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Women in Business Awards



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Women in Business Awards



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Thanks also go to the Empretec directors who shared the amazing stories of their nominees, the 10 finalists of the Empretec Women in Business Awards and the 2 entrepreneurs who have received a special recognition for their social and green endeavours.

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Preface

Women entrepreneurs are powerful agents of change that can contribute to economic growth, poverty alleviation and sustainable development. Nevertheless, women continue to represent an under-utilized pool of entrepreneurial talent. Mainstreaming women entrepreneurship into sustainable economic development strategies, in addition to helping to address social equity concerns, makes good economic sense.

The United Nations Conference on Trade and Development (UNCTAD) has both the responsibility and the expertise to play a key role in ensuring that gender considerations are included in its substantive activities, according to the three pillars of analytical work, consensus building and technical cooperation. Furthermore, as the international community contributes to the post-2015 United Nations development Agenda, UNCTAD is playing an active role in advocating the inclusion of gender equality within the post-2015 sustainable development goals.

As the debate on the content of the goals advances, UNCTAD has stressed the importance of addressing the linkages between the goals and the policies necessary to achieve them. In this regard, gender equality should be promoted throughout all the goals as it increases the likelihood of achieving them.

Building on some of the lessons learned from the Millennium Development Goals and acknowledging that the gender equality goal (MDG 3) did not pay enough attention to inequality of opportunities which women experience as economic agents; UNCTAD has proposed recommendations to ensure gender equality in the new post-2015 agenda. These include means by which to promote gender equality by empowering women. In order to accomplish this, more emphasis needs to be put on the pre-conditions necessary for women to become economically empowered. Eliminating gender disparity at all levels of education is among the pre-conditions for women to become efficient economic agents and benefit, for example, from expanded trade.

Policies that promote women's entrepreneurship and facilitate women's access to entrepreneurship education are therefore key. Supporting women entrepreneurs can contribute to reducing women's poverty and share of vulnerable employment, as well as contribute to eliminate gender segmentation in the labour market and help women acquire equitable access to productive resources, including financial resources.

Through its research and technical assistance, UNCTAD provides policy recommendations to promote favourable entrepreneurship ecosystems for women entrepreneurs. Recent work in this context investigates the drivers of entrepreneurship and innovation according to gender. Access to information and communications technology (ICT) is also paramount to empower and help women-owned businesses grow. UNCTAD has examined how science and technology can be made more responsive to the needs of women and has also looked at how women entrepreneurs can be empowered through ICT.

UNCTAD also recommends that gender dimensions of policies, including trade and investment policies, need to be strongly addressed in the post-2015 agenda. UNCTAD is already working on this and recent analytical work includes research on the gender impacts of trade liberalization in countries including Angola, Bhutan, Cape Verde and Lesotho. In the field of investment policies, UNCTAD is currently analyzing the gender implications of foreign direct investment by transnational corporations in developing countries and economies in transition.

Through its Empretec programme, UNCTAD is empowering women entrepreneurs in developing countries with the adequate competencies to succeed. Initiatives such as the Empretec Women in Business Award are important because they not only highlight the economic and social achievements of women in developing countries, but they also celebrate powerful role models for the next generation.

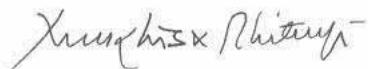
The finalists of UNCTAD's 2014 Empretec Women in Business Awards are examples of individuals who have overcome obstacles and persevered to establish and grow successful companies. They come from different countries across Africa, Latin America and the Middle East and work in a variety of sectors ranging from education, martial arts and security services. They all share a contagious passion for their work and are using their role as businesswomen to give back to their communities.

The Awards are taking place within UNCTAD's World Investment Forum which is focusing on "Investing in Sustainable Development." UNCTAD strongly believes that we need to address the challenges, opportunities and policy options to channel private participation towards women's entrepreneurship. Women entrepreneurs are a smart investment as they can bring positive social and economic returns.

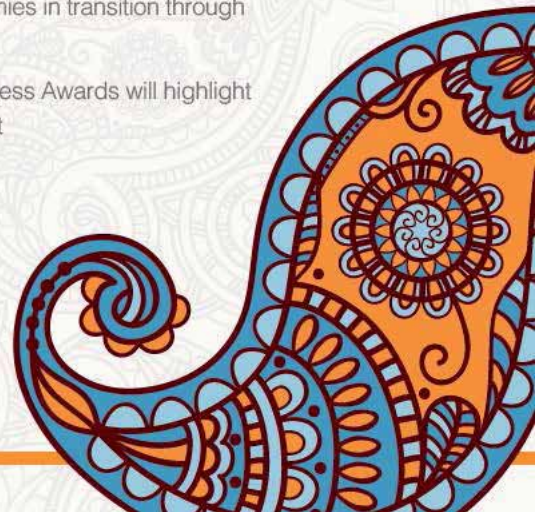
This year marks UNCTAD's fiftieth anniversary. This occasion allows us to take a moment and reflect on our work, the progress that we have made and the challenges that lie ahead. The 10 finalists are living testimony of the impact that initiatives that support entrepreneurship can have. These include job creation, innovation, increasing the quality of life of the women and their communities and giving the women a voice and an outlet to inspire others. We must continue our work in strengthening the local capacity in developing countries and economies in transition through entrepreneurship promotion.

I wish to congratulate all the finalists and hope that UNCTAD's Empretec Women in Business Awards will highlight both the challenges faced by women in entrepreneurship and the positive multiplier effect that women's entrepreneurship can have in society.

8 August, 2014



Dr. Mukhisa Kituyi
Secretary-General of UNCTAD



About Empretec and the Women in Business Award

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.

Empretec's core product, the Entrepreneurship Training Workshop, teaches entrepreneurs how to put their ideas into practice. Participants are taught to identify business opportunities and to take practical steps to expand fledging businesses. The programme adopts an experiential and "learning by doing" methodology and focuses on motivation and strengthening entrepreneurial behaviours.

Since its inception in 1988, the Empretec network has expanded to 35 countries. In cooperation with national counterparts, the programme has assisted more than 326,000 entrepreneurs.

Empretec network's growth over 26 years



Key facts 1988-2014:

- 326,880 entrepreneurs trained
- 10,550 workshops conducted
- 535 Empretec trainers
- 35 Empretec installations
- 25 requests for new installations

***Empretec Network 1988-2014** in chronological order by year of installation: Argentina, Uruguay, Ghana, Chile, Zimbabwe, Brazil, Colombia, Botswana, Morocco, Ethiopia, Nigeria, El Salvador, Mauritius, Mozambique, Panama, Benin, Senegal, The Occupied Palestinian Territory, Guatemala, Uganda, Jordan, Guyana, Romania, Angola, Dominican Republic, Venezuela (Bolivarian Republic of), United Republic of Tanzania, Zambia, South Africa, Ecuador, Peru, Russian Federation, Vietnam, India, Saudi Arabia

The Empretec Women in Business Award

Women run between a third and a quarter of all enterprises worldwide, according to the World Bank. For many women in developing countries, their own enterprises are their major source of income. For their ventures to succeed, it is crucial that these women receive adequate training, encouragement and recognition.

