

Entrepreneurship and sustainable development goals

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UNCTAD 14 - Investing in Sustainable Development

The fourteenth session of the United Nations Conference on Trade and Development (UNCTAD 14) will take place in Nairobi, Kenya from 17-22 July 2016. It will attract over 20 heads of state and government, ministers, alongside CEOs of large global companies, stock exchanges, sovereign wealth funds and private equity firms as well as civil society and academic institutions.

Organized in parallel with the 2016 World Investment Forum (WIF) 2016 edition, it will be an opportunity to engage with ministerial officials responsible for trade, investment and industry from 194 countries and over 200 international investment promotion agencies.

With its ties to United Nations Member States, the Forum provides a unique platform to facilitate the private sector's role in contributing to sustainable development. Past editions brought together over 3,000 participants from 145 countries across the [world](#).

On July 20 2016, from 3 to 6 p.m. the High-Level Roundtable on Investment and Enterprise Development will focus on new directions for investment and entrepreneurship policy to work towards increased sustainability and inclusiveness. On July 21 2016 from 4.30 to 6 p.m. the Private Sector Development and Gender Dialogue will share innovative approaches and best practice initiatives to advance women's participation in the private sector. From 6 to 9.30 p.m. on July 21 2016, the Empretec Women in Business Award

Ceremony will recognize the crucial role that women's entrepreneurship and empowerment contributes to the post-2015 [SDG agenda](#).



For the full UNCTAD 14 programme, including side events, please visit the [UNCTAD 14 website](#).

News from the Empretec Network

- **The Global Empretec Summit III** took place during the GEC on March 15 2016, in Medellin. It provided a platform for participants at the GEC 2016 to learn about the outstanding benefits and impact of UNCTAD's Empretec Programme worldwide. It offered attendees the opportunity to exchange entrepreneurship experiences, establish cross-border business links and explore new market prospects. Furthermore, with the occasion of this year's gathering, the Empretec Mobile Networking platform was made available. It consisted of a powerful tool which allowed participants to explore B2B links and facilitated the networking potential of the event. Over 100 participants registered and the application and 90 messages were



exchanged.

Global Empretec Summit III

- **Empretec Women in Business Awards:** The panel of experts is currently voting to select the winners of the 2016 Empretec Women in Business Awards. The novelty of this 2016 edition: a public's choice award! Be sure to check out the Empretec website soon for more information!

- **Argentina** The fund called "Fonder Emprendedor" operated by Empretec Argentina widened its scope, adding a new credit line and extending the amounts lent by traditional credit lines. The new line will finance the purchase of capital goods by enterprises that have been operating for two years maximum since their first recorded sale. The objective of this initiative is to promote and give impetus to innovative, dynamic enterprises and contribute to national productive development.
- **Ecuador** From 11 to 13 April, CONQUITO, the economic promotion agency of Ecuador which hosts Empretec, organized a workshop on positive leadership and Corporate Social Responsibility (CSR). This course was designed for all those who wish to embed and promote elements of CSR and sustainability in their current business. Participants went through diagnostics tools that helped them to understand what leadership means, create an action plan based on the 5 core values of leadership and develop a business strategy and action plan for CSR.
- **El Salvador** Fundemas strengthened the entrepreneurial culture in El Salvador with Empretec. Fundemas started 2016 with new projects to continue supporting CSR and sustainability in El Salvador, through a renewed commitment to foster entrepreneurship with the Empretec programme. The work Fundemas is carrying out with companies goes beyond the concept of CSR as mere philanthropy. It develops the concept of sustainability further throughout companies' operations to embed socially, environmentally and financially sustainable strategies. The year 2016 will see Fundemas engaging with trade unions to disseminate and train their associates on sustainability, with a view to promote responsible practices.

- **Ethiopia** In January, UNCTAD organized for an international team of lead Empretec master trainers to deliver a *Training of Trainers* on to the Ethiopian team of 24 certified national trainers. The Empretec training aimed at validating and adjusting UNCTAD's "Empretec for Low Literacy People" methodology to the Ethiopian context. UNCTAD also delivered an Empretec Management Workshop for the Entrepreneurship Development Center of UNDP Ethiopia and representative of Centers of Excellence of five universities to facilitate the promotion of the Empretec



methodology.

Empretec for Low Literacy People in Ethiopia: Training of Trainers

- **India** The 9th Empretec Training Workshop in India took place in April 25-30, 2016, in Chennai. Early-stage, high potential entrepreneurs joined delegates from Tamil Nadu and West Bengal for a life-changing experience. Fernando Gameleira, Empretec's international master trainer from Brazil was lead facilitator. Karen Venter from South Africa continued her strong support to Empretec's India installation effort with yet another superior ETW delivery and community building effort.



