

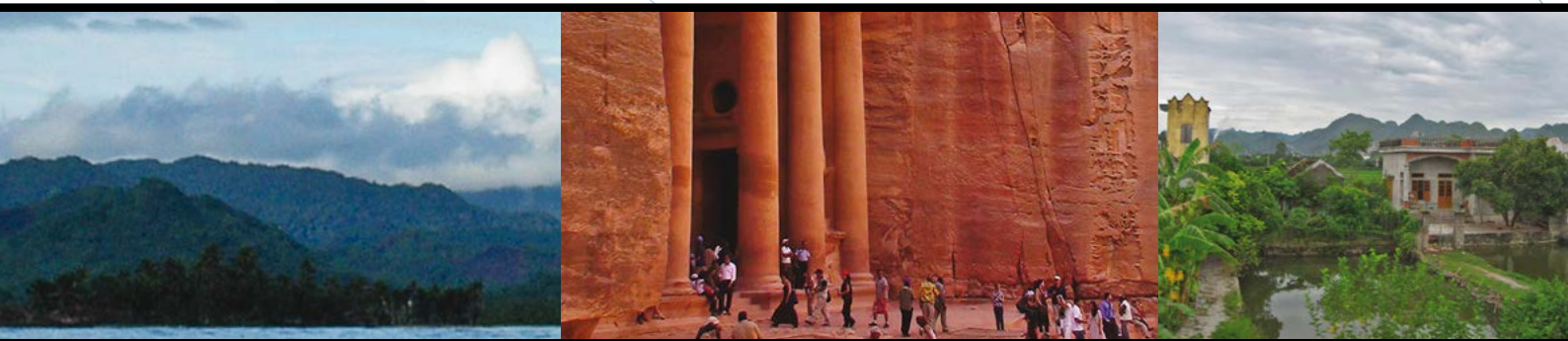


2014 Empretec Annual Report



UNITED NATIONS

Preface



The Empretec Annual Report 2014 provides an overview of activities and events, and updates on facts and figures referring to the Empretec Global Network.

The report features highlights and success stories of some of the thousands of entrepreneurs supported by the centres (*empretecos* and *empretecas*). Each story tells about entrepreneurs' (*empretecos*) passion and pride for their business. It shows how Empretec contributed to changing their lives, creating and improving their business opportunities.

All information contained in this report has been provided by individual Empretec National Centres, under their own responsibility, and has not been verified or certified by UNCTAD.



Note

Acknowledgements



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This report was prepared by Lorenzo Tosini with the assistance of Isaac Gore, Chileshe Mwamba and the staff of the Entrepreneurship Section, under the supervision of Fiorina Mugione and the overall guidance of Tatiana Krylova and James Zhan. UNCTAD is grateful to all the Empretec National Centres for their inputs to this report.

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Contents

- p.2 Preface
- p.3 Note - Acknowledgements



Part 1: Introduction

- p.8 About Empretec
- p.12 Empretec in numbers
- p.14 Selected Impact Indicators
- p.14 The impact of Empretec training in Brazil
- p.16 Empretec's focus on Women Entrepreneurship
- p.20 Voices from the network:
Entrepreneurs' testimonies
- p.30 Updates from the Empretec Network

32

Part 2: Countries under the spotlight

p.34 Empretec centres summary table:
Main figures

p.35 Empretec centres summary table:
Main products and services

p. 36 Argentina

p. 37 Brazil

p. 38 El Salvador

p. 39 Ethiopia

p. 40 Jordan

p. 41 Mauritius

p. 42 South Africa

44

Part 3: Empretec Centres





PART 1: INTRODUCTION

About Empretec

Empretec is UNCTAD's flagship capacity-building programme coordinated from Geneva, Switzerland, by the Enterprise Branch of the Division on Investment and Enterprise.

The programme aims to promote entrepreneurship and to enhance productive capacity and international competitiveness of small- and medium-sized enterprises (SMEs) in developing countries and economies in transition.

The Empretec Programme is implemented through its National Centres, established in 37 countries. Since its inception in 1988, Empretec has successfully trained over 370,000 people, helping them to found or expand businesses, creating thousands of jobs in the process.

Empretec's core product, the Entrepreneurship Training Workshop (ETW), promotes a methodology of behavioural change that helps entrepreneurs put their ideas into action and aids fledgling businesses to grow. The workshop's experience is very enriching, building an emotional bond among the participants and the network. The examples featured in this report also show how *empretec*os and *empretec*as around the world valued the Empretec training and how it made a difference in their business growth.

The Empretec National Centres also assists entrepreneurs in the preparation of business plans and in obtaining finance for their business ventures, helps to arrange mutually beneficial connections with larger national and foreign companies, and builds long lasting bonds and networks.

This year in review: Highlights

- UNCTAD finalized the revision of 6-day Empretec Trainer's Manual, which will be released in 2014. The new manual incorporates and standardizes the adaptations the ETW has gone through over the past 25 years. It also includes a new module on innovation, and it emphasizes the reinforcement techniques (internal locus of control). The manual is meant to be used by trainees, starting their Empretec certification as trainers; however it is also a reference for certified trainers adopting the 6-day training format, providing all partners with high quality training materials, and preserving the Empretec methodology.



Empretec Women in Business Awards 2014 Ceremony, Palais des Nations, Geneva, Switzerland – 15 October 2014

- Within the same context of the 2014 World Investment Forum in Geneva, Empretec representatives from fourteen countries convened for the XXI Empretec annual meeting. The meeting discussed progress since last meeting in Istanbul, in 2013, as well as relevant issues concerning the on-going activities in the Empretec network. Mr. Petko Draganov, Deputy Secretary General of UNCTAD, opened the annual session highlighting the strong momentum for Empretec to continue acting as a voice for entrepreneurs, as the global development community seeks to craft the post-2015 agenda, particularly the Sustainable Development Goals.



Speakers and panellists at UNCTAD's «Empowering the poor to benefit from global value» event (WIF 2014)

Box 1. XXI Empretec Directors Meeting

The XXI Empretec annual meeting took place in Geneva, Switzerland, on 16 October 2014. It was conducted during the 2014 World Investment Forum (WIF), which gave Empretec Directors the opportunity to interact with over 3,000 participants throughout the different WIF sessions, discussing a number of topics, from investment to entrepreneurship.

The meeting was attended by 16 representatives from fourteen national centres. The introductory note, delivered by UNCTAD's Deputy Secretary-General Mr. Petko Draganov, highlighted the strong momentum for Empretec to continue acting as a voice for entrepreneurs. UNCTAD's contribution to the United Nations General Assembly on the implementation of its resolution on «Entrepreneurship for Development» and the Entrepreneurship Section's work on entrepreneurship policies confirmed the relevance of this topic on the development agenda.

The session on strategic issues provided some centres with an opportunity to share their experiences on:

- a targeted training, based on the Empretec methodology, for a group of people serving their sentence in a correctional institute (South Africa);
- an entrepreneurship development training for young people aged 12 to 16, with a distinctive focus on behavioural elements such as leadership, family and relationships rather than business skills (Colombia);
- the results of an impact assessment exercise on Empretec training conducted among over 3,000 participants (Brazil)

UNCTAD provided also an overview of the Global Enterprise Registration initiative, a partnership between UNCTAD and the Global Entrepreneurship Week. The <http://ger.co> website provides a list of economies that have online single windows for simultaneous business registrations and/or information portals describing the business registration process. The Global Enterprise Registration index intends to promote the use and improvement of business registration services worldwide, by allowing easy access to online systems and by facilitating the exchange of experience and best practices among governments. Empretec Directors were also informed about UNCTAD's collaboration with Business Schools, with internship opportunities for business schools' students at Empretec centres or enterprises owned by empretec/empretecas.



Mr. James Zhan, Director, Investment and Enterprise Division of UNCTAD at the WIF 2014 Grand Opening, 13 October 2014

- The city of Moscow, Russian Federation, hosted the 2014 Global Entrepreneurship Congress, during the month of March. During the congress, the first Empretec Global Summit provided business networking opportunities for entrepreneurs visiting Moscow as congress participants, and eight directors of National Empretec Centres. Empretec graduates and entrepreneurs from different countries.

Empretec Global Summit panellists (left to right: Ms. Sibusisiwe Precious Bango, Mr. Gabriel Musentekwa, Mr. Charles Ocici, Mr. Nana Twenebo Boateng, Ms. Tatiana Krylova, Ms. Etalem Engeda, Mr. Sanjay Mungur, Ms. Owanari Duke, Mr. Dmitri Croitor)



- Within the framework of the 2014 Global Entrepreneurship Week, UNCTAD, ITC and WIPO organized a one-day training workshop entitled Creativity, Innovation and Intellectual Property. The session targeted university students and practitioners in the field of Entrepreneurship in Switzerland and was aimed at unleashing their creativity, innovation and entrepreneurial spirit. Presentations, coaching and group activities on key youth entrepreneurship competencies provided participants with an intensive one-day session.



Global Entrepreneurship Week 2014 - Participants at the UN-hosted workshop on Creativity, Innovation and Intellectual Property



Box 2. The Global Entrepreneurship Week (GEW) 2014

The 2014 GEW campaigns registered a prominent participation of some Empretec centres as GEW Top Partners in their respective countries. GEW inspires people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. These activities, from large-scale competitions and events to intimate networking gatherings, connect participants to potential collaborators, mentors and even investors, introducing them to new possibilities and exciting opportunities.

Empretec Zimbabwe, GEW Zimbabwe's official host organization, has partnered with one of the local weekly business papers which featured an article from Empretec team members on entrepreneurship in each issue. Empretec has also had several appearances on TV, radio and media in the lead-up to GEW.

Enterprise Uganda, GEW Uganda's Top Partner, organized a three-day forum for entrepreneurs to focus on women entrepreneurs. The forum was held in different parts of the country with a theme that explored ways to overcome «Barriers to Women Entrepreneurs».

Empretec Mauritius is the Country Host for the "Global Entrepreneurship Week" Celebrations, running sensitization programmes for social and economic empowerment of local communities.

Mongolia celebrated the Global Entrepreneurship Week organizing the first Mongolian Entrepreneurship Summit in Ulaanbaatar. The summit, to which UNCTAD was invited as one of the guest speaker, had as main goals to start dialogues on formulating the national entrepreneurship strategy, optimizing the regulatory environment, enhancing entrepreneurship education, improving financing mechanisms, raising awareness of entrepreneurship at the national level and building a network of local and international entrepreneurs. UNCTAD's presentation of its Empretec programme raised interest among national stakeholders and the Ministry of Industry submitted an official request of assistance.