UNCTAD created the Empretec Women in Business Award in 2008 as an acknowledgment of the great achievements of women entrepreneurs trained by the Empretec programme. The award, granted every two years, has made a real impact on the lives of past recipients. It has increased their access to education and resources, and boosted their motivation to continue growing their enterprises. It has also helped these women become role models in their communities.

The awards were launched on the occasion of UNCTAD XII Ministerial Conference in Accra, Ghana, in 2008. The second series of awards was presented in April 2010 at the annual session of UNCTAD's Investment, Enterprise and Development Commission in Geneva, Switzerland. The 2012 edition took place in Doha, Qatar, during UNCTAD XIII and the World Investment Forum.







Impact

Melissa De León 2012 WBA Winner

Tropical Panama Gourmet - PANAMA



PANAMA
Gourmet

Tropical Panama Gourmet produces and markets food products based on flour made from locally grown tubers that do not contain gluten - a protein found in wheat, barley and oats. Gluten-free flour provides healthy nutrition for diabetics, persons with celiac disease, persons allergic to wheat, and elderly persons with digestive problems.

It is also a valuable base for baby food and is often recommended for persons suffering from autism and cancer. Melissa devised a flour making use of the entire tubers of locally grown crops, thus enabling her supplying farmers to sell their crops without waste and to earn steady incomes. And her goods have a shelf life of 10 months without the use of additives or preservatives,

which makes shipment of the product overseas commercially competitive. Its competitive advantage is that the products are 100% natural, without any lactose or chemicals and they are also 100% Panamanian and contribute to supporting local agribusiness in the country. The founder and chef of the company, Melissa De León was the 1st place winner of the 2012 Edition of UNCTAD's Empretec Women in Business Awards.

A lot has happened since Melissa De León won the last edition of the Empretec Women in Business Award only two years ago. She has managed to take full advantage of the visibility, contacts and training she obtained. Not only has she expanded her infrastructure and tapped into new markets, Melissa has also since become a TV celebrity chef in Panama, serving as a role model for young promising chefs in the region. As a busy business woman, she still finds the time to give back to the community. She also remains connected to the Empretec Centre in Panama (CEDE) and is an active member of the international network of "empretecocos."

We caught up with her and her fellow business partner and friend, Ms. Marlene Saldarriga.

Marlene develops the flours and Melissa develops all of the product lines and their formulas for the company. Together, they currently hire 15 staff, 90% of whom are women.





Here's what Melissa had to say; *In just two years, many things have happened.*

Acquired new skills: *After the award, UNCTAD offered me a study tour to the American Institute of Baking in the United States, which is one of the top in the world, specializing in industrial production of bread and pastry. I learnt a lot about the use of industrial machinery.*

Tapped into export markets: *The Award initially provided me with a lot of visibility worldwide which allowed me to explore the interest of the markets outside of Panama and get to know potential international clients for my products. Exporting had always been one of my goals and today I have export clients in Europe, the United States and in Latin America. The free trade agreements that Panama has with these regions has also helped us in this respect.*

Expanded infrastructure: *Our plans are to double our installations in the next two years. We have recently established a second site, so we are now not only based in Panama City, but also in a processing zone named PANEXPORT where companies are exempt from taxes. It is worth noting that we are the only food producing company in the country that has been authorized to be tax free. We have already been approached by investors who are interested in taking a stake in our fixed assets.*

Became a TV chef celebrity: *Shortly after I received the award, I had the opportunity to host my own cooking show as part of the TV series "La Pastelería" (The Bakery) for two years through Fox Latin America and Canal Utilísima TV channels. I am also now, for the second year in a row, part of Super Chef Panama TV show as one of the main chef judges of the competition. It is a fascinating experience as I get to help and coach new generations of chefs!*

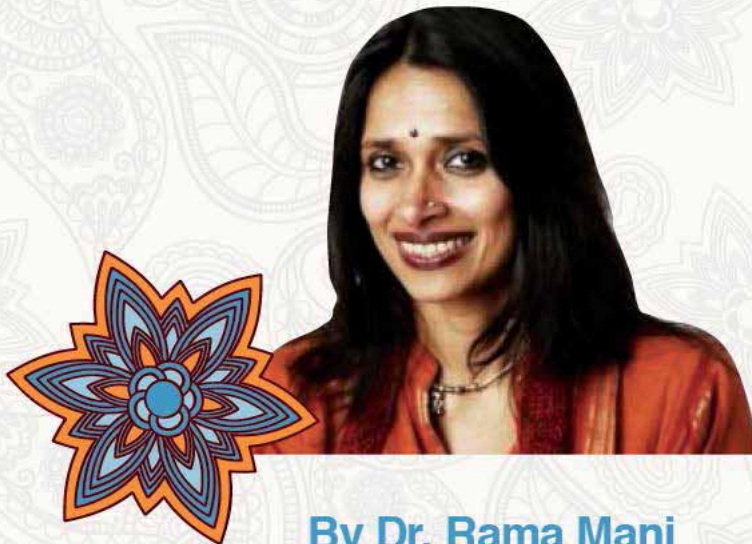
Gives back to her community: *The award represented for me a stepping stone towards growth and success and at the same time also gave me more opportunities to give back. I am true to the original mission of my company which is to contribute to more awareness and conscientiousness about healthy nutrition.*

I am also actively involved in community and volunteer projects including working with children with autism and down-syndrome. Most recently, I returned from the province of Chiriquí where I was one of 12 international chefs participating in a festival to promote the diffusion of the rich local indigenous culture and gastronomy that we have in Panama.

Engaged in the Sustainable Development Debate: *UNCTAD has kept close contact with me and invited me last year to represent the voice of the private sector at the First Geneva Dialogue on Post-2015 Sustainable Development Agenda.*

An Ode to the 10 Finalists

*“Women Entrepreneurs
of the Human Spirit”*



By Dr. Rama Mani

www.rama-mani.com

There's one thing they share in common,
 These ten distinctive women
 From disparate parts of the world
 Who've sown precious seeds of entrepreneurship:
 There is no challenge they cannot overcome!



Their countries struggle with development challenges
 Their politicians strive with endless means
 To attract investors, often in vain.
 Yet these women thrive: with modest resources,
 Abundant courage, and ceaseless creativity.



A while back, they may have wavered,
 Doubted their dreams and believed their critics.
 But once they identified their inner mission,
 There was no stopping them
 In their path to self-perfection.

Their infallible love of community
 Their investment in their own cultural wealth
 Their trust in the power of nature
 Helped them heed the call of the future
 Each in her unique manner.



Now: there's no risk they shy away from.
 They hear their staff, clients and citizens
 And better themselves each passing year.
 They transcend the elusive glass ceiling
 Not by force, but by graceful resilience.