9th Empretec

Training Workshop in India

- **Jordan** Aiming to enhance productivity and competitiveness of Jordan's local businesses, the Business Development Center (BDC) launched the "SMES Certified Innovation Manager" workshop in

January. 25 company representatives participated in the program from sectors ranging from the food industry, IT and Finance to Architecture and Engineering amongst others. The program was delivered by local consultants certified in innovation, who were supported by Leipzig's Innovation Expert from Germany. BDC also participated in a tender to provide entrepreneurship training to Syrian [refugees](#).

- **Mauritius** Empretec Mauritius has secured the tender for "the development of a 10 Year SME Strategic Plan for Mauritius".
- **Saudi Arabia** In February, UNCTAD delivered the 6th Empretec workshop for women entrepreneurs, in collaboration with the Saudi Credit and Savings Bank and Empretec Jordan. UNCTAD third female women workshop with the certification of two women local trainers was also organized.
- **Tanzania** In March, UNCTAD delivered an Empretec workshop for women entrepreneurs supported by the Graça Machel Trust. Following the successful outcome of the two Empretec workshops organized last June, the Hanns R. Neumann Foundation requested UNCTAD's support for coffee growers in the Southern Highlands of Tanzania. As a result of this, a series of three "Farming as a Business" (FaaB) workshops are due to take place between May and June 2016.
- **Vietnam** On 12 December 2015, Empretec Day was organized in Vietnam with great success. Some 400 participants, among them Empretec, other SMEs in Hanoi and other provinces of Vietnam took part in the event, which consisted of a trade show with 52 booths, some seminars and an event on business matching.
- **Zambia** In March, Zambia Green Jobs Programme in partnership with Lafarge Zambia launched their affordable demo

house showcasing unique green technologies. This partnership will result in 600 affordable houses for middle income families, increasing the presence of MSME in the construction value chain and creating more than 3000 green [jobs](#).

Entrepreneurship Initiatives around the world

- The Global Entrepreneurship Congress (GEC) , Medellin, 14-17 March 2016, attended by more than 7500 entrepreneurs, gathered start-up champions from around the world. Entrepreneurs, government officials, investors, researchers, leaders and policymakers discussed the changing role of government in the global entrepreneurship ecosystem. Policymakers are now sitting at the table with entrepreneurs, accelerators and researchers and are welcoming people from startup communities into their ranks. Since the establishment of Startup Nations, a group of startup-savvy policy advisors, examining how policy and entrepreneurship interact, has been an important part of the Global Entrepreneurship Network and of GEC. [See more](#)
- The World Business Angels Investment Forum , Istanbul, 21-23 February 2016, brought together the best European SMEs, public and corporate early stage market players currently working in collaboration to ease the access to finance for SMEs and entrepreneurs. The participants discussed how to find suitable sources of growth and exit strategies for angel-backed businesses. Innovative solutions for early state financing are needed, as the existing exit routes are either inaccessible or too onerous and difficult to contemplate. At the same time, exits through a trade sale remain very difficult to achieve with corporates being reluctant to make

investments in the current [economic climate](#).

- UNCTAD's entrepreneurship section participated in the screening of participants in the 2016 Tony Elumelu Entrepreneurship Programme. The programme is open to young compelling businesses with strong market feasibility, clear financial models and run by capable teams. Through the fostering of African entrepreneurship, the [Tony Elumelu Entrepreneurship Programme](#) sets out to develop a vibrant African-led private sector, unlocking Africa economic and social potential.

Be in the know

Books and Articles:

- [Endeavor](#) (2015). "Scaling Up on the Edge of the Rift Valley": How to Accelerate the Entrepreneurship Ecosystem for local Scale Up Companies in Nairobi, Kenya.
- [World Bank](#) (2015). Enabling the Business of Agriculture. Comparing Regulatory Good Practices.

Videos:

- [Entrepreneurial DNA](#)
- [Empretec Ecuador](#) (in Spanish)

Updates on Entrepreneurship Policies

- **UNCTAD's Multi-year Expert Meeting** in Geneva, 16 and 17 March 2016, provided an update on entrepreneurship policies and their relation to the achievement of the Sustainable Development

Goals. The Minister of Small and Medium-Sized Enterprises, Social Economy and Handicraft of Cameroon highlighted the importance of an appropriate institutional and legal infrastructure supporting the sustainable development of the private sector. The Minister of Trade and Productivity of Ecuador noted that economic diversification and social inclusiveness depended on the development of small and medium sized enterprises (SMEs). Experts from the private sector and civil society stated that only through a robust entrepreneurial ecosystem can societies experience rapid and sustained growth of SMEs, the bedrock of any healthy economy. Experts concluded that entrepreneurship policy, because of its potential to enhance productive capacity, is to be considered complementary to investment policy. Indeed, entrepreneurship policy maximizes the benefits of Foreign Direct Investment.

