulo from 20 to 22 November 2008 in conjunction with the First Global Entrepreneurship Week.

Some Empretecos shared their experience with the UNCATD team, for example, Francisco Lopes, for whom the Empretec training was more than a workshop. It changed his life! The Empretec concept and behaviours inspired him to start up his own business after seven years working for Embraer, one of the largest aircraft manufacturers in the world. His key entrepreneurial idea was based on an innovative transport concept that combines sports and leisure, called the Bikenete. Other participants also highlighted that the Empretec training offered them key tools and guidance for developing their business ideas. As Marta Duviani, an agribusiness consultant, pointed out, "Empretec helped me identify my own entrepreneurial behaviours and draft a business plan. Moreover, I could better draw up my business objectives and make relations with other

entrepreneurs." The positive feedback of Zípora do Nascimento Silva, a union lawyer, also encouraged some of her colleagues to follow the Empretec workshop next year.

Some entrepreneurs left the meeting with very good business perspectives. For example, Lucas Martins, owner of Geniart Tecnologia, developed 50 business contacts and expected to confirm business deals with 15 enterprises. He participated in one of the 16 one-to-one meetings in which about 62 enterprises presented their businesses to other entrepreneurs.

UNCTAD staff also participated actively in this event. Ms. Nazha Benabbes Taarji-Aschenbrenner, officer-in-charge of the Enterprise Development Branch, gave the opening speech, together with Mr. Paulo Okamoto, President of SEBRAE. During her intervention, she stressed the importance of building competitive SMEs for developing countries to create jobs and income contributing to poverty reduction. She added that Empretec in Brazil was one of UNCTAD's flagship programmes, having trained the largest number of entrepreneurs around the world. The event counted also with several international speakers from different fields that shared their expertise and experiences on entrepreneurship like Dr. José Dornelas, founder and president of Empreende; Antonio Tadeu Pagliuso, general supervisor of the Brazilian National Foundation for Quality; and Kelly Michel, entrepreneur and founder of Artemisia.



Empretec Directors and the UNCTAD team together with the BASF site manager, Marcelo Leonessa (right) and Vitor Seravalli (left)

BASF Shares the Business Linkages Results with Empretec Directors.

Four SME suppliers of BASF, a major German chemical company established in Brazil for almost a century, have qualified in safety, health and environment (SHE) standards. These suppliers are beneficiaries of UNCTAD's business linkages programme (Projeto Vinculos) in Brazil. Thanks to training, mentoring and coaching, domestic suppliers upgraded to strategic partners of BASF, building a long-term and sustainable business relationship.

After the 80 hours of training carried out by Projeto Vinculos, these SMEs went

successfully through an audit of their capacities, including their product management, transport and distribution, employee health and safety and environment protection, among others, showing an overall improvement in terms of the SHE standards. The qualification was indispensable for continuing their business relation with BASF.

During the visit of 11 Empretec Directors to the BASF site in São Bernardo do Campo, Marcelo Leonessa, the site manager, stressed that one key element for the successful implementation of the business linkages programme, which is financed mainly by the chemical company, is the good selection of corporate partners.

Given the success of this project's pilot phase - which promoted new activities and corporate partnerships and contributed to the development of the North-east of the country - BASF and the President of the Global Compact Committee, Vitor Seravalli, have shown interest in extending this initiative to other regions in Brazil and to other countries. Also, UNCTAD's Empretec programme is considering including a business linkages component to the Empretec training after the good results achieved in Brazil and Uganda.

We expect the visit to have spurred some ideas among the Empretec directors on how to develop business linkages as part of their activities.

News from EMPRETEC Centres

Empretec Jordan celebrates the Graduation of a New Group of Jordanian Entrepreneurs

15 Jordanian entrepreneurs have successfully completed a two-week entrepreneurial capacity-building training programme based on the Empretec methodology. Moreover, the participants benefited from inputs provided by the Capital Bank, the Cairo Amman Bank, the National Fund for Enterprise Support (NAFES) and the Business Development Centre. That was an excellent opportunity for them to learn about the different programmes and services that those entities offer as well as to share all their questions regarding the development of their businesses. For more information visit www.empretecjordan.org.

New Internet Site for Empretec Uruguay

The Empretec programme in Uruguay, which is supporting entrepreneurs since 1989, debuts the year with a new internet site. The new web page is interactive and presents the Empretec centre and methodology as well as all the services offered to entrepreneurs in Uruguay. For more information visit www.empretec.org.uy.

The SEBRAE Challenge is Launched in Chile

Empretec Chile expects to gather together more than 1,500 college students to participate in the first SEBRAE Challenge (El desafío SEBRAE) in Chile. The business simulation game was initiated by SEBRAE Brazil and is also running in five other Latin American countries (Argentina, Colombia, Paraguay, Peru and Uruguay). It aims to awaken the entrepreneurial spirit, the ability to stimulate decision-making, teamwork and finding solutions, as well as providing future professionals a first contact with the world of businesses. The winning team will participate in the international final, to take place in Rio de Janeiro in March 2009. For more information visit www.empretec.cl and www.desafiosebrae.cl.

Enterprise Uganda Hosts a Study Tour

A delegation of six people from Mozambique and a representative of the United Republic of Tanzania Investment Promotion Centre traveled to Uganda for a study tour to Kapchorwa, in Eastern Uganda, to learn about the Corporate Village Enterprise Model piloted by Enterprise Uganda among barley farmers under the Business Linkages programme, from 15 to 17 December 2008.

Upcoming events

Multi-year Expert Meeting on "Enterprise Development Policies and Capacity-building in Science, Technology and Innovation"

From 20 to 22 January 2009 UNCTAD hosted the first of four annual expert meetings that seek to identify best practices on promoting and encouraging the development and internationalization of SMEs as well as the effective means to apply science, technology and innovation to development. This first meeting will bring together experts from developed and developing countries who will share their experiences on policy measures to promote entrepreneurship and enterprise formation. All Empretec directors have also been invited to attend the event.

Empretec Africa Forum

The next Empretec African Forum will take place on 23 January 2009 in Geneva at the Palais des Nations, and will bring together the directors of several African Empretec centres. EAF promotes cooperation among the 15 currently existing African Empretec centres to improve their work and ultimately to benefit potential and existing entrepreneurs, SMEs and corporations.

This forum aims at sharing intelligence among African partner centres as means for ensuring the promotion of entrepreneurship in Africa in the most effective way, as it helps avoid duplication and standardize services among African Empretec centres.

During the upcoming meeting, an advisory board composed of distinguished business leaders, policymakers and scholars will be launched. They will provide

strategic advice, review the activities of the Empretec African Forum and make recommendations on possible areas of interests, improvement in management and new direction for development

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