These aren't just remarkable businesswomen
 They are entrepreneurs of the human spirit
 They inspire us to pursue our highest purpose
 In partnership with each other, and
 With reverence for the limits of the Earth.





The
2014
Finalists



Lorena Maria Eugenia Picasso

SOMNO almacén didáctico

ARGENTINA



“The success of SOMNO lies in high quality, competitive prices and innovative design which caters to the specific needs of each customer.”



“We sell love, happiness, solidarity, encouraging the connection between parents and children. We believe that emotional connection is the only way to get customer loyalty in this segment.”

Lorena is the owner of SOMNO, a company that manufactures educational games and toys. She started with the idea to make learning fun and stimulate the development and strengthening of cognitive, emotional and social abilities for children and adults. That idea has been translated into a profitable company, with sales increased five-fold since it was established in 2010. She has managed to take advantage of a current market trend in her field; the displacement of traditional toys by educational toys which stimulate cognitive, motor and social abilities in children, providing alternatives to activities that currently keep them “stunned” such as video games, among others.

SOMNO products can be classified into two groups: the learning products and the therapeutic products. The learning products are designed for children to enhance their learning experiences according to their developmental stage and develop key competencies such as patience and persistence. The products are meant to reflect and contribute to SOMNO's original vision which is to instill in the youth the values “from the past” which include respect for others, communication and active listening. The therapeutic products line provides stimulation and rehabilitation based on the needs of the clients, regardless of the age.

The success of SOMNO lies in high quality, competitive prices and innovative design which caters to the specific needs of each customer. SOMNO aims to serve those who are “left out” or are “unattended” by conventional products. For example, products are created to help children with recurrent autism spectrum disorders, Asperger and PDD, who need early physical or cognitive stimulation. The designs are also targeted at specific adult needs such as the treatment for strokes and neurological rehabilitation processes as well as simply



addressing the care needs of the aging populations. Through her products, Lorena is able to capture and fulfill her clients' emotional needs and core values.

Lorena attended the Empretec workshop in 2012. “The Empretec Training Workshop was decisive for the course of my company. I started to believe in myself, in my abilities, in this project and to see it as a business; I began to see every obstacle as a challenge that I could overcome. I learned to gather information, respect different opinions, organize and plan.”

Lorena is committed to continuous learning and gaining more expertise to be able to develop new innovative and tailored products. She instills this in her staff as well, all of whom have currently undergone the Empretec training. She also invests a lot in communication and building a high social profile. For example, SOMNO is a regular participant of the city's annual Design Fair. She collaborated with professionals working with therapeutic practices, children's hospitals and organizes workshops and experiments.



SOMNO almacén didáctico

4 de enero 3677 Santa Fe, Argentina

www.facebook.com/somno.almacendidactico



Kelly Dantas de Vasconcelos

UCRI – UNIVERSIDADE DA CRIANÇA

BRAZIL



“I’m enthusiastic by nature, and I have sufficient reasons to act, I have a passion for education and love what I do.”



The Universidad da Criança (UCRI) – The Kids' University – provides educational services, serving children from kindergarten to 5th grade. It has been in business in the regional market for over 14 years. UCRI is a school that uses new media and technology. All the classrooms are air-conditioned and equipped with computers and other IT tools. All the teaching and learning methodologies involve the use of graphic material and technology as pedagogical support. This is a new way of “educating” – teaching using technologies. The school is completely unique in the state of Amapá using this approach. In order to master the educational material “J. Piaget – multimedia”, the school offers special support to trainers. UCRI is located in the Pacoval neighborhood, between the city center and the north, with a total population of about 70,000 inhabitants. The school has grown on average 6% per year. Recently, the school expanded its services to the university sector and now offers 24 higher learning courses online and 50 postgraduate courses. This was established in 2011 and after a year and a half already had 480 registered students, surpassing all best expectations. In the last selection process, UCRI reached 189% of the target set for the region.

After Empretec, there was a “divisor of waters” in her life: “When I took the Empretec workshop, I was going through one of the most striking phases of my life since I was 8 months pregnant ...and it was harder than my delivery, believe me! I entered the workshop thinking not very highly of myself. And it was very empowering to get to know myself through the workshop and for me to realize what my strengths and my weaknesses were. Initially, I just had plans to open a daycare. After Empretec, I acquired the courage to assume all my responsibilities and verify my risks”. Kelly was also able to detect new opportunities such as the distance learning and to set relevant and challenging goals: “I created and expanded a new and innovative business. Distance learning was not well perceived here, but today it is now a growing trend” she says. Indeed, official data show that from 2011 and 2012 enrollment in distance education courses in Brazil grew by 12%, more than

four times the rate for classroom courses. Today, distance learning education represents a new era for education in the country, as it provides many with the opportunity to realize their dream of earning an undergraduate or postgraduate degree.

The UCRI operates mornings and afternoons and in the evening the school becomes a university center, a pillar of “physical” support available for two universities specialized in distance learning, namely UNOPAR and FAEL. Kelly believes in developing relationships: “The sale process is highly personal and depends mainly on ‘making contacts’ and establishing relationships”. We associate these relationships with our strategy, developing action plans”. For example, UCRI reserves 3% of annual turnover to finance marketing campaigns that include radios and televisions ads, featuring student testimonials, flyers etc. UCRI started with 3 employees and now has over 30 staff and ten tutors. And the partnership with the university generated 9 more direct jobs, offering continuous education for employees, mostly women. UCRI also develops projects for environmental awareness. The annual project of the UCRI School 2014 is: “there will only be a new world if we have new attitudes”.

Kelly realizes that working with children in the school requires a lot of care. Therefore, she does not wish to open more branches in order to preserve quality services. She wishes for UCRI to become a leader in distance learning in the university sector, with major hubs in the 7 counties of the state of Amapá. The ultimate goal is to reach 800 students in basic education and 100 students at the university level.



**UCRI –
UNIVERSIDADE DA CRIANÇA**

*Rua Guanabara, 333 – Bairro do Pacoval – CEP.:
68.908-360 – Macapá – Amapá – Brazil*

www.ucri.com.br




Tracy Antoinette Greene Douglas

Pandama Retreat, Winery and Center for the Creative Arts

GUYANA



"I have never separated my spiritual self from my business self."



Tracy is the co-founder of Pandama. The company is a retreat and winery named after a green and yellow palm tree that grows on the land. It produces and sells hand-made fruit wine, fruit soaps, and art. The community where the business operates respects the simple pleasure from nature. The Pandama Retreat also offers accommodation (cabins, hammocks and bunks), food and activity that cultivate healthy and balanced living. Since attending the Empretec workshop in 2010, she and her husband spotted the gap in the quality of locally produced and packaged goods, and used their artistic skills to turn local resources into products, including a new line for baked goods which she turned into business three years later. The production has increased 100 per cent, which resulted in a significant increase in cash flow.