Empretec in Numbers

370,000

Number of entrepreneurs trained since inception

725

Empretec training workshops conducted in 2013

465

Certified Empretec trainers

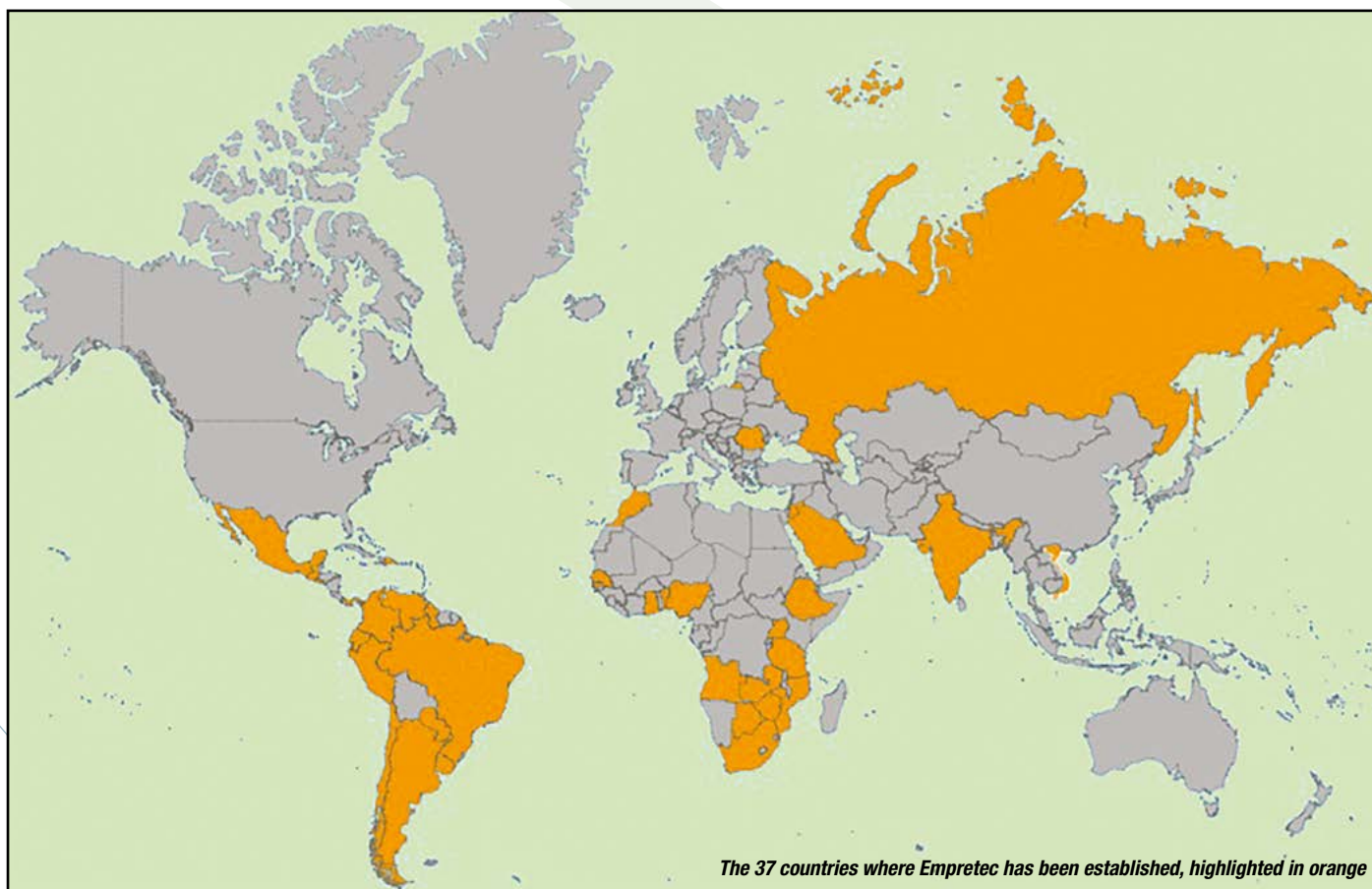
37

Empretec Country Programmes

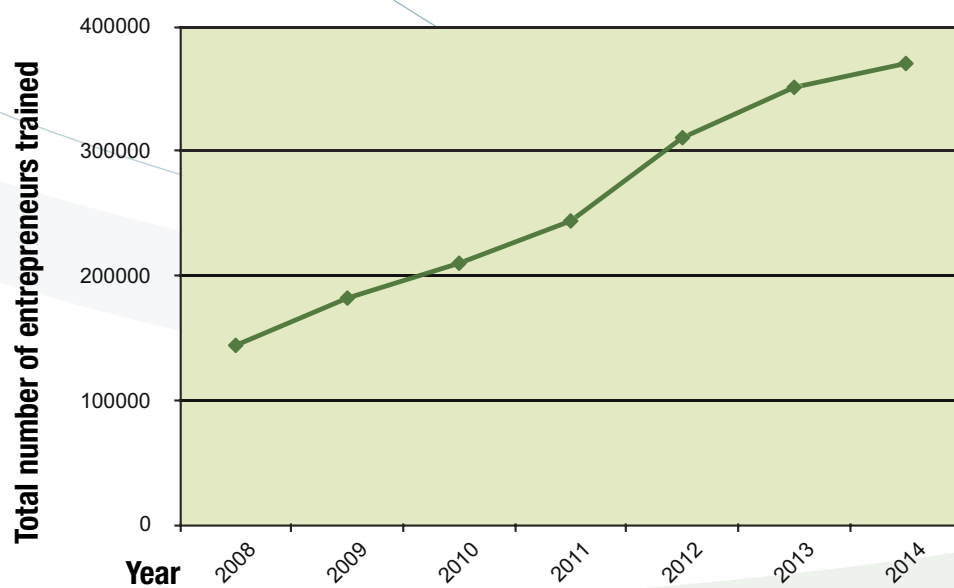
27

Years of entrepreneurship promotion

Empretec global network in 2014



Entrepreneurs trained by the Empretec Global Network



Selected Impact Indicators

	Sales		Employment		Profitability		New businesses	
	3 mth	12 mth	3 mth	12 mth	3 mth	12 mth	3 mth	12 mth
Argentina	15%	+28%	+10%	+50%	+15%	+35%	+15%	+30%
Colombia	30%	50%	5%	15%			4%	7%
Ecuador		37.66%		75%		79%		2
El Salvador		+10% - +15%		+46%				75 new businesses
India	10%	17%	15%	25%	10%	15%	20% of aspiring entrepreneurs started a new business	45% of aspiring entrepreneurs started a new business
Jordan		78%		53%		82%		68%
Mauritius	up to 9.5%	+5.4% - +56.9%	up to +1.8%	up to +34.78%	up to +4.1%	+6.5% - +17.8%	up to +19.44%	up to +31.82%
Saudi Arabia	12%	34%	10%	23%	18%	39%		
Peru	+3%	+70%	+30%	+100%	+40%	+80%		2 new businesses
South Africa	15%	36%	10%	50%	15%	40%	50%	80%
Zambia	15%	20%	5%	8%	15%	25%		

The impact of Empretec training in Brazil

An assessment conducted by SEBRAE in 2014

SEBRAE, the Brazilian Empretec centre, has developed an impact assessment methodology based on a standardized questionnaire, with both open- and close-ended questions, administered through phone calls to a statistically significant sample of participants to the Empretec workshop.

The survey conducted on a sample of 2,224 people (selected among over 10,000 participants, who attended the Empretec workshop in 2014) confirmed most of the positive findings recorded in the previous year's round.

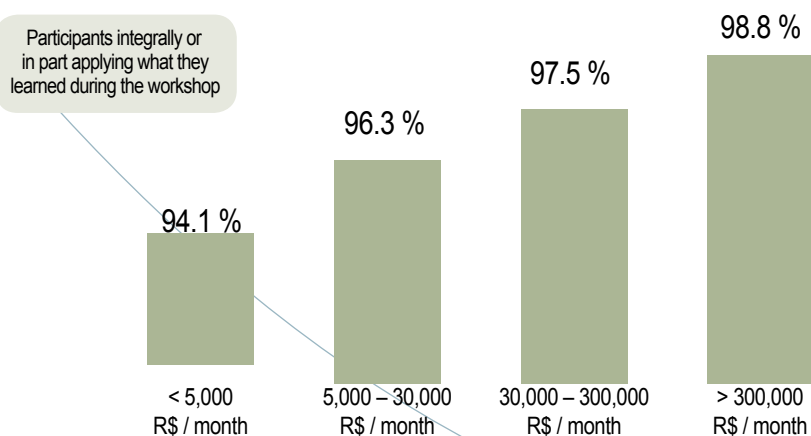
- Empretec has a strong influence on **participants' decision to start a business**, and particularly on the type of business to start. For instance, the share of participants who were employed before the workshop decreased from 18.6 per cent to 15.3 per cent after the workshop, showing that the training influenced their move for a career change. Similarly, those who were unemployed before the workshop dropped from 4.8 per cent to 1.7 per cent after the workshop.



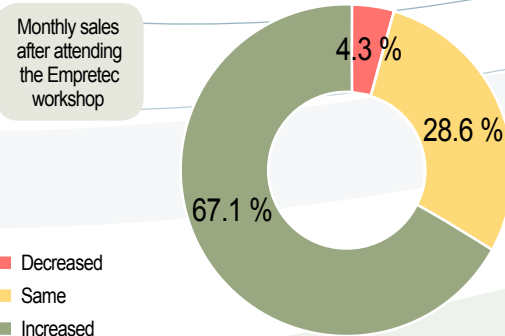
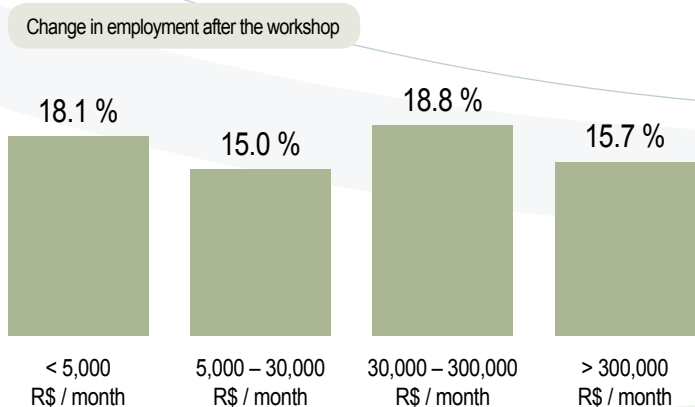
- The training has a lasting impact on participants' behaviours: on average 96.2 per cent apply in their daily lives what they learned from Empretec. 98.8 per cent of business owners on the high-end of the monthly turnover scale use the behavioural learnings consistently.

