



Aid for Trade and SME Competitiveness

Fiorina Mugione. Oct 2014



UNITED NATIONS
UNCTAD

Ecuador, building an innovative and entrepreneurial country by
THE STORY OF PEDRO: just a kid in Ecuador today

20-20



Pedro 10 years



16 years: high school



21 years: no advice: look for
a job or start-up?



25 years: dealing
with the admin



26 years: First start-
up HOT DOGS



28 years: tough
to access credit



Scared to fail



Pedro 30
years

The UNCTAD Entrepreneurship Policy Framework comprises 6 areas that have a direct impact on entrepreneurial activity

1

Formulating National Entrepreneurship Strategy

2

Optimizing
the Regulatory
Environment

3

Enhancing
Entrepreneurship
Education and
Skills Development

4

Facilitating
Technology
Exchange and
Innovation

5

Improving
Access
to Finance

6

Promoting
Awareness and
Networking

GUIDING FRAMEWORK FOR YOUTH ENTREPRENEURSHIP

1

Design an integrated youth entrepreneurship strategy

2
Creating an enabling regulatory environment for young people

3
Embedding Youth entrepreneurship in education

4
Enhancing technology and innovation for and among youth

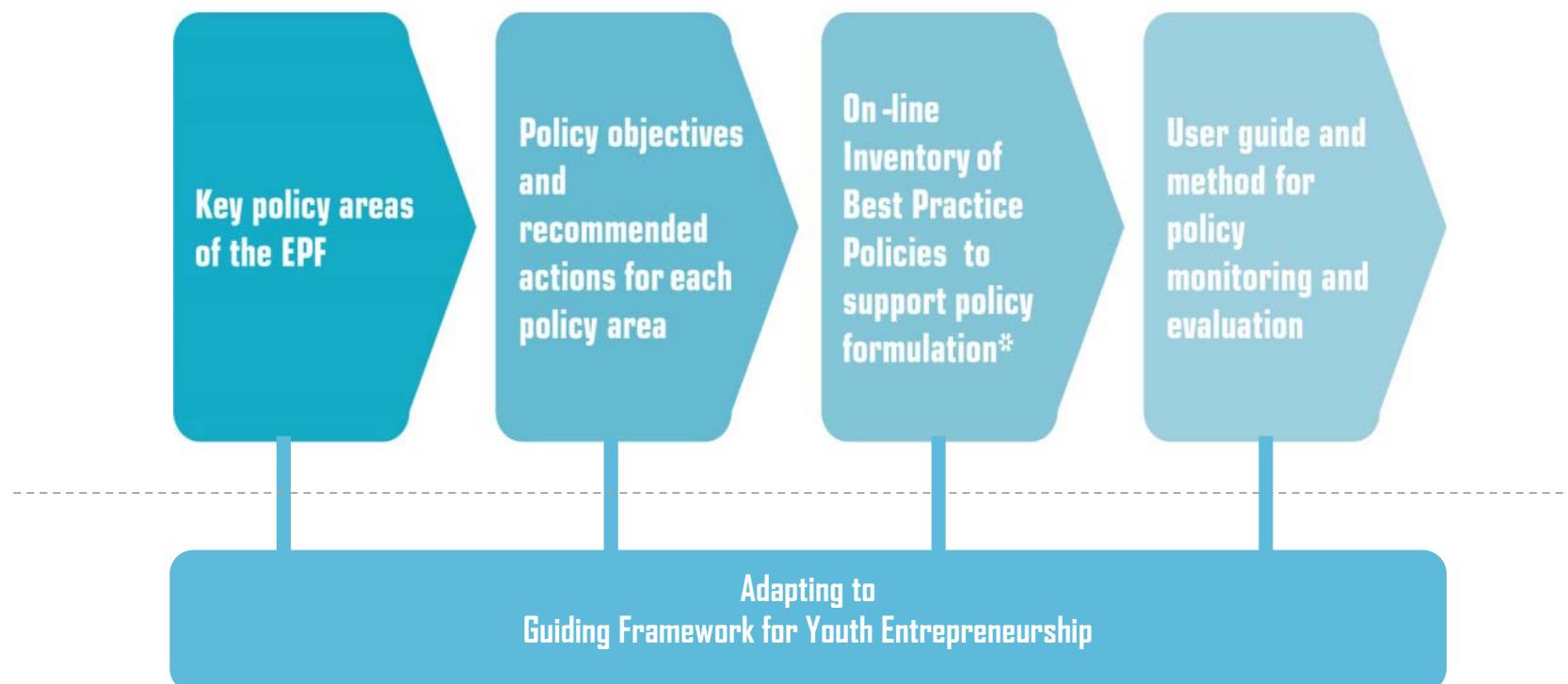
5
Ensuring a youth Financial inclusion

6
Promoting networks for and among youth

UNCTAD's Entrepreneurship Policy Framework

Youth entrepreneurship development requires an enabling **entrepreneurship eco-system**

UNCTAD's Entrepreneurship Policy Framework as a base to enhance the entrepreneurship eco-system



Ecuador, building an innovative and entrepreneurial country by
THE STORY OF PEDRO BY 20-20 20-20



Pedro-10 Years



16 years:
Development of
entrepreneurial
competencies



21 years: Bootcamp on
Entrepreneurship and
Innovation



25 years: Public
Private Partnership
improving business
environment



Network
support



28 years: Information
to create innovative
start ups



29 years: Access
to Finance



Pedro- 30 years
Entrepreneur

ESTRATEGIA DE EMPRENDIMIENTO E INNOVACIÓN 2020



VISIÓN 2020

Impulsar el surgimiento y desarrollo de emprendedores y de empresas innovadoras con potencial exportador, para que contribuyan a la transformación de la matriz productiva y al fortalecimiento de las bases competitivas de la economía, al despliegue de talento innovador, agregación de valor a los productos y a la generación de empleos productivos.

AVANCES REALIZADOS

- Oct'13 - Jul'14
- Mapeo de actores del ecosistema
 - Identificación y priorización de brechas.
 - Construcción y diseño participativo de la estrategia de emprendimiento e innovación



Participación público-privado-academia

ENFOQUE SISTÉMICO

Apoyo en las fases del proceso emprendedor: gestación, desarrollo inicial, puesta en marcha, escalamiento, internacionalización.



INNOVACIÓN Y EXPORTACIÓN

Apoyo a emprendimientos innovadores con orientación exportadora



ENFOQUE INTEGRAL

Dominios del Ecosistema: Innovación, Mercados, Políticas y marco normativo, Financiamiento, Cultura



ARTICULACIÓN INSTITUCIONAL



APRENDIZAJE CONTINUO



ENFOQUE EN LAS CADENAS PRODUCTIVAS



COBERTURA NACIONAL