Among all their products, Pandama has had a great response to their artisanal, high quality wines. In fact, sales have expanded beyond Guyana to markets in the United States and the United Kingdom of Great Britain and Northern Ireland. Pandama's raw materials come from local women, families and farmers across Guyana who provide the coconut oil, peppers, wild berries and barks. Because of the proximity and abundance of local resources, production was able to remain at low cost.

Pandama has taken advantage of an open and supportive market for quality locally produced products. In the past three years, the company has expanded to include seven wine outlets, four soap outlets, four art outlets and camping facilities. Sales have grown five-fold in just the first four years, starting with less than 1000 US\$ a month and now they represent 5000 US\$ a month. Employment has also increased from two sub-contractors to twelve in four years.

Tracy has been able to manage financial shocks by retaining a broad and flexible staff support and creative advertising. For example, she created a roadside booth to advertise her products on the highway. She also showcases her products

through an online shop. Every year thousands of people from around the country attend their annual exhibits. She initiated a "Why Not" Club where she provided advice on entrepreneurship for the locals. In the future, Tracy and her husband plan to expand baked goods production, and mass produce her art products. She will continue to involve the community in her business by turning their wine tasting area into a cozy lounge for people to hang out, and making it a "What to do in Guyana" event.

The uniqueness of her enterprise lies in the mix of products and her connection to nature and the local context. She is also environmentally aware and recycles and sterilizes the bottles for her products to minimize costs. The key in tackling challenges, she said, lies in never saying no to innovative solutions. The Empretec Workshop was "Life altering". It provided Tracy with a stimulating and revealing environment where she learned to never have a fear of making mistakes, and always learning from them.



PANDAMA
RETREAT & WINERY

**Pandama Retreat, Winery and
Center for the Creative Arts**

*Plot 9 Madewini Soesdyke/
Linden Highway, Guyana*

www.pandamaretreat.com

Lina Jalil Khalifeh

Founder and Trainer at SheFighter

JORDAN



“I inspire ladies and young girls by believing in them and showing them how powerful they are during training. I took a risk by opening a self-defense studio only for women in a very male dominated society.”



Lina Khalifeh is the founder of SheFighter, the first self-defense studio targeted to women in the Middle East. It has a powerful mission to empower women by instilling self-confidence in them through training in self-defense techniques. Among the range of trainings that it provides, is training women on how to defend themselves from choke holds, ground attacks, weapons attacks and to free themselves from other potentially dangerous situations. The uniqueness of the SheFighter approach is that it goes beyond physical training and includes the development of core competencies in the women trainees that they can apply in their everyday life. Women's issues in our modern age are openly discussed in order to try to find solutions to some of the challenges and generate awareness. For example, the studio organizes workshops on women's rights and sexual harassment. Specialists, such as lawyers, are regularly invited to speak about different topics such as honour killings.

Lina invested a lot in making the studio a warm and friendly environment where women feel safe and comfortable in a women-only space. They can take off their hijab if they want and parents can leave their girls in the studio with female trainers and therefore do not have to stay with them during the whole session. The trainings are offered to girls and women of all ages, starting as young as 4 years old and up to groups of senior women between 65 and 75 years of age. The trainings are given in different contexts, including at schools where trainings for teenage girls are delivered.

Lina faced several challenges when she decided to start her business. Firstly, she knew that setting up a women only self-defense studio was a risk as no one else was doing it. However, she was sure that there was both a strong demand and a need for it and that the risk was also a business opportunity. Once she decided to start, she immediately faced a very practical obstacle; she could not find women trainers to deliver the trainings. Also, because the training programmes were

unique to the market, they required international accreditation before Lina could begin to certify and train new trainers to be able to expand and enter new markets.

Having started with only 2 clients, SheFighter now has 300 and has trained over 4000 women and girls across the country. The company has around 5% of the self-defense market in Jordan. Other actors in the market are traditional martial arts and self-defense centers. As the first and only self-defense studio exclusively for women and focusing on women empowerment in Jordan and the Middle East, it has no direct competitors but faces the challenge of having to encourage and generate demand. It has benefited from exposure by local and international media, including television, newspapers and radio. The company promotes through social media and public speaking opportunities. It also offers a lot of free trials to encourage women to try and take the first step. SheFighter goes directly to the potential trainees, including to schools and communities.

Lina believes that the Empretec workshop reinforced her motivation and passion to start a business with a social vision. There are plans to create new branches outside of Jordan in the mid-term and eventually expand all over the world. Its long term goal is to decrease violence towards women and it plans to contribute to this by training one million women around the world.





SheFighter
Empowering Women Through Self-Defense

SheFighter
212065 Amman, 11121 Jordan
www.shefighter.com





Maya Sewnath

CEO/Managing Director, SSS Furniture Co Ltd
MAURITIUS



“The Empretec Training Workshop boosted my confidence and my potential to grow and manage my enterprise. As the head of the company, my motto is to work as a team.”



Maya Sewnath is the Managing Director of SSS Furniture. The company's main activity consists of manufacturing of wooden furniture including household, corporate, hotels as well as furniture for schools. The company offers

both readymade standard and tailor-made furniture.

The business started 17 years ago and today has 42 employees. SSS Furniture is one of the largest furniture manufacturing companies in Mauritius and it is ISO certified.

Raw materials are purchased locally which do not hinder procurement activity. SSS has two lines of production: wholesale and retail. The main customer buys in bulk for redistribution. Every year a collection of furniture is presented to the merchandising officer of major companies for selection. Hence every month the company receives purchase orders and sells standard models with a product life cycle of about 2-3 years. The other lines of business cater for customized furniture. SSS Furniture recently entered a new segment of the furniture sector including wedding furniture and kids' furniture. The company also provides renovation and tailored construction work.

Maya keeps abreast of the market and is continuously adopting new strategies to keep up with the changing demand and challenges. For example, she currently faces a competitive threat from furniture imported from China which is lower in cost. To deal with this challenge, SSS Furniture has focused on differentiating itself through quality customer services. Maya invested a lot in after sales service, on time delivery services, customer care and overall proximity with her clients which allows her to cater specifically to their tailored needs.

SSS Furniture outsources its waste to get it dumped in a legal dumping area. A proper management of fuel consumption in an effective and efficient way for deliveries has been set up, as well as a constant check of all air and electrical system to avoid wastage. The company is environmentally aware and recycles the maximum amount of waste materials by reusing them for decorative parts on the furniture. All of the raw materials are purchased locally and all parts can be completely disassembled which allows for easy transportation.

Maya continually revises her business plan and her communications and marketing strategy to be able to reach the goals she sets for herself every year. She says that the Empretec workshop boosted her self-confidence and ability to manage her company well. Soon after the Empretec workshop, she made the strategic decision to change the location of her company from a residential area to an industrial area, tripling her production. She has learnt that with more control and wiser decisions, she is able to manage the company's risks and face the challenges. She has managed to improve the management of her inventory and procurement procedures and has more efficient distribution mechanisms.