	Before EMPRETEC	After EMPRETEC
Employed	18.6%	15.3%
Public sector employee	3.8%	3.2%
Retired	0.5%	0.4%
Student	3.2%	1.8%
Entrepreneur	60.7%	69.7%
Self-employed	8.4%	7.8%
Unemployed	4.8%	1.7%

- The training has a lasting **impact on participants' behaviours**: on average 96.2 per cent apply in their daily lives what they learned from Empretec. 98.8 per cent of business owners on the high-end of the monthly turnover scale use the behavioural learnings consistently.



- The workshop has also a remarkable impact on the business: after attending the Empretec training, enterprises register an increase in terms of employment generation, ranging between 15 per cent and 18.8 per cent. Two third of them report an increase in terms of sales.



Source: SEBRAE, Pesquisa de satisfação e impacto do Empretec, 2014

Empretec's focus on Women Entrepreneurship

The 2014 Empretec Women in Business Award, "a life-changing recognition"

The three winners of the 2014 UNCTAD's Empretec Women in Business Award (E-WBA) have been announced during the UNCTAD's World Investment Forum, on 16 October 2014:

1. Ms. Lina Khalifeh, Jordan
2. Ms. Divine Ndhulukula, Zimbabwe
3. Ms. Lorena Picasso, Argentina

The spirited awards ceremony took place at the United Nations premises in Geneva and highlighted the key role that women entrepreneurs have in contributing to sustainable development through job creation, innovation and strengthening local supply capacity. In line with the Forum's theme, «Investing in Sustainable Development,» two additional recognitions have been awarded to social and green women entrepreneurs. Overwhelmed by the positive effect of their recognition, all participants coincided in saying the E-WBA is a life changing event, inspiring new and higher goals. The outstanding winners shared the early gains of the WBA recognition.

Upon her return to Amman, Jordan, Ms. Lina Khalifeh has concentrated her efforts on expanding her business into other countries in the Middle East Region. «Allowing more women to learn about self-defense is my personal goal and the prize was an eye opener in this sense». Such expansion requires the global registration of the SheFighter brand; an important step for which Ms. Khalifeh will receive joint support from UNCTAD and WIPO.

Ms. Divine Ndhulukula's speech during the E-WBA ceremony was one of the highlights and more telling of the award's spirit, as she talked about her persistence and charisma: «From a very young age I knew I wanted to be an entrepreneur. My Empretec training in 1995, was a turning point.» She dedicated her silver prize to her loyal 900 women employees. Once back to her duties in Harare, Zimbabwe, Ms. Ndhulukula attended invitations for interviews on the radio and has been very active in supporting local initiatives for youth entrepreneurship.



Silver WBA Winner. From left to right, Mr. Samuel Undenge (Finance and Economic Development Deputy Minister), Ms. Busi Bango (Director Empretec Zimbabwe), Ms. Tarja Kaarina Halonen (former President of the Republic of Finland) and Ms. Divine Ndhulukula (right), founder and CEO of Securico (Zimbabwe)



After receiving the WBA Bronze award in Geneva, Ms. Lorena Picasso returned to her hometown in Santa Fe, Argentina, and attended an overwhelming number of invitations to feature her business SOMNO on TV, Internet, Radio and Printed Press. «Many doors that were closed to us before, have suddenly opened, it's a challenge, but I'm sure that we'll walk through it successfully», she said. A delegation of 35 government officials presided by Mr. Jose Corral, the mayor of Santa Fe -a town with a population of 900,000- visited Ms. Picasso in her workshop. The visit resulted in an agreement to replenish local day cares in the region with SOMNO's toys. The Empretec Centre in Argentina has also been very active in showcasing the success of her former «pupil».



As a Chemical Engineer, Ms. Leena Irshaid co-founded her Women Cooperative Association in 2008 with the purpose of bringing agricultural products to the market while using the high-skilled and underutilized capabilities of unemployed women in the region. The dimension of her initiative has gone far beyond all her expectations and receiving the recognition at the E-WBA



Social WBA entrepreneur, Ms. Leena Irshaid, Founder of Renas Women Cooperative Association in Jordan, during the Awards Ceremony

only confirmed the gains of incorporating a strong social approach into business ventures. «I feel extremely grateful and motivated to expand our Association, many ideas are now turning in my head», said Ms. Irshaid. For her recognition, she has been invited as a speaker in various recent events among them the 11th Arab Congress of Plant Protection resulting in a personal meeting in Jordan with the Royal Highness Prince El Hasan Bin Talal. Her team's efforts are focusing on acquiring Best Practices certifications for their portfolio.

Proud of her recognition and mindful of the importance of using the memento, Ms. Pabla Torres and her team are concentrating efforts on securing a private-public partnership with the local university in Mendoza, Argentina, for further research on specific biological pesticides for wineries. In the context of the current economy's difficulties in Argentina, the international recognition of Ms. Torres' start-up has been largely featured in local press and through the Empretec Centre in Argentina to encourage more entrepreneurs to follow through their business ideas or expansion plans. Ms. Torres is definitely aware of the challenges: "I knew that I was onto something but to hear it from outside people was incredibly important for me. It forced me to come back and tell my team that we were onto something pretty amazing and that we should grow in that direction».

As immediate follow-up to the award ceremony, Ms. Khalifeh, Ms. Torres and Ms. Irshaid, respectively the winner of the E-WBA 2014 and the two entrepreneurs recognized for their businesses in green and social entrepreneurship, participated to the Inclusive Business Action Network event in Berlin, Germany, accompanied by Ms. Fiorina Mugione, Chief of the Entrepreneurship Section at UNCTAD. During the event, representatives of impact investment funds approached UNCTAD and the finalists to explore opportunities for collaboration.



Green WBA entrepreneur, Ms. Pabla Torres (Bioproducts, Argentina) receives the recognition from UNCTAD's Secretary General Mr. Mukhisa Kituyi



Left to right: Ms. Pabla Torres, Ms. Lina Khalifeh, Ms. Fiorina Mugione, Ms. Leena Irshaid at the launch of the IBAN launch in Berlin, Germany, in November 2014

TEDx

x = independently organized TED event

An empreteca at the
United Nations TEDx



Ms. Beatrice Ayuru delivering her speech at the TEDx Place des Nations, at the United Nations in Geneva, Switzerland

On the occasion of the TEDx organized by the United Nations, Ms. Beatrice Ayuru, an empreteca from Uganda and winner of the Empretec Women in Business Award 2010, was selected along with other high-profiled figures to tell her story and engage in a lively debate webcasted live in 15 countries.

Ms. Ayuru founded the Lira Integrated School located in the Northern Region of Uganda in 2000. As the first female University

graduate from her region, she had a strong vision of building a school on her own to combat illiteracy, eradicate poverty, and fight for girl child rights. She began to grow and sell cassava and then used the profits to buy and rent out wheelbarrows to local workers, reinvested her profits in a canteen, and then used those profits as collateral to build the Lira Integrated Nursery, Primary and Secondary School now providing nursery, primary, secondary, vocational, and agricultural educations to over 1,500 students.



LIDERAZGO *en Tacones*

inspire
¡inspiración que transforma!

Women entrepreneurs in Latin America



The Leadership on High-heels event in Dominican Republic, November 2014

Leadership on High-Heels (*Liderazgo en Tacones*, in Spanish) is an initiative started in 2013 in Dominican Republic by Ms. Xiomara Frías, Empretec Master Trainer and Executive Director of Inspire, aiming at generating networking and empowerment space for women. Its second edition, which took place in November 2014, was held during the Global Entrepreneurship Week and supported by the Ministry of Commerce of Dominican Republic. Ms. Bisila Bokoko, keynote speaker of the event, highlighted the

importance of international partnerships for women entrepreneurs. Participants enjoyed the talk given by Mr. José Ayala, on the topic of the «Female leadership from the male perspective». The organizers were pleased to announce that new partnerships for capacity building and women empowerment emerged from the event.



Voices from the network: Entrepreneurs' testimonies

Entrepreneurs from different countries share their stories and describe how Empretec has changed their lives and contributed to start or grow their businesses.

Argentina

SIMSU is an enterprise that manufactures homemade cleaning products, which are both tailored to the needs and ecological, and made with top quality hypoallergenic ingredients. The company was founded in 2009 and today it has more than 100 permanent clients. The owner, Ms. Susana Kantor, says about Empretec: *"The workshop taught me how to work on a team optimizing the capabilities of its members and my own. My business grew substantially after the workshop. We have started to look at our venture like a true business. We set goals that we attain on schedule and set the bar higher every time."*

<http://www.simsu.com.ar>



Marathon tienda on line sells shoes and sports apparel in 9 stores in the provinces of Tucumán and Salta, and also online, which allows the owner, Mr. Juan Horacio Caparrós, to extend his customer base beyond the area where the stores are located. He says: *"The Empretec workshop was great and I consider myself very fortunate to have participated in it. Personally, I learnt that there are many behaviours associated with being an entrepreneur and that I have to work on those that I lack."*

<http://www.marathondeportes.com.ar>



One of Mr. Caparrós' nine
Marathon stores in Argentina

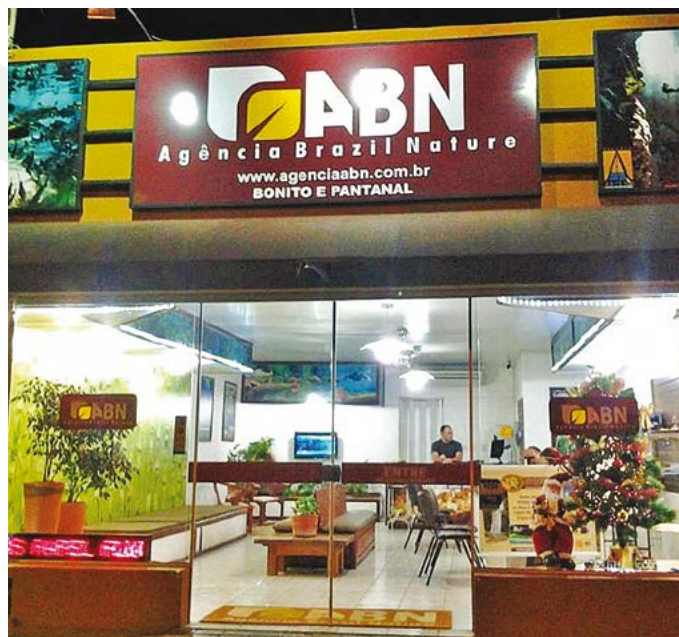


Brazil

ABN (Agência Brazil Nature) is a travel agency located in the city of Bonito, Mato Grosso do Sul. The entrepreneur, Mr. Naurio Jorge Franca Ibanes, attended the Empretec workshop in September 2011. He used to be a tour guide in Bonito and he decided to found his agency in 2010 in a small gallery. Empretec allowed him to identify lacking elements in his behaviour and at the same time to identify solutions. *“The biggest challenge is not the market, competencies or the lack of money but to set aside excuses, to identify if you are not the problem and where is the cause then. The workshop is very important in this sense...”*, he admits.