- **UNCTAD organized an Entrepreneurship Policy workshop in Banjul, The Gambia** with the Ministry of Trade, Industry, Regional Integration and Employment in February. It gave stakeholders the opportunity to analyze the current ecosystem for entrepreneurship in The Gambia, in order to

formulate and validate policy options related to entrepreneurship. The Minister of Trade, Industry, Regional Integration and Employment stressed the importance of entrepreneurship and private sector initiatives for the economic development of The Gambia. He reiterated the need for consistency, predictability and concrete coordinated actions in the implementation of entrepreneurship policy. The workshop gathered around 80 stakeholders. They agreed on the specific relevance of sustainability in designing the national entrepreneurship strategy. Among the priority actions, stakeholders stressed the need for innovative forms of access to finance for start-ups and SMEs, and to devise specific measures for young entrepreneurs.



Ms. Fatou Jallow, CEO of The Gambia
Investment and Export Promotion Agency

- **In the Dominican Republic, another UNCTAD Entrepreneurship Policy workshop** took place in March in collaboration with the Ministry of Industry and Commerce (MIC). The vice-

minister of SME Development opened the workshop, illustrated the results achieved so far, culminating in the launch of National Entrepreneurship Strategy. He stressed the need to set deadlines to monitor and evaluate the progress of the entrepreneurship policy implementation. As an outcome of the workshop, five different working groups were created, which will continue to meet until mid-April in order to finalize the Action Plan focusing on the main areas of UNCTAD's Entrepreneurship Policy Framework. Among the main issues identified as priority actions were the following: the creation of a public-private sector alliance based on the Ecuadorian model; the design of a communication campaign to promote the initiatives being implemented; the creation of a commission for proposing amendments to the National Entrepreneurship Act under discussion in Parliament; the preparation of a study to integrate entrepreneurship and SME issues into the existing Labor Law; the generation of financial mechanisms to reduce the risks of co-investment; the provision of entrepreneurship training to school teachers and university professors; the use of open source tools for SMEs.



Entrepreneurship policy workshop in the Dominican Republic

- **The Global Entrepreneurship Ministerial** held in Colombia on 15 March 2016 was led by the U.S. Small Business Administration (SBA). Fifteen nations and several international bodies were represented at the ministerial featuring agency leaders and other senior officials responsible for small business and entrepreneurship policy. This year's dialogue was focused on four key pillars: creating jobs, building international collaboration, facilitating trade and promoting gender equity. Ms. Contreras-Sweet, head of the SBA, highlighted the fundamental role of entrepreneurship as an economic strategy, but also as a security strategy, as it gives people alternatives to extremism and crime. UNCTAD provided key insights on multi-stakeholder dialogue and holistic approaches for building enabling entrepreneurship strategies and implementation plans, as well as on the importance of building consensus based on its recent experiences of implementation of UNCTAD's Entrepreneurship Policy

Framework in Ghana,
Ecuador and the Dominican
Republic.



The Global Entrepreneurship Ministerial

Entrepreneurship Policy insights: regulating Mobile Money

Mobile money, the use of banking services delivered through a mobile phone, holds tremendous advantages. adding a new channel for banking services, mobile money provides an alternative to the use of informal networks for money transfers, which are very costly. The benefits of ICT and non-bank retail channels therefore hold many potential benefits, especially for the rural and low-income population. These segments of emerging country populations are difficult to reach for traditional banking. The majority of them do not have bank account. On the other hand, they do have mobile phones. Kenya is a case in point. In 2009, the mobile phone penetration was 80% and the bank account penetration 21%. Leveraging the potential of mobile phones to provide financial services required a partnership between Vodaphone and Safaricom, the Commercial Bank of Africa and Faulu, a microfinance company. They founded M-PESA, as the company was named and changed the market of money transfer in

Kenya, taking a market share of 50% after the company started its activities. Today it is used by over two-thirds of the adult population and around 25% of Kenya's gross national product flows through it. It offers loans and savings products and can be used to pay salaries and bills. Kenya leads the world in mobile money thanks to M-PESA. This new service binding IT and financial services changed the country's ecosystem for entrepreneurs and it also changed its regulatory framework. One of reasons for the of mobile money can be attributed to the regulators' decision to let the project proceed on an experimental basis. Non-banks had to be enabled to issue e-money and banks had to be allowed to appoint agents to take deposits. The Anti-Money Laundering Act had to be reviewed. For regulators, the integration of mobile payments into an efficient retail payment ecosystem is also a challenge. Regulators need to address the issue of appropriate competition levels and have a role in the development of open, interconnected and interoperable systems.

Sources:

[The Economist](#)

[M-Pesa in Kenya](#)

Upcoming events

Empretec Women in Business

Award: 21 July 2016

More than 50 nominations were submitted by Empretec centers from

23 countries this year. The 12 finalists were selected by a panel of experts based on the nominees showing innovation, leadership and impact in their communities. The winners will be named on 21 July 2016 at the [World Investment Forum](#), held during the fourteenth United Nations Conference on Trade and Development ([UNCTAD14](#)) in Nairobi, Kenya, on 17–22 July 2016.



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