There are plans for SSS Furniture to continue to grow. Although the local market can be considered as relatively small as it caters for a population of 1.3 million, Maya sees great potential in online sales and exports and taking advantage of the rising economic opportunities in Africa due to the regional trade agreements. Over the last 4 years, revenues have increased by 50% and in 2015 the company will shift to a purpose-made and self-financed building of 1500 m². The goal is to double its turnover in the next three years, as well as to export to African countries.

To further enhance her capacities, Maya enrolled in university and completed both a MSC and MBA. Maya took a part time assignment as the secretary of the Small and Medium Enterprise Federation and engaged with the Government in raising awareness on entrepreneurship in Mauritius. Maya has long-term plans: "Naturally, being a medium enterprise, the main principal goal is to become a large one." Maya also dreams of starting a Children's Foundation with the aim to eradicate poverty.



SSS Furniture Co Ltd

*Giquel Street Eau Coulee,
Curepipe, Mauritius*

Find on facebook: SSS Furniture



Lara Cookey

CEO/Lead Designer, at Contextplay

NIGERIA



“Contextplay brand will be known as a primary contributor to child development and education in Africa.”



Lara Cookey is CEO and Lead Designer of Contextplay. The company designs and sells learning materials, playground equipment and furniture, seeing an opportunity in Nigeria's emerging awareness of the importance of Early Childhood Development, and the increasing role that learning materials, furniture and recreational tools play in this. Contextplay's learning materials focus on helping children acquire literacy, numeracy, cognitive and life skills within an African cultural context, for example using alphabet picture shapes borrowed from children's daily lives (such as 'y for yarn') or developing map puzzles which are country or continent specific (Africa, Nigeria, Ghana, etc.).

Her range of playground equipment products aims at developing the physical capabilities as well as emotional and psychological competencies, giving the kids an opportunity to continue learning beyond the borders of the classroom by embracing the modern concept of 'learning through play'.

Playground equipment and furniture are modular and can be easily assembled and disassembled. Children's safety is of paramount importance to the company: products are designed so that there are no rough edges or openings that may pose risks to them. During the Empretec workshop, Lara realized how her behaviour affects her business decisions. After the training she modified her business strategy by narrowing down the range of products and outsourcing their manufacturing. The result is a more streamlined set of products which cater to the needs of the market, bringing together multiple learning experiences. She also learned how to be persistent: "I discovered that schools and other customers to whom I had made unsuccessful marketing pitches were not permanently a "no-go" area. Several of such people later became repeat customers."

Lara has been able to successfully integrate creativity and innovation in environmentally-sustainable products and solutions that contribute to community development. For instance,

the company recycles used car tires in some of its products, such as the popular 'Mammy Wagon' playset, a very recognizable West African cultural icon (a vehicle used to transport goods and people across country), or swing seats.

The material used is also one of their unique comparative advantages relative to their main competitors who are mostly foreign manufacturers. The wood used is kiln dried which increases the longevity of the products, thus reducing the impact on the environment, as wood is a scarce resource. The company strives to use scarce wood in a sustainable manner and also encourages tree planting programmes. Through its value chain, the company employs workers who can upgrade their skills: many of the craftsmen are trained in conventional woodworking methods but Contextplay's products bring new concepts. Lara also plans to improve her products' design so their manufacturing can be completely standardized for self-assembly (like IKEA's furniture).

Contextplay's success factors are creativity and innovation. The company ideally fits into Nigeria's policy to encourage early childhood development. The company is currently working on a pilot of 20 schools to supply playgrounds and teaching materials. The target is to reach 200 state schools and 20% of private schools.



Contextplay
.. toys that make kids smarter!

Contextplay

P.O Box 295 Marina, Lagos, Nigeria

www.contextplay.com



Thiane Diagne

General Manager and Fashion Designer,
JOUR J Couture

SENEGAL



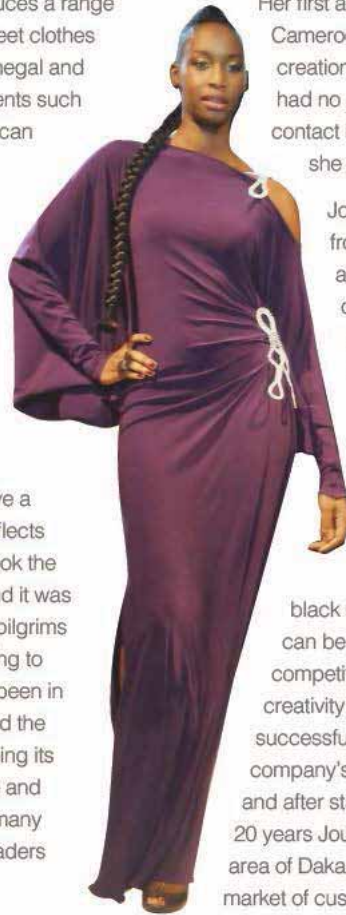
*“I want to expand my business in order
to make ready-to-wear on a large scale.”*



Thiane Diagne is the General Manager of Jour J, a company that produces a range of clothing lines including street clothes adapted to the climate in Senegal and luxury items for important events such as weddings, baptisms or gala. The customer can choose the fabric and model and benefit from expert advice and unique designs. Jour J is unique by the originality and quality of its fabrics and style. Wedding dresses are the specialty of the house. After 16 years since the establishment of the company, today it employs 29 people.

"In 2006 during my pilgrimage to Mecca, all the pilgrims were attracted by my outfit. It is at this moment that I realized that there was a real need for Senegalese pilgrims to have a wardrobe that fits the context of Mecca and reflects the Senegalese culture. The following year, I took the initiative to create a clothing line for pilgrims and it was a total success. Since then, most Senegalese pilgrims renew their wardrobe with Jour J before traveling to the holy place of Islam." Jour J's success has been in part due to a successful marketing strategy and the identification of a niche market. Besides exposing its products in the company's showroom, website and through social networks, Thiane also dresses many TV animators, celebrities, as well as opinion leaders and has TV commercials whenever a new collection is launched.

The company attaches great importance to creativity and quality. They focus their efforts on the quality of products using the best raw material and strictly meeting delivery times. Thiane found the Empretec Training very useful. "Following the Empretec Training, I put into practice the knowledge gained. Coaching with experts from the Centre helped me to improve



my business plan and to transfer my production unit."

Her first activity after the seminar was an exhibition in Cameroon where for the first time, she exported her creations to another African country. Until then she had no customers in Cameroon and not even a single contact in the country. The show was a success and she secured the first firm orders outside Senegal.

Jour J is committed to purchasing raw materials from the local market whenever possible and also has a commitment to give back to the community's youth. It regularly assists in training programmes for young people interested in the field of fashion. Thiane is also patron of the Disabled Association of Senegal and at the National Institute of cuts and seams.