After the workshop, he started to set ambitious annual turnover as his main goal. Two years after starting the business, thanks to what he learned from the workshop, he did not manage to achieve his first very ambitious goal but managed to get very close to it, multiplying by six the annual sales, compared to the previous year. He celebrated the feat but he was not completely satisfied. For the following year (2013) he set a new goal to double his sales and, with hard work, he exceeded the expected sales. Goal setting is definitely one of the Personal Entrepreneurial Competencies he learned to use effectively for his business.

<http://www.agenciaabn.com.br>



Mr. Ibanes' travel agency

Viva Livraria e Editora is a company with experienced staff in the publishing business and bookstores. Located in one of the busiest avenues in Maceió, the bookshop sells books from national and international authors that you would normally not find in large bookstore chains. With the ambition of being an innovative bookstore, Viva bets on novelties which entertain the public and make it love books and reading even more. *Espacio Kids*, for instance, is a dedicated space for children, colorful and full of children books, ideal for reading and story-telling. *Café con letras* is a space where customers can read while tasting coffee. Viva also assists authors with anything they may need to publish and commercialize books and e-books, from cataloguing in the national library, ISBN, distribution and insertion in the large national bookstore chains.

Ms. Sheila Maluf, the founder of Viva, worked in the public sector for 30 years. At the beginning of the Empretec workshop she decided to attend in 2012, she was surprised of being asked: “What are you doing here?” but she instinctively responded *“I came to learn to work for myself.”* Only then, she realized she had spent the 30 years of her life working for others. One month later, she attended a business planning workshop and in the month of November 2012, Viva Livraria e Editora opened in Maceió. After a year and five months in business, the company has doubled in size.

<http://www.vivalivrariaeditora.com.br>



The Café con letras reading and coffee-tasting space

Colombia

Class Print Comercializadora provides printing services and sells related items with a particular attention to the environment. Products and services are environmentally friendly and the company strives to keep waste at the minimum and promoting recycling. Ms. Claudia Esperanza Diaz Ochoa, the owner, tells about the training: *"The first benefit of Empretec was at a personal level. Having a permanent disability, I felt insecure and was afraid of being rejected or criticized by others. This workshop helped me discover how strong and brave I can be, to set goals -even ambitious ones-, to persist and to seize the opportunities life gives me. As a consequence of regaining self-confidence, I managed to expand my business and broaden my customer base. Beforehand, it would have been impossible. I also learned that I have to live every day as if it was your last, all thanks to Empretec and its trainers."*

El Salvador

Eco-Procesos is an inclusive enterprise, set up by an association grouping residents of poor communities in *colonia Escalón*,

in the city of San Salvador. It is devoted to the collection and commercialization of recyclable materials, such as paper, plastics, and aluminium. The enterprise is made of 23 partners who attended an ETW in 2012. Eco-Procesos has agreements with different companies in the area, which dispose of their waste in a responsible manner so it can be recycled by Eco-Procesos. The whole chain contributes to preserving the environment, creates new employment and thus generates wealth, and social and environmental benefits for the community.

Guyana

Decy' J School of Design and Dressmaking sells handmade outfits, machine made outfits with paints applied, tie dye, canvas, bags, raffia pieces and earrings of fabric. Mrs. Veronica Glen, the sole proprietor of Decy' J, started in 2010 and along the years moved from a small space to a larger, structured sewing room, acquiring new clients, and expanding to two part time employees, two industrial machines and six domestic machines. Mrs. Glen says: *"After attending the Empretec training I learnt how to track expenses (Record Keeping), how to spend or invest and how to calculate profit, as well as make budget projections."*

India

Healthypariwar's mission is «Helping Underserved Families Realize Healthier Tomorrow». With the noble aim of devolving healthcare solutions for rural India, Mr. Manish Kr. Saraf, a pharmacy graduate, founded Healthypariwar, in 2013. Being from a still yet to develop area himself, the entrepreneur knew the difficulties a lack of resources brought. Thus, he worked towards his goal of developing healthcare centres in proximal rural destinations.

The company's services have currently evolved into a large network with incorporation of technology and smarter logistics to provide reliable and unbiased medical information to the underprivileged in all rural areas. The invaluable input from many of the seasoned



Mr. Manish with some of his customers in a rural area of India

entrepreneurs, experts and seniors at the Empretec Training Workshop has helped Mr. Manish overcome the initial hurdles of his dream. The initial phase service development was one of the primary concerns. The focus of the workshop on personal development of skills helped him to overcome the impediments that were present in his approach.

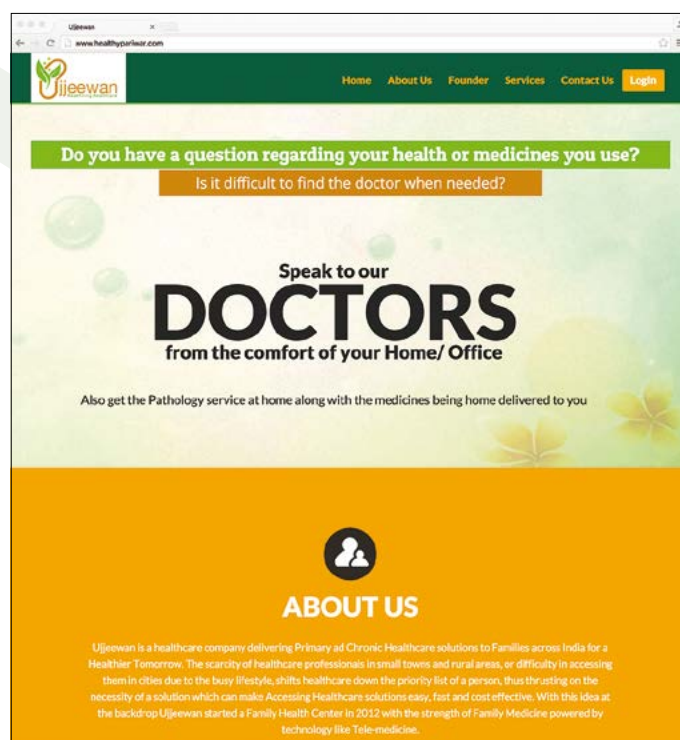
In a fast developing country like India, tertiary care medical services leapfrogged in technology and service, unfortunately at the cost of primary and basic healthcare services. Thus with Healthypariwar, Mr. Manish focuses on developing healthcare in smaller interior parts of the nation to aid in the growth of the healthcare industry as a whole.

<http://www.healthypariwar.com>

Ram's Assorted Cold Storage Limited (RACSL) is a leading frozen shrimp exporter in India. Graduating with a business degree, Mr. Aditya Dash returned to India to take over the family business with a view to expand its profits even further. The then 24 year old had a hard time convincing investors to rely on him, especially in a family firm, which had its years of stable techniques



Mr. Aditya Dash showing one of RACSL's products



of functioning. Attending the Empretec workshop in 2014 was one of the factors for his success, he says: "The workshop was an incredible evaluation tool. It showed up which competencies that I need to improve upon." The Personal Entrepreneurial Competencies, he emphasizes, are his primary takeaway that have shaped him both professionally as well as personally. RACSL has successfully obtained third party certifications such as the British Retail Consortium (BRC) Global Standards (A Grade), the HACCP certification, and EU and FDA approvals. Prudent risk management strategies ensured that the company posted a profit despite many firms in the industry posting huge losses as due to global decrease in shrimp prices. They have successfully ventured into Shrimp Hatcheries, Shrimp Farming, and Shrimp Feed Distribution. They are also pioneering the farming and development of alternatives to shrimp farming such as farming of Mullet, Milk Fish, Murel and Barramundi.

<http://www.racsl.com>

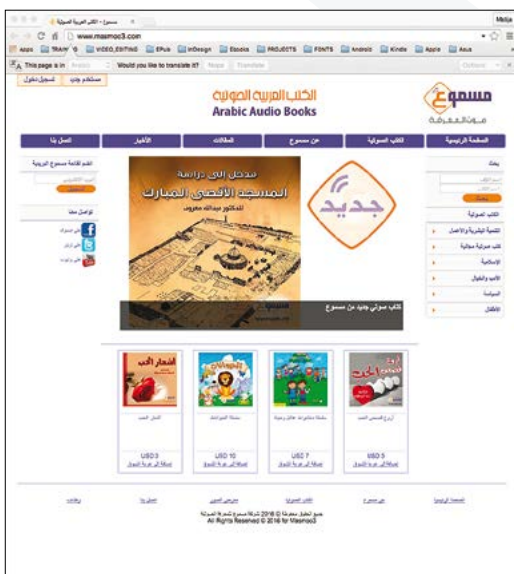
Jordan

Masmoo3 is the first specialized digital audio-books production and publishing house in the Arab world to offer a digital audio library for books in Arabic. Ms. Ala Suleiman started with what seemed like only a creative idea and ended up with a regionally recognized business. The idea originated with Ms. Ala's brother's passion for English audio books. One day he gave her first audio book, in English. However, having a passion for Arabic, she did not enjoy it as much. That was when they both started searching the internet for audio books in Arabic, but they were unable to find any high quality content. Equipped with experience in Sound Engineering, Ms. Ala suggested the idea of starting a business in Arabic audio books to her brother and that is when Masmoo3 took on.

Two years after the launch of Masmoo3, Ms. Ala still felt a lack in her entrepreneurial skills and although she was involved in the company at a managerial level, she still felt like more of an



Ms. Ala Suleiman at her desk



employee than a business owner. The idea itself was straightforward but the implementation was not; the lack of financial resources was a major challenge she faced followed by the need for the know-how to run her business and ensure its sustainability. Consequently, she started searching for tools that could help her understand business properly. While surfing the internet for support organizations, she read an online post for an upcoming Empretec entrepreneurship workshop offered by BDC, the Empretec centre in Jordan. Without hesitation she applied.

Attending the workshop, she learnt to set goals in a specific and measurable manner, which allowed her to attain them in a timely fashion with the proper planning; that was something she had not been able to do before. One of the main challenges Ms. Ala was facing was the limited cash-flow; following the workshop, she came up with a new strategy that allowed her to cut costs related to audio recording and copy-righting, while increasing revenues and exploring other revenue streams. She says: *"In the end, I believe that when you do what you like, you will achieve your goals. Do not wait for others to do it for you."*

<http://www.masmoo3.com>

Adventure Pros is an outdoor adventure company specialized in hiking and canyoning in Jordan's natural environment. During his first year of university, Mr. Ali Haddad was organizing a trip with some of his colleagues when he noticed the lack of variety in travel agencies' offers, as most of them focused on trips to Petra and Wadi Rum. That was when his entrepreneurial spirit

kicked in and he started organizing field trips to some of Jordan's lesser known sites. Realizing that some obstacles were standing in the way of growing his business, he enrolled in the Empretec workshop, which provided him with a better understanding of business terminology, financial awareness and the methodologies for proper business planning. *"Thanks to the workshop, I*



A group picture of Adventure Pros' happy customers

determined the new possibilities and shapes that my business could take, along with the ideas of three other start-ups that branch from Adventure Jordan. I realized the importance of time management and giving everything the amount of time and effort it deserves. My business is now growing with a well

thought out plan. I have also initiated new programmes, where I was able to increase and match customer demand. We used to have 10 employees and today the number has increased to 20. Over the years, I have also employed over 100 students as part-timers."

<https://www.facebook.com/AdventurePROS>

Mauritius

SO Green Aircon Ltd was established in 2011 by Mr. Faizal Sohawon. Applying for an Empretec workshop in March 2013, during a focused interview he described his business, which indeed was innovative. He started to source solar powered lights and air conditioners for the Mauritian markets and got into testing his products with major hotels, but somehow the business was lagging. It was not picking up as he planned. In the same workshop, Mr Sohawon met an engineer specialized in solar power having worked for industrial solar power plants in France, who had just returned to Mauritius and was still thinking about what he wanted to do. Mr. Sohawon proposed him a partnership in solar energy consultancy, which they started and managed with good results. The services they offered enabled SO Green Aircon to pick-up sales and deliver solar powered air conditioning systems to some prominent customers, including shopping malls and major hotels around the island. Mr. Sohawon initiated the process of expanding his market base into African countries for the supply of solar-based equipment. The two partners are also working towards setting up a solar cell assembly enterprise in Mauritius to reduce costs and to be able to easily access the African Market.

<http://sogreenaircon.bizonline.mu>

Nigeria

Dobby's Signature is a Nigerian culinary and lifestyle blog focused on showcasing Nigerian dishes and exploring traditional/continental food recipes with a strong emphasis on photography, diversity and health benefits. The blog also features a lifestyle section known as Street foodie waka where the host "Dobby" explores meals outside the walls of her kitchen. This includes Foodie Adventures, product reviews, events, restaurant reviews and a host of others. Ms. Adaobi Okonkwo, the blog owner, says: *"The Empretec entrepreneurship training changed my outlook and today the blog has over 9 million views and an increased patronage. My understanding of the personal entrepreneurship competencies were used to shore up my business approach and improve on grey areas. Today I am grateful I went through the training as it has equipped me with a competitive and ingenious approach to my business."*

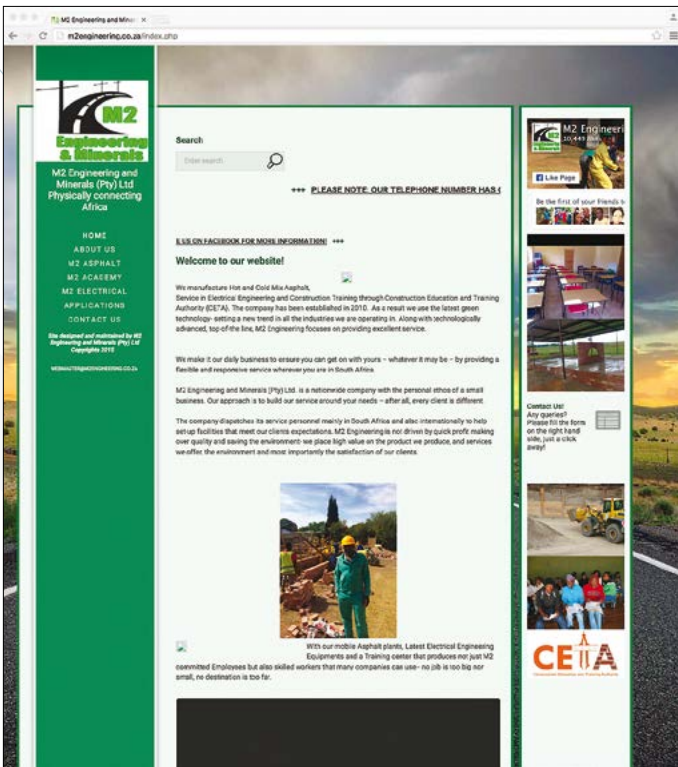
<http://www.dobbysignature.com>



South Africa

M2Engineering. In 2011, Mr. Bongane Makwakwa was running a textile and silkscreening business in Nelspruit, Mpumalanga. After the Empretec workshop, he formed a partnership with an old friend. Applying the opportunity seeking and initiative Personal Entrepreneurship Competency, Mr. Makwakwa decided to sell his business and venture into asphalt manufacturing. For this new business to start and thrive, he applied for a loan from the Industrial Development Corporation (a South African government funding agency) to purchase a brand new plant and equipment. The business has grown exponentially and it has now become an academy offering various trade skills for the unemployed, sponsored by the mines in and around Mpumalanga province. Mr. Makwakwa is also one of the certified Empretec national trainers and is a true living example of how successful this programme is. He attributes his success to the constant application of the Personal Entrepreneurship Competencies he learnt during the workshop.

<http://m2engineering.co.za>



Nca Mobile Car Wash was started in 2011. The owner, Ms. Cynthia Mazibuko, attended an Empretec workshop in Nelspruit, South Africa. When she participated in the training her business was at the inception stage and since then her business has grown exponentially, operating now across the whole province of Mpumalanga. She has secured a major multi-year contract with a leading telecommunications company to wash their fleet of 500 cars every day. When the business started, it had a team of just two employees and it has now grown to 20 staff operating across the province and working different shifts.

Ms. Mazibuko has also ventured into another business, based on her passion for baking. She has started a Nca Confectionary Business where she bakes cakes and other niceties. She is also a certified Empretec national trainer and continues to share how she practices the behaviours in all her modules during the workshops, relating to practical examples about herself. She has become a business mentor to other entrepreneurs in the Mpumalanga province.



© Ms. Mazibuko



© Ms. Mazibuko

Uganda

Virina Garden Hotel is Mr. Rhouben Mwahulhwa's pride. A pharmacist by profession, Mr. Rhouben quit a government job and got into business because he believed it would provide him with a better living. Currently, he owns Virina Garden Hotel and Evelex Pharmacy in Kasese town, western Uganda. Having started off by selling personal property to get capital, Mr. Rhouben leveraged his capital investments by acquiring loans from banks to set up the Virina Garden Hotel. Kasese is one of the tourist destination centres in Uganda because of its proximity to the Rwenzori Mountains and Queen Elizabeth National Park and this inspired him to start the hotel. The hotel provides accommodation, camping facilities, catering services, conference facilities, outside catering services to weddings, holidaymakers, celebrities, schools and colleges. Internship training services to tourism and catering students is also offered. The services of the hotel have been boosted by a sister company in tourism called Rwenzori Nature Adventures, also owned by Mr. Rhouben. This was after he realized that hotel and tourism sectors complement each other. This strategy has paid off as the number of clients has increased especially that of foreign tourists. The hotel blends both modern and traditional architecture to offer a unique feature for its guests.



© Virina Garden Hotel

Telling about Empretec, Mr. Rhouben says: *"All of us have dreams and these dreams influence us. My life has been influenced by what I want to achieve. In everything I have done, the biggest dream was to own a hotel. I am proud that Empretec training assisted me realize my dream faster. From the training I discovered the negative tendencies that were limiting my entrepreneurial ability and worked on them thereby realizing my potential as an entrepreneur. The training helped me set clear goals for my business and devised plans on how to achieve them. It boosted my confidence to stop fearing venturing into new businesses and prepared to confront any business situation."*

<http://www.virinahotels.com>



© Tiner International School of Beauty

Tiner International School of Beauty was established with a purpose of training young people into skills, whom society believed to be failures because they could not join higher learning institutions or universities. However, the trend has changed as those who have acquired degrees from various universities join Tiner school for the same skills, in order to create work or be employed in the beauty and fashion world. A large number of graduates working in the beauty, hairdressing and fashion industry in Uganda are products of the school, confirming the quality of its professional training. Modeling is one of their core courses, which have produced many of the beauty pageant contestants such as Miss Tourism Planet 1990 and 2000 consecutively. The school does not only train them, it also does design their contesting garments and make-up. Ms. Ruth Kibirige, the founder of the school, admits: *"Empretec taught me never to give up, have a clear vision of where I am going and to seek business opportunities beyond the imaginary boundaries". My business has become a household name in Uganda for practical hands-on skills and recognized among those to provide vocational skills under the government program for skilling Uganda."*