One of the main challenges that Thiane faces is that the Senegalese market for fashion is relatively large but with many competitors, including competitors in the black market. Counterfeited models from Jour J can be found on the black market. To stay above the competition, Thiane continually shows imagination and creativity in the design of her new models. She has been successful in standing out from her competitors. Her company's revenues have doubled in the past two years and after staying in a modest neighbourhood of Dakar for 20 years Jour J has now moved to a prominent residential area of Dakar. As a result, the company now serves a wider market of customers in the city.

Jour j
Couture

JOUR J Couture

Sacré-Cœur 3 Villa 9746,
Dakar, Senegal

www.thianediagnejourj.com



Renay van der Berg

ProComm, Brand Management & Business Consultancy

SOUTH AFRICA



"My motto is Never Assume."



Renay van der Berg is the founding owner of ProComm – a brand management and business development consultancy firm in Welkom. The firm offers a holistic consulting and a one-stop service to clients, adding value to their bottom line. It includes public relations, brands management, marketing, communication, events management, business incubation and development services, skills development and mentoring.

Renay has lived and worked in Welkom for 32 years. Her own personal ties with the community have given her the knowledge to identify gaps and opportunities as well as networking abilities. Renay thinks of her staff as the company's internal customers. They are the most important: "If the staff is willing to walk the extra mile, we can serve our customers better". Renay puts the same care in serving all external customers. She believes in their potential, as from small they can turn into the most valuable client. ProComm also works with institutions. For example, the Small Enterprise Development Agency (SEDA) has brought to the company more than 500 clients, directly and indirectly. Forming networking alliances with key stakeholders is the company's main stream of sales.

The Empretec training workshop initiated changes on the personal and business level. "Empretec made me realize to not be too strict with myself and to acknowledge my weaknesses, and focus on my strengths. I became more patient. I made some personal changes that also bring a positive change to the office's atmosphere – not so "strict and formal" anymore". The company's focus moved from public relations to brand management and business development, with an emphasis on an integrated offering.

She has since also started a new business with a partner, AJAY Business and Cooperative Incubation Services, engaging in mentoring. "I've realized that mentoring is a passion. This might just open up a new career in my fifties!"

Renay believes that setbacks are the best time for growth. Economic downturns hit regularly. However, in rough times, the company was able to diversify and lower costs. To bring operational costs down, while increasing profit margins on training, Renay started office sharing. In another downturn, Renay also took risks. "I moved to bigger offices in the main street, while everybody thought I was crazy. My income tripled in the following year".

Renay values leading by examples and also allows mistakes as she realizes that is how valuable lessons are learnt. In 2012, Renay won the prestigious award of the CEO Magazine "South Africa's Most Influential Woman in Government and Business SME Sector".

In the daily operations management, ProComm keeps all environmental factors in mind and plans accordingly. For example, office premises are very accessible to the target group, which is mostly dependent on public transport. All operations are run electronically, saving paper. Renay is also engaged to support causes such as outreach campaigns for women and youth, and she works with the local municipality to improve the local economic environment. If ever she sells the company it would preferably be to a current employee. However, as a driven professional, she sees herself becoming more involved in mentorship, helping start-ups to grow. Honouring the national call for skills transfer, she is willing to pass the torch to the new generation of young women.

PROComm
Business Development & Brand Management Consultants

ProComm
Welkom, Free State
www.procomm.co.za



Angelica M. Rumsey

Managing Director at Angel Bites Ltd

ZAMBIA



“I care about the quality, hygiene, and traceability of my food products. That is why Angel Bites’ brand packaged food stands out from similar products available on open markets.”



Angelica Rumsey is the Managing Director of Angel Bites, a general food and catering company she founded in 1997. The company trades in various local food products, such as beans, kapenta, groundnuts, local vegetables and rice, bought from local producers, dried and packaged with the Angel Bites brand. Dried foods are a delicacy in Zambia and in some neighbouring countries. Almost three quarters of the 13,000,000 Zambians enjoy eating dried foods but those available in open markets do not usually meet hygiene and quality standards, which Angel Bites' packaged and labeled products provide, together with information about their traceability. Angel Bites has access to markets in five of the ten Zambian provinces.

Applying the opportunity-seeking competency learned during the Empretec workshop, Angelica recently moved to a house with a one-acre farmland plot, where she began to grow beans, groundnuts and maize to complement what she has been buying from farmers and wholesalers. "This has helped me increase my company's profit margins and mitigate the cost of buying from others as well as the price volatility of some commodities". Besides, she can better control the quality of her products, as sometimes she faces challenges in getting good quality products from her suppliers. She is also mindful of the impact her business has on the environment: most of her produce is organically grown and she provides her suppliers with training on good agricultural practices, such as conservation farming. The next step will be the use of packaging made from recycled materials.

Angel Bites started with 5 employees and the number has since doubled. Besides Angelica, there are four permanent employees and 5 part-time workers. Among the company's permanent staff, there are three women and two of them hold management roles. Thanks to the limited size of her company, Angelica is able to motivate her staff through daily contact and regular sharing of information. She would really like her



management staff to participate in one of the next Empretec workshops, after she experienced how effective it has been to her attitude towards the business.

The sales of the enterprise have grown from US\$35,000 in 2011 to US\$50,000 in 2013. Its main competitors are based in Lusaka, where the market is the largest. Despite the significant number of competitors, Angel Bites has steadily grown over the years because Angelica succeeded in establishing long term relationships with her customers (restaurants, shops, communities) and introducing improvements in her products (quality, hygiene and traceability).

The company now aims to expand its product range and changing its business model from static sales in retail shops to an expanded distribution system through other retail outlets on a wholesale basis. Angelica's long-term plan is to expand her business into export markets in Angola, the Democratic Republic of Congo and Namibia. She also envisages selling groundnuts and beans in the United States and European Union markets.



Angel Bites Ltd

*P.O Box 34614 Zambezi Road,
Roma, Lusaka, Zambia*



Divine Ndhlukula

**Managing Director, DDNS Security Operations
(PVT) LTD trading as SECURICO Security Services**

ZIMBABWE



“I have the vision to become the leading suppliers of security solutions in the African region.”



Divine Ndhlukula is the founder and Managing Director of SECURICO. The company provides security services, guarding, cash management, electronic security system installation and monitoring and a range of private investigation and security services. Divine pursued her business idea just after attending the Empretec workshop. "Fully armed with the Entrepreneurial Competencies, I saw the opportunity in the security services sector. I founded SECURICO at my kitchen table with the full confidence that it was going to be a big business." Besides her charisma and leadership qualities, Divine also mastered the most difficult entrepreneurial competency: calculating risks. She recalls: "I took a risk and started a business in an area I had no experience in, but just armed with self-confidence and an appetite for risk taking. What helped is that I detected a gap in the market for a quality oriented service provider and the need of professionalism in the sector". In 2005, SECURICO became the first manned security services organization to be certified to the ISO 9001 Quality Management System Standard. In 2014, SECURICO protects assets estimated to be worth US\$2 billion. It is the leading supplier in the top end of the Zimbabwean economy, and it has about 20% share of the domestic market.