<https://www.facebook.com/pages/>

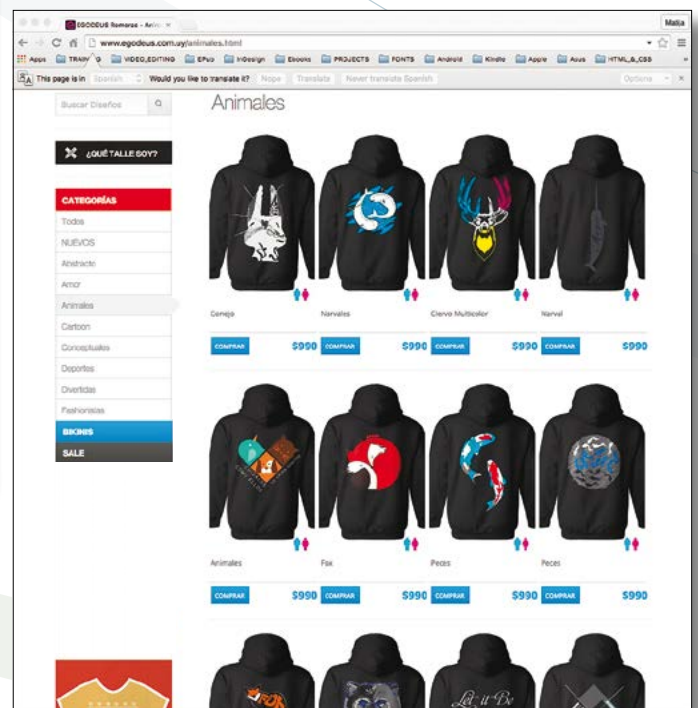
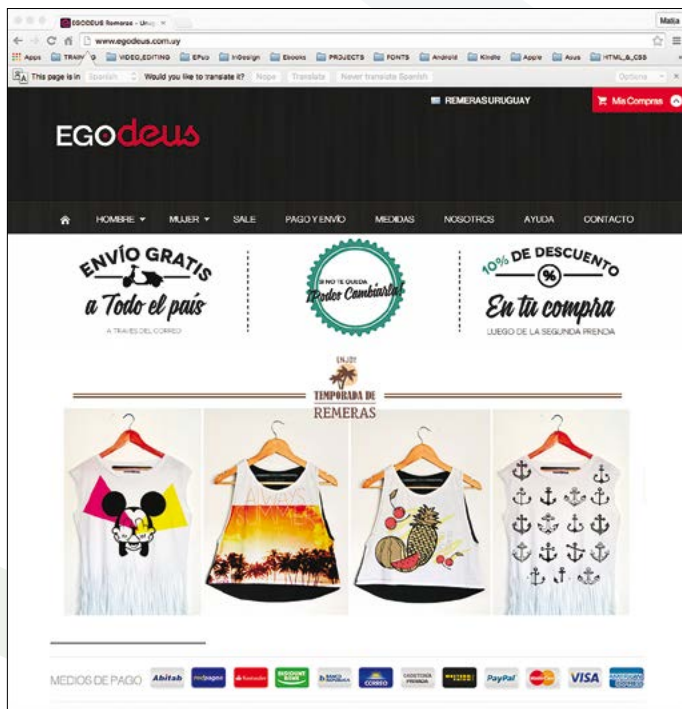
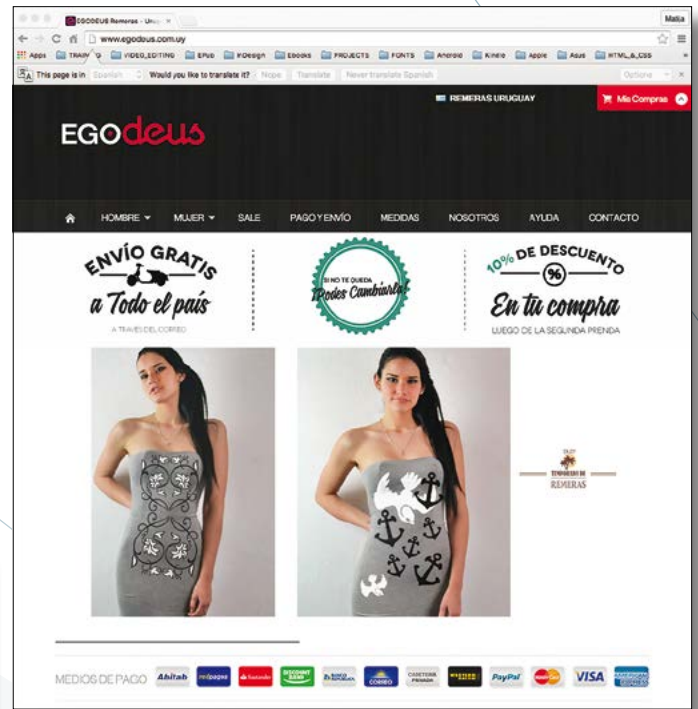
[Tiner-International-School-of-Beauty/267048910159883](https://www.facebook.com/pages/Tiner-International-School-of-Beauty/267048910159883)

Uruguay

Egodeus is a fashion business that sells its products exclusively online. It is focused on an international market already profitable in Uruguay. It has achieved fast growth since its beginnings in 2010. The brand develops designs for shirts that are printed on demand. The business model has an advantage over physical shops: because production is on demand, storage costs are minimized and this makes it possible to offer a vast quantity of designs without additional costs, allowing the brand to cover market niches which are usually covered by big brands, hence generating a strong brand in a market with few competitors. With the help of Empretec, Egodeus launched the line "Egodeus by People" that consists in offering a place for local artists as well as international ones to have their designs printed on clothes if there is a public demand for it: artists and designers submit their creations (designs) to the Egodeus website, the clients receive an electronic message containing the new designs so that they can decide if they like it. If the design reaches a certain appreciation score,

Egodeus prints the design on the shirts ordered and then gives the designers a certain percentage for each item sold. In 2014, Egodeus was advised by Empretec on how to internationalize their business, managing to establish in Chile and Colombia.

<http://www.egodeus.com.uy>



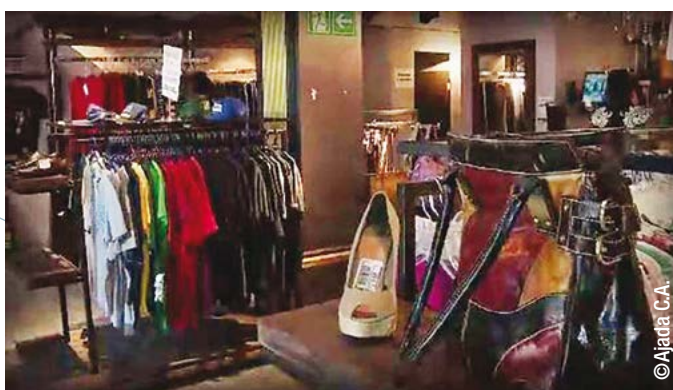
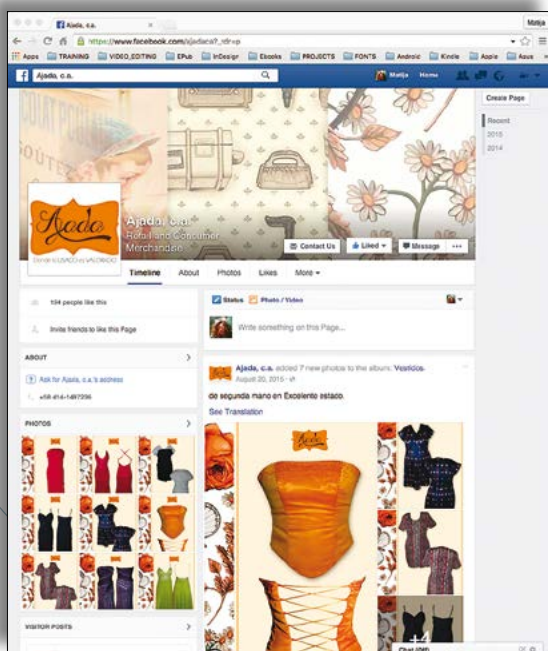


Donde lo USADO es VALORADO

Venezuela

Ajada C.A. is an on-line shop where users can buy and sell second-hand clothes and accessories. The project has a twofold environmental and social goal, which is to recycle clothes and promote responsible consumption. *"The idea of creating this online store was a project I had in mind since some time, but I never dared to give it a try as I was thinking that people would not accept it and that would be a failure before it began",* explains Ms. Virginia Benitez Bravo, the owner. She continues: *"As the days went by during the Empretec workshop, I realized that though I was good in looking for opportunities, for experts' advice, and I had a lot of creativity and passion, my progress was blocked by my lack of persistence and fear of failure. I still have some, but being able to spot them, I know I can handle them and move forward toward my goal."*

<https://www.facebook.com/ajadaca>



Zambia

Puza Enterprises is Mrs. Pauline Chama's business. She sells shoes and leather accessories. In her own words, her attending the Empretec workshop in 2013 gave her business a strong push toward sustainability. One of the most important lessons she learnt is how to keep her finances in order and not to get short of cash to fulfil urgent orders.

Updates from the Empretec Network



Latin American Empretec trainers with Ms. Fiorina Mugione (UNCTAD) in Buenos Aires, Argentina, for the regional event

Regional seminar for Empretec trainers in Latin America

Empretec centres from Argentina, Colombia, Dominican Republic, Ecuador, El Salvador, Guatemala, Uruguay, and Venezuela gathered 26 Empretec trainers in Buenos Aires, Argentina, in April 2014 for a regional training workshop. A regional team of certified trainers coming from all the countries facilitated the workshop to share lessons learned from training experiences in different centres, to strengthen their knowledge about the theory and pedagogical background of the Empretec methodology and to discuss new developments. The workshop confirmed the adoption of the revised Empretec training material among the 14 centres currently active in the region.

Empretec training workshops start in Saudi Arabia

Empretec Saudi Arabia began its training activities in 2014. With the support of the Saudi Credit and Savings Bank

(SCSB), the local implementing partner successfully organized 8 Entrepreneurship Training Workshops (ETWs) for Saudi entrepreneurs, with the technical support of Empretec Jordan which provided experienced Arabic-speaking trainers. The first seven were offered to men entrepreneurs, the eighth was for women entrepreneurs and marked the start of a series of seven more workshops to be delivered throughout 2015. Under the supervision of UNCTAD and international master trainers from Brazil, two Jordanian master trainers achieved the top-level certification of UNCTAD-Empretec International Master Trainers.

Empretec selected as the entrepreneurship training tool for Ethiopia's Entrepreneurship Development Programme

The Government of Ethiopia, through its Entrepreneurship Development Programme (EDP), wants to bring about a transformational change in unleashing the growth potential of micro- and small-scale enterprises through entrepreneurial skills'



training and provision of a comprehensive range of business advisory services. This project, led by UNDP in support to the Government of Ethiopia, aims at identifying and selecting growth-oriented enterprises as well as potential entrepreneurs, unemployed youth and women entrepreneurs, and providing them with entrepreneurship training and a comprehensive and integrated range of business development services in Addis Ababa and all the 11 regions of the country.

UNCTAD's Empretec model has been selected as the main tool for entrepreneurship training in the country and is being implemented through Empretec Ghana, which has been delivering a number of ETWs in the country, assisting entrepreneurs and training a remarkable number of local trainers, who will be certified under UNCTAD's supervision in 2015.

Launch of Empretec in Gambia

The Ministry of Trade, Industry, Regional Integration and Employment (MOTIE) in collaboration with UNDP, the Gambia Investment and Export Promotion Agency (GIEPA) and UNCTAD launched the Empretec programme in September 2014. The three-year project, part of the Gambian vision 2020, aims at creating employment opportunities for women and young people. Its goal is to train around 800 entrepreneurs over 3 years. The

first 6 Empretec training workshops took place in 2014 in collaboration with Empretec Ghana Foundation.

Empretec training activities continue in Russian Federation

Empretec Russia conducted six workshops in 2014, bringing the total number of Empretec training to 16 since the inception of the programme. One of those workshops was delivered to young managers of the Russian Central Aerohydrodynamic Institute in Jukovsky. Since the first successful experience in 2011, the Institute has made the Empretec workshops an annual training activity for its young professionals to enhance their efficiency, motivation and business skills, to facilitate commercial use of its scientific products and innovations. In addition, Empretec Russia, jointly with the Russian Academy of Entrepreneurship, won a Moscow City Government tender and was awarded a state contract for the delivery of five workshops for owners and employees of Moscow-based small companies. A 3-day training-of-trainers workshop was organized for the Russian team of trainers and trainee trainers. With one national master trainer, two national certified trainers and three trainee trainers in the certification process, Empretec Russia is ready to start offering the training in Russian as of 2015.