The Zimbabwean economic crisis that affected all sectors of the economy was the biggest challenge for the company. However, SECURICO managed to grow over 200% during this period, taking full advantage of its competitors' failures. For example, SECURICO provided accommodation to employees near places of work avoiding expensive public transport; persuaded clients with access to foreign currency to pay their bills in currency or in kind (basic commodities or fuel coupons). It also paid employees in kind and introduced a perseverance award to motivate employees.

SECURICO has received 18 business awards including the 2011 Africa Awards for Entrepreneurship and the nomination of Divine as one of Africa's most influential and successful women



by Forbes. In 2013, the company had 3,700 employees, with sales and employment growth by over 20 per cent in the past three years, with an active promotion of women employment. In an industry in which women comprised less than 1% of the workforce, women in SECURICO account for 25% of the total workforce – a governance policy that appealed to the market despite initial resistance. SECURICO now employs over 900 women, making it the largest women's employer outside of the Government.

SECURICO has been Zimbabwe's 7th Best Employer for 2 years running in the official national surveys. Divine is also engaged in the community. She supports Proudly Zimbabwe Foundation, a non-profit initiative that is spearheading the cleaning up of Zimbabwean cities. She was also invited as a speaker at the Stockholm+40 Sustainable Conference. In 2011, Divine also introduced a new product – the SHEQ Guards that provide training on environmental and safety issues at the client's premises. In the future, Divine sees SECURICO becoming the leading supplier of security solutions in the SADC region. Establishment in Zambia is already at an advanced stage.



SECURICO Security Services

P.O Box A323, Avondale, Harare

www.securico.co.zw







Special Recognitions

On the occasion of UNCTAD's 2014 World Investment Forum

Green Entrepreneurship
Social Entrepreneurship

Special Recognition for Green Entrepreneurship



Pabla Anabela Torres

BioPro - Development of Biological Pesticide

ARGENTINA



The company (BioPro) is currently in its start-up phase. The laboratory facilities and pilot plants have been completed and furnished in early 2013. BioPro does researching, developing, producing and marketing of organic products, effectively designed for crop protection and pest control. The first innovative product to be commercialized is a bio-pesticide. It's a Triple B brand, obtained from the fermentation of a fungus that attacks certain species of insects for biological control of the pest "Moth Vine Cluster". These mushrooms are safe for humans and crops. The basic principles of this bio-pesticide are: low toxicity on the environment and surrounding ecosystems, preservation of the environment and human health. TripleB has certain characteristics that make it unique and allow the production and commercialization of organic wines. These include the fact that no permanent waste is generated in the environment and crops, there is no harm to the ecosystem and respect of the natural life cycle and the easiness to handle, among others.

Because TripleB combats and controls a moth that attacks the vines, the target market is made up of vine-growers, starting from the ones established in Mendoza. The area cultivated with vineyards is of 118,200 hectares only in Mendoza, and the potential market size is of US\$43 million a year. The potential customers are vine-growers or wineries that produce organic wines or vine varieties with high enological quality grapes, as a result of the increased demand for quality wines that are competing internationally.

So far, there have been no product sales, as the product certification process is not yet completed. However, in order to insert the brand in the market, an aggressive marketing strategy is ready to be launched, taking into account that the agricultural sector is conservative in terms of introducing innovative farming practices. According to the 6-year business plan, the turnover projections are: USD 265,456 in 2014 and USD 410,759 in 2015-2016, and an average growth of 15% per year.

"To motivate my team, I believe that it is important to share the vision of the company from a social and environmental perspective; to promote sustainable agriculture."

Currently, alliances with local companies that manufacture and commercialize other organic products for agriculture (e.g. intelligent fertilizers) are being established, in order to benefit from their commercial channels and from their contacts with potential customers.

Pabla says "I benefited from the Empretec workshop at both a personal and a business level". On the one hand, she learned to recognize the characteristics of a successful entrepreneur in herself, and evaluate her strengths and weaknesses. On the other, she also acquired valuable tools and information about new sources of financing and key elements to consider in business planning and negotiations. After the workshop, one of the skills she most improved was planning. Together with her business partner, now she methodically designs every step, and then takes the time to analyze it, and to evaluate alternative options, saving a lot of time and reducing unnecessary risks and costs.

BioPro has already started working on the next product – hormones that sexually confuse insects and plagues – and to design a pheromone for "Vine Moth" production process that is specific to each region. The estimated period of R&D is 3 years, before it will be released to market.



BioPro

Chaerías de Coria, Luján de Cuyo, Mendoza, Argentina



Special Recognition for Social Entrepreneurship



Leena A. Irshaid

**Project manager, Renas Women
Cooperative Association Katarat Al-Nada**

JORDAN



The Renas Women Cooperative Association Latarat Al-Nada (Renas) started in 2008 as a project which brought together 35 unemployed female agricultural engineers in an effort for them to develop their skills through the creation of a pickle and olive manufacturing association. Since then, the project has developed into a sustainable business establishing a pickling factory. While aiming to produce high quality products, its social purpose remains and the association continually strives to mobilize unemployed women into the labour force. It engages them to take a more active role in the agricultural sector. Today, the association remains the first olive pickling factory in Jordan that is established, managed and owned by women.

As one of the founding members of Renas association and project manager of the pickling factory since 2013, Leena has instilled her strong belief in sustainable agriculture and engages with local partners, such as organic farmers, to produce the raw materials for her products. All of the factory's waste is organic and waste can be easily recycled or used as organic manure. Even the olive stones are used in artworks! The products include traditional as well as new olive products and are all natural and manually produced in Jordan. They meet international standards of health, respect the ISO20009 certification and are free of any preservatives. Among the factory's clients are five star hotels and the Royal Academy of Culinary Arts.

Leena describes the Empretec course as, "one of the most important turning points in my life." She learned the importance of systematic planning towards smart goals that she sets and revises on a regular basis. She also learned to put processes into practice that maximize the results from team work. She aims to instill the Empretec behavioural competencies in her staff and invests a lot in motivating her team. She believes this is a major challenge, especially due to the fact that she works with women who have been unemployed for a while and who have limited job opportunities. Involving them in the decision making process, encouraging them and allowing them to develop

"I believe in involving my employees in all aspects of the business. I share my short and long run goals with them and I am open for them to contribute with new products and processes. I take all of their ideas seriously and study their applicability."



self-confidence is therefore key for their development and the success of the association.

Today the factory employs 10 permanent workers and offers an additional 20 women with seasonal working opportunities. It continues to increase its impact on the community. For example, it recently acquired 3 greenhouses which local young people are developing and cultivating. The Association has taught them organic farming, in alliance with other partners.