Ms. Tatiana Krylova and Mr. Dezider Stefunko, from UNCTAD, at the Entrepreneurship Development Center (EDC) in Ethiopia together with Mr. Nana Tweneboah-Boateng (Empretec Ghana) and the leadership of EDC Ethiopia, Ms. Etalem Engeda Gebremeskel and Mr. Dugassa Tessema on the occasion of the first workshop for Empretec national trainers' certification in Addis Ababa, Ethiopia





PART 2: COUNTRIES UNDER THE SPOTLIGHT

Empretec centres summary table: Main figures¹

Country	Director/Coordinator	Year of inception	2014 data		Overall data	
			ETWs	People trained	ETWs	People trained
Argentina	Mr. Ricardo Finkelsztejn	1988	28	675	259	6048
Benin	Mr. Dorothé Gounon	2000	/	/	154	4473
Botswana	Mr. Dennis Maswabi	1997	/	/	127	2600
Brazil	Ms. Alessandra Cunha Sousa	1993	490	10576	8888	212566
Chile	Mr. Andrés Jara Valdivia	1990	/	/	113	2816
Colombia	Mr. Nepomuceno Torres Manrique	1996 ^(a)	20	402	105	1864
Dominican Rep.	Mr. José Miguel Checo	2007	1	22	22	556
Ecuador	Mr. Santiago Ruales	2014	4	118	14	462
El Salvador	Ms. Haydée de Trigueros	2000	3	66	151	3524
Ethiopia*	Ms. Etalem Engeda	2013 ^(b)	116	5131	417	68353
Ghana*	Mr. Nana Tweneboaa-Boateng	1990	/	/	123	30906
Guatemala	Mr. Alvaro Urruela Aycinena	2001	2	40	185	3780
Guyana	Mr. Corwin Hunte	2003	/	/	11	720
India	Mr. Arnab Chakraborty	2014	3	75	6	120
Jordan	Mr. Nayef Z. Stetieh	2002	7	200	65	1360
Mauritius	Mr. Sanjay G. Mungur	2000	5	158	63	1045
Mozambique	Mr. Evaristo Jordão Vilanculos	2000	4	100	73	1576
Nigeria	Ms. Owanari B. Duke	1999	6	210	38	890
Panama	Ms. Lourdes Navarro de Becerra	2000	/	/	40	1036
Peru	Mr. Renán Bartra	2010	5	149	40	861
Romania	Mr. Ovilii Dan Burcea	2003	/	/	59	2000
Russian Fed.	Mr. Dmitri Croitor	2011	6	120	16	300
Saudi Arabia	Mr. Abdulrahman A. Al-Jasim	2014	8	165	9	188
South Africa	Mr. John Francis	2010	12	300	41	1340
Tanzania	Mr. Benedict Lema	2008	2	54	18	496
Uganda	Mr. Charles Ocici	2001	4	108	63	1603
Uruguay	Ms. Paola Albé	1989	2	400	109	2500
Venezuela	Mr. Oscar Murillo	2000	/	/	44	1080
Viet Nam	Mr. Kim Lang Do	2010	/	/	12	254
Zambia	Mr. Gabriel Musentekwa	2010	3	83	12	231
Zimbabwe*	Ms. Sibusisiwe P. Bango	1992	/	/	133	15000
TOTAL			731	19152	11410	370548

Notes:

- (a) With CaFam since 2007
- (b) Under the Entrepreneurship Development Centre of Ethiopia
- * Overall data on people trained include also other types of behavioural training

1) The Empretec centres in the table are the ones in operation in 2014. The centres not listed in the table have not reported any activity for the past three years.

Empretec centres summary table: Main products and services

Products and services	Empretec centre																															
	Argentina	Benin	Botswana	Brazil	Colombia	Dominican R.	Ecuador	El Salvador	Ethiopia	Ghana	Guatemala	Guyana	India	Jordan	Mauritius	Mozambique	Nigeria	Panama	Paraguay	Peru	Romania	Russian Fed.	Saudi Arabia	South Africa	Tanzania	Uganda	Uruguay	Venezuela	Viet Nam	Zambia	Zimbabwe	
Entrepreneurship Training Workshops																																
Standard 6-day ETW	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Intrapreneurs / corporate ETW				✓			✓	✓	✓	✓		✓	✓		✓			✓					✓	✓		✓				✓	✓	
Micro-entrepreneurs & low-literacy groups		✓		✓				✓	✓	✓	✓			✓		✓		✓					✓	✓	✓	✓				✓	✓	
Women entrepreneurs				✓				✓	✓	✓	✓	✓		✓	✓	✓		✓					✓	✓		✓					✓	
Young entrepreneurs, unemployed, graduates			✓	✓	✓			✓	✓	✓	✓			✓	✓	✓	✓	✓		✓	✓		✓	✓		✓					✓	
Business planning	✓	✓		✓	✓				✓	✓	✓					✓	✓			✓			✓	✓		✓	✓	✓				
Advisory / consulting services	✓	✓	✓	✓	✓		✓	✓			✓	✓		✓	✓	✓	✓	✓		✓			✓	✓		✓	✓	✓		✓		
Financial literacy, business financing workshops		✓		✓	✓				✓		✓		✓	✓						✓	✓		✓			✓					✓	
Associations of empretecoc & networking	✓	✓		✓			✓	✓						✓			✓				✓			✓		✓	✓		✓		✓	
Entrepreneurship & innovation awards, competition	✓			✓																						✓						
Trade fairs, business-to-business events		✓		✓										✓	✓	✓				✓				✓	✓		✓		✓		✓	

Name of the Centre:
Fundacion Empretec Argentina

Name of the Director:
Ricardo Finkelsztein

Email-address:
ricardofinkel@empretec.org.ar

Website:
www.empretec.org.ar

Year of Inception:
1988

Number of entrepreneurs trained since inception:
6.048

Number of Empretec workshop since inception:
259

Argentina

01 | Products and Services

- Entrepreneurship Training Workshops
- Meetings with family run businesses
- Entrepreneurship competition in partnership with the national bank
- Establishment of a line of credit (FONDER) for entrepreneurs
- Business planning support
- Advisory/Consulting services
- Empretec Associations/Networking
- Fund-raising, Conferences, Innovation awards

02 | Highlights of 2014

Partnerships

Fundación Empretec Argentina serves clients of bank: with the purpose of diffusing the Empretec programme in and across the country, the centre teamed up with the marketing team of its host institution, the Banco de la Nación, and granted more than 700 of the bank's clients the opportunity to benefit from Empretec services.

Women entrepreneurship

Ms. Lorena Picasso, creator of Somno, a start-up producing and selling educational games for people with disabilities, won the third prize of the Empretec Women in Business Award (E-WBA) 2014. Another Argentinian empreteca, Ms. Pabla Torres, was also awarded during the 2014 E-WBA ceremony in Geneva for her «green» business, promoting the use of biodegradable pesticides that leave no persistent residues in the environment.

Promoting innovative entrepreneurial ideas

Banco de la Nación Argentina (BNA), in cooperation with the Empretec centre, announced the 2014 (6th edition) *Concurso Emprendimientos Innovadores Banco Nación*, with the aim of contributing to the creation and development of new dynamic and innovative enterprises. The competition distributes \$ 350,000 in prizes and the winners will have the opportunity to attend the Empretec Entrepreneurship Training Workshop, organized by Fundación Empretec Argentina.



Group photo of a workshop in Bahía Blanca

01 Products and Services

- Information on different economic sectors for small enterprises, in the form of surveys, articles, publications, news, etc.
- Assisting corporations in the promotion of innovation in processes and products, and supply chain management and business linkages.
- Consultancy services for business analyses in several regions of Brazil.
- Fairs, business rounds and exhibitions to facilitate access to markets.
- Courses and conferences, including distance-learning courses on topics ranging from basic entrepreneurship principles to business management.
- Awards to successful entrepreneurs, in order to value, encourage and stimulate increasing small business growth.

02 Highlights of 2014

Training-of-Trainers workshops

Training of national Empretec coordinators in cooperation with the Sebrae Corporate University.



Participants to a Training-of-Trainers workshop at SEBRAE, Brazil

Empretec training material

Training manual for national Empretec coordinators with focus on content, methodology and Empretec management. Conceptual framework for the updating and standardization of training-of-trainers session for Empretec facilitators and interviewers. Empretec participant manuals and «stamps book» in printed format for the actual training and for Empretec awareness sessions. Promoting Empretec in entrepreneurship and business fairs.



Name of the Centre:
Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (SEBRAE)

Name of the Director:
Alessandra Cunha Sousa

Website:
www.sebrae.com.br

Year of Inception:
1993

Number of entrepreneurs trained since inception:
212.566

Number of Empretec workshops since inception:
8.888

Brazil

Name of the Centre:
FUNDEMAS

Name of the Director:
Haydée de Trigueros

Email-address:
direccionejecutiva@fundemas.org

Website:
www.fundemas.org

Year of Inception:
2000

Number of Entrepreneurs Trained
since Inception:
3.524

Number of Empretec workshop
since inception:
151

El Salvador

01 | Products and Services

- Entrepreneurship Training Workshops for intrapreneurs, SMEs, young entrepreneurs, microenterprises
- Sustainability projects
- CSR training
- Entrepreneurship training for Women
- Mentoring Training Workshops

02 | Highlights of 2014

Partnerships

FUNDEMAS finances its projects and programmes, including the Empretec workshops, thanks to partnerships with businesses and other institutions such as international aid agencies including the German international cooperation agency (GIZ) and the United States agency for international development (USAID) among others; and work in conjunction with the association La Escalón.

Working with vulnerable communities

In May 2014, FUNDEMAS won the 2nd prize for «Helping those who help», awarded by the Gloria de Kriette foundation. The prize expressed gratitude to the «Sustainable communities» programme, which is implemented by the Foundation thanks to its various public-private partnerships, and in which the Empretec workshop takes place for the benefit of the residents of economically and socially vulnerable communities.



The Empretec+ training material was used for participants from vulnerable communities

01 Products and Services

- Entrepreneurship Training Workshops for women, youth, rural entrepreneurs and entrepreneurs with low literacy levels
- Business strategy
- Marketing management
- Business financing
- Business planning

02 Highlights of 2014

Ethiopia's Entrepreneurship Development Programme

The overall objective of the Entrepreneurship Development Programme (EDP) in Ethiopia is to bring about a transformational change in unleashing the growth potential of micro- and small-scale enterprises by 2015 through entrepreneurial skills' training and provision of a comprehensive range of business advisory services through Entrepreneurship Development Centres. The project aims at identifying and selecting growth-oriented enterprises as well as potential entrepreneurs, unemployed youth and women entrepreneurs, and providing them with entrepreneurship training and a comprehensive and integrated range of business development services in Addis Ababa and all the 11 regions of the country. UNCTAD's Empretec model has been selected as the main methodology for entrepreneurship training in the

country and is being implemented through Empretec Ghana, which has been delivering a number of ETWs in the country, assisting entrepreneurs and training a remarkable number of local trainers, who are going to be certified under UNCTAD's supervision in 2015.

ETWs are offered to entrepreneurs owning small and medium enterprises, and micro enterprises, with good growth prospects. More specifically, training is delivered to entrepreneurs engaged in manufacturing, construction, urban agriculture, and services sectors. Start-up entrepreneurs engaged in the indicated sectors are also trained through ETW.

Youth entrepreneurship program is designed for prospective graduates from universities and unemployed youth. The objective of the training is to enable the candidates consider entrepreneurship and self-employment as a career option.

Name of the Centre:
Entrepreneurship Development Center-Ethiopia (EDCE)

Name of the Director:
Etalem Engeda

Year of Inception:
2013 (moved to EDCE)

Number of Entrepreneurs Trained since inception:

68.353* (8.352 under EDCE)

***the figure includes other types of training than Empretec**

Number of Empretec Training Workshops conducted:

417 (217 under EDCE)

Ethiopia

Name of the Centre:
**Business Development Center –
Empretec Jordan**

Name of the Director:
Nayef Z. Stetieh

Email-address:
nstetieh@bdc.org.jo

Website:
www.bdc.org.jo

Year of Inception:
2002

Number of Entrepreneurs Trained
since Inception:
1.360

Number of Empretec workshops
since inception:
65

Jordan

01 | Products and Services

- Accounting training for SMEs
- Access to finance training and advisory services
- Training-of-trainers workshops on Youth Entrepreneurship, Empretec training and Corporate Entrepreneurship Training
- Empretec associations/networking events
- Conferences

02 | Highlights of 2014

Partnerships

In March 2014, the Business Development Center signed an agreement with the Capital Bank to aid in achieving the vision of contributing to the community through programmes and initiatives in the field of local development. The main objectives of the partnership were to jointly support entrepreneurship in Jordan, enhance entrepreneurial skills of Capital Bank's clients and staff, and promote Capital Bank as an SME and entrepreneurship hub. The agreement revolved around the participation of capital bank clients and employees in the BDC's Entrepreneurship Training Workshops to help trainees to acquire the behavioural skills needed to excel as entrepreneurs and in the work force.

Supporting public-private dialogue

Sharaka (Meet the Government) is an initiative to facilitate dialogue between the public and the private sector to discuss the challenges and opportunities facing Jordanian SMEs and entrepreneurs, as well as to highlight the educational

initiatives' outcomes and their impact on market needs and job opportunities for Jordanian young people. The event also, shed light and raised awareness on the PPP law and its impact on supporting the Jordanian economy. 130 entrepreneurs attended the event.

Networking initiatives

A number of entrepreneurs attended the Meen Gheir event and shared their success stories with university students. The event was aimed to inspire students with real successes, expand their knowledge and motivate them towards entrepreneurial behaviours, as well as to build business linkages between students and entrepreneurs for future opportunities (internships). The event was attended by 250 university students.

Learning Circles is a linkages event, where a number of entrepreneurs exchange experiences with beneficiaries. BDC conducted a "Learning Circles" event, where each entrepreneur facilitated the discussion of a number of entrepreneurial (Empretec) competencies with the graduates.

01 Products and Services

- Entrepreneurship Training Workshops
- Conferences
- Agribusiness training
- Youth Entrepreneurship training
- Business Linkages
- Training for micro entrepreneurs

02 Highlights of 2014

Integrating small-scale entrepreneurs in supply chains

Empretec Mauritius provided mentoring and business facilitation services for supply chain integration to 55 small and micro entrepreneurs belonging to rural and vulnerable groups. Moreover, 118 entrepreneurs and start-up entrepreneurs received support and training, including 27 start-ups on «green» business projects.

Women entrepreneurship

The centre has been very active in providing assistance to women entrepreneurs: 389 women from the informal sector participated to sensitization workshops on entrepreneurial competencies.

Empretec Mauritius also launched a project aimed at assisting low income and vulnerable women's integration, focussing on building capacities of target women groups in social entrepreneurship and life skills.



Women attending workshops under the assistance and integration activities promoted by the centre for low-income and vulnerable women

Name of the Centre:
Empretec Mauritius

Name of the Director:
Sanjay G. Mungur

Email address:
smu@empretecmauritius.org

Website:
www.empretecmauritius.org

Year of Inception:
2000

Number of Entrepreneurs Trained since inception:
1.045

Number of Empretec workshops since inception:
63

Mauritius

Name of the Centre:
Small Enterprise Development Agency (SEDA)

Name of the Director:
John Francis

Email address:
jfrancis@seda.org.za

Website:
www.seda.org.za

Year of Inception:
2010

Staff Members:
300

Number of Entrepreneurs Trained since Inception:
1.340

Number of Entrepreneurship Training Workshop conducted since inception:
41

South Africa

01 | Products and Services

- Entrepreneurship Training Workshops
- Intrapreneurship and Corporate Training Workshops
- Youth Entrepreneurship
- Micro Entrepreneurs
- Training services to cooperatives, ex-military veterans, pre-release prisoners
- Business Planning Support
- Advisory/Consulting Services
- Empretec Associations/Networking
- Trade Fairs

02 | Highlights of 2014

Empretec workshops for rehabilitated offenders

Empretec SA conducted 4 ETWs for rehabilitated offenders from Newcastle, South Africa. 80 inmates participated in the training and all of them have now been reintegrated back into the community and placed in current government social development programmes. Such a targeted training, based on the Empretec methodology, was delivered to participants formed by a mixed group of inmates with between 6 and 12 months to go before their release. The training was intended as a tool to provide them with an opportunity for self-employment that would make their social reintegration less challenging.





PART 3:
EMPRETEC
CENTRES

List of Empretec Centres

(by country alphabetical order)

Empretec Angola

Host institution: in progress

Fundación Empretec Argentina

Host Institution: Banco de la Nación

www.empretec.org.ar

CePEPE Centre Empretec (Benin)

(Association d'utilité publique)

Host institution: business association

www.cepepe.org

Enterprise Botswana

(Private consultancy company)

Host institution: private firm

Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (SEBRAE) (Brazil)

(Private entity of public interest)

Host institution: Government SME development agency

www.sebrae.com.br

Centro de Emprendimiento e Innovación Empresarial (Chile)

(Foundation)

Host institution: in progress

Centro Empretec Cafam Colombia

(Not-for-profit private entity)

Host institution: social security agency

www.cafam.com

Centro Empretec RD

(Programme)

Host institution: Centro de Exportación e Inversión de la República Dominicana

www.empretec.org.do

CONQUITO (Ecuador)

Host institution: Agencia Metropolitana de Promoción Económica CONQUITO

www.conquito.org.ec

Fundemas (El Salvador)

(Non-governmental organization)

Host institution: Association

www.fundemas.org

Enterprise Centre Ethiopia

(Programme Office transferred to the Development Sector Institute)

Host Institute: Government agency

Empretec Ghana Foundation

(Company limited by guarantee)

Host institution: private firm

Asociación de Gerentes de Guatemala

(Not-for-profit association)

Host institution: business association

agg.org.gt

Empretec Guyana

(Not-for-profit company)

Host institution: non-governmental organization

www.empretecguyana.org

UNCTAD-Empretec India

(Private entity)

Host institution: IBF Group

www.empretec.in

Business Development Centre- Empretec Jordan

(Programme implemented under the Business Development Centre, a not-for-profit company)

Host institution: non-governmental organization

www.empretecjordan.org

Empretec Mauritius

(Non-governmental organization)

Host institution: non-governmental organization

www.empretecmauritius.org

Empretec Mexico

Host Institution: in progress

Programme Empretec Maroc (Morocco)

Host Institution: in progress

Empretec Mozambique Foundation

(Private organization created by the Government after the end of a United Nations Development program SME development project)

Host institution: private firm

Empretec Nigeria Foundation

(Non-for-profit organization)

Host institution: non-governmental organization

empretecnigeriafoundation.org

Empretec Palestine Programme

(International donor-funded programme hosted by a local institution)

Host institution: in progress

Centro Empretec de Desarrollo Emprendedor (Panama)

(Non-governmental and non-for-profit organization)

Host institution: non-governmental organization

www.empretecpanama.org

Centro de Informaciones y Recursos para el Desarrollo (CIRD) - Empretec Paraguay

Host institution: non-governmental organization

www.cird.org.py

Empretec-Instituto Peruano de Acción Empresarial (IPAE) Perú

(Non-for-profit organization)
Host institution: non-governmental organization
<http://empretec.pe>

Agentiei pentru Implementarea Proiectelor si Programelor pentru Intreprinderi Mici si Mijlocii (AIPPIMM) (Romania)

(Programme run by the National Agency for SMEs under the Ministry for SMEs, Trade, Tourism and Liberal Professions)
Host institution: Government programme
www.aippimm.ro/categorie/centrul-empotec

Empretec Russia (Russian Federation)

(Vnesheconombank - Bank for Development and Foreign Economic Affairs)
Host institution: private firm
<http://www.empotec.ru>

Empretec Saudi Arabia (Saudi Arabia)

(Saudi Credit & Savings Bank SCSB - National Development Bank)
Host institution: SCSB
www.scsb.gov.sa

Centre de services de l'APROSI- (Senegal)

(National agency development)

Small Enterprise Development Agency (SEDA) (South Africa)

Host institution: Small Enterprise Development Agency (SEDA)
www.seda.org.za

Small Industries Development Organization (Tanzania)

(United Republic of Tanzania)
Host institution: Small Industries Development Organization (SIDO)
www.sido.go.tz

Enterprise Uganda

(Private institution. Funding for the initial project came from donors, through the United Nations Development Programme, to the Government)
Host institution: private firm
enterprise.co.ug

Asociación Empretec Uruguay

((Non-for-profit organization)
Host institution: Banco de la República
www.empotec.org.uy

Centro Nacional Empretec Venezuela

(Foundation)
Host institution: non-governmental organization
www.empotec.org.ve

Vietrade (Viet Nam)

Host institution: Vietrade
www.vietrade.gov.vn

Empretec Zambia

(Government programme)
Host institution: Zambia Development Agency (ZDA)
www.zda.org.zm

Empretec Zimbabwe

(Trust)
Host institution: Non-governmental organization
www.empotec.co.zw

Empretec - Requests for new installations

Africa

Angola (relaunch)
Burkina Faso
Cameroon
Congo (Democratic Republic of)
Egypt
Gambia
Kenya
Lesotho
Liberia
Madagascar
Rwanda
Sudan
Togo
Tunisia

Latin & Central America

Costa Rica
Honduras
Mexico (relaunch)
Nicaragua

Asia

Indonesia
Islamic Republic of Iran
Malaysia
Maldives
Mongolia
Myanmar
Pakistan
Sri Lanka
Thailand

Eastern Europe & CIS Countries

Republic of Moldova

Middle East

Oman
State of Palestine (relaunch)
Syrian Arab Republic

Contacts:

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