Renas Women

Jordan- Al-Salt, Al-Balqa Applied
University Faculty of agricultural technology,
Department of biotechnology, Jordan

Find on facebook: Association Rinas the
women's cooperative







*The Award
Panel 2014*



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Business Women Association



Tweets from the Award Panel Experts

The WBA panel is composed of distinguished international experts working to promote entrepreneurship across different sectors and countries. We are proud to welcome our new panel members for 2014 and thank all of them for their passion and commitment. Here are some of the words of encouragement from selected panel members:

Jeroo Billimoria, Managing Director of Child and Youth Finance says:

"In order to create a world of financially independent female entrepreneurs we first need to ensure that our young girls are given the education and inclusiveness that they deserve. Our economic future lies with the youth and, as women and young girls make up over half the population we have a responsibility to ensure they can play an active role in shaping this new financial future."

Yann Borgstedt, Founder and President of the Womanity Foundation:

"We have a lot of data that shows that investing in women yields a lot of positive results to society, but there is one thing that is difficult to measure...the ability to dream."

Bisila Bokoko, Global Ambassador Liceu Barcelona says,

"By empowering women you empower a whole community. Through the Empretec programme we create change, dreams, and better lives for the entire collective!"

Bernice Daapah, Executive Director of Bamboo Bikes says:

"I think I can share 3 principles which have guided me as a woman entrepreneur; First, have a clear direction and see entrepreneurship as a calling and not a last resort, Second, invest in a business you are familiar with and passionate about; Third, know that success is a journey that is wrought with a lot of challenges."

Roland Dominicé, CEO of Symbiotics says:

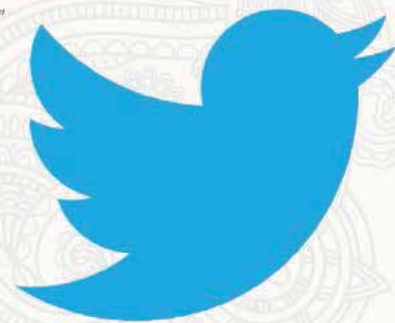
"What better poverty alleviation effort than to push capital flows into low income households, allowing women to take better charge of their families' livelihoods through entrepreneurial activities."

Rob Edwards, Senior Partner, Solutions in Publishing, says:

"Women entrepreneurs have a vital role to play in sharing their own stories to empower and inspire other women in business and beyond, giving them a voice and therefore a more significant role in shaping the future."

Khalil Hamdani, Special Adviser says:

"The WBA creates role models for others. More women now want training and the rewards of entrepreneurship that come from a tiny idea, huge motivation and much hard work."







*United Nations' Initiatives
in Women's Entrepreneurship*

International Labour Organization

Women's Entrepreneurship Development (WED):

ILO's Women's Entrepreneurship Development programme (ILO-WED) works on enhancing economic opportunities for women by carrying out affirmative actions in support of women starting, formalizing and growing their enterprises. ILO-WED aims to create an enabling environment for WED that generates quality jobs, to build institutional capacity in WED to develop tools and support services for women entrepreneurs.

www.ilo.org/empent/areas/womens-entrepreneurship-development-wed/lang-en/index.htm

Africa Commission, the Youth Employment Network and the ILO

Youth Entrepreneurs Facility - Youth to Youth Fund

2011: In 2011, the objective of the Youth-to-Youth Fund in the United Republic of Tanzania and Uganda is to identify implementable project ideas that contribute specifically to the development of entrepreneurship and business opportunities for young women.

The Youth-to-Youth Fund component of the Facility offers local youth-led organizations an opportunity to actively participate in the development of youth entrepreneurship in their communities.

www.ilo.org/public/english/employment/yen/whatwedo/projects/y2y/yef/yef.htm

International Trade Center

Women and Trade Programme:

The aim of ITC's Women and Trade Programme is to bring greater economic benefit to women through increased participation in export trade. ITC works with governments and trade support institutions on projects targeting both women entrepreneurs, and women working in export-oriented value chains.

www.intracen.org/projects/women-and-trade/

United Nations Conference on Trade and Development

Empretec Women in Business Awards:

Empretec inspires women entrepreneurs in developing countries and countries with economies in transition to start, grow and develop their businesses. Since its formation in 1988, Empretec has successfully trained over 300,000 people in 35 countries – helping to found or expand businesses, and creating thousands of jobs in the process. The Empretec Women in Business Awards started in 2008 with the aim to celebrate exceptional women entrepreneurs who have benefitted from the Empretec programme and have served as role models for their communities.

www.empretec.net

Women's Entrepreneurship and Innovation:

This recent report by UNCTAD investigates the drivers of entrepreneurship and innovation according to gender in both developed and developing countries. It examines the impediments to entrepreneurship and innovation and analyses whether these impediments vary by gender and development context and

provides policy recommendations in the area of women entrepreneurship.

ICT and Women's Entrepreneurship:

UNCTAD promotes more effective application of ICTs for enterprise development, including women's entrepreneurship, in developing countries. It is committed to combatting the "gender digital divide" wherein women entrepreneurs – due to lack of literacy, skills, access, resources and other factors – are excluded from the opportunities and benefits offered by ICTs. UNCTAD has prepared a practical guide aimed at helping policymakers and development practitioners to formulate more effective policies in the area of ICTs and women's entrepreneurship.

unctad.org/en/Pages/DTL/STI_and_ICTs/ICT4D-Women.aspx

FDI and Gender:

UNCTAD is currently doing research on the impact of investment by transnational corporations (TNCs) on development, from a gender perspective. It focuses on gender equality, spanning from the wage and employment impact of TNCs, and related potential for women empowerment.

www.unctad.org/diae

United Nations Development Programme

Women's Economic Empowerment:

Supporting women's entrepreneurship through training in production skills and techniques, business management and functional literacy.

www.undp.org/content/undp/en/home/ourwork/womenempowerment/overview.html

United Nations Industrial Development Organization

Rural and Women Entrepreneurship (RWE):

The aim of UNIDO's Rural and Women Entrepreneurship (RWE) Programme is to contribute to poverty reduction through entrepreneurship development – with a focus on rural development and gender equality. The essential elements in this Programme are to create a business environment that encourages the initiatives of rural and women entrepreneurs and to enhance the human and institutional capacities required to foster entrepreneurial dynamism and enhance productivity.

www.unido.org/index.php?id=5606

UN Women

Women, Poverty & Economics -

Economic Empowerment:

In more than 40 countries UN Women supports women to reshape conditions at both ends of the economic spectrum – from boosting women's participation in economic policy-making to supporting efforts to provide women and their communities with practical skills needed for securing sustainable livelihoods. UN Women also works to strengthen women's rights to land and inheritance, increase their access to credit and decent work, and empower women migrant workers as well as home-based workers. Recently, in partnership with SEED Initiative, UNEP and UNIDO, it has developed the "Knowledge Gateway for Women's Economic Empowerment."

www.unwomen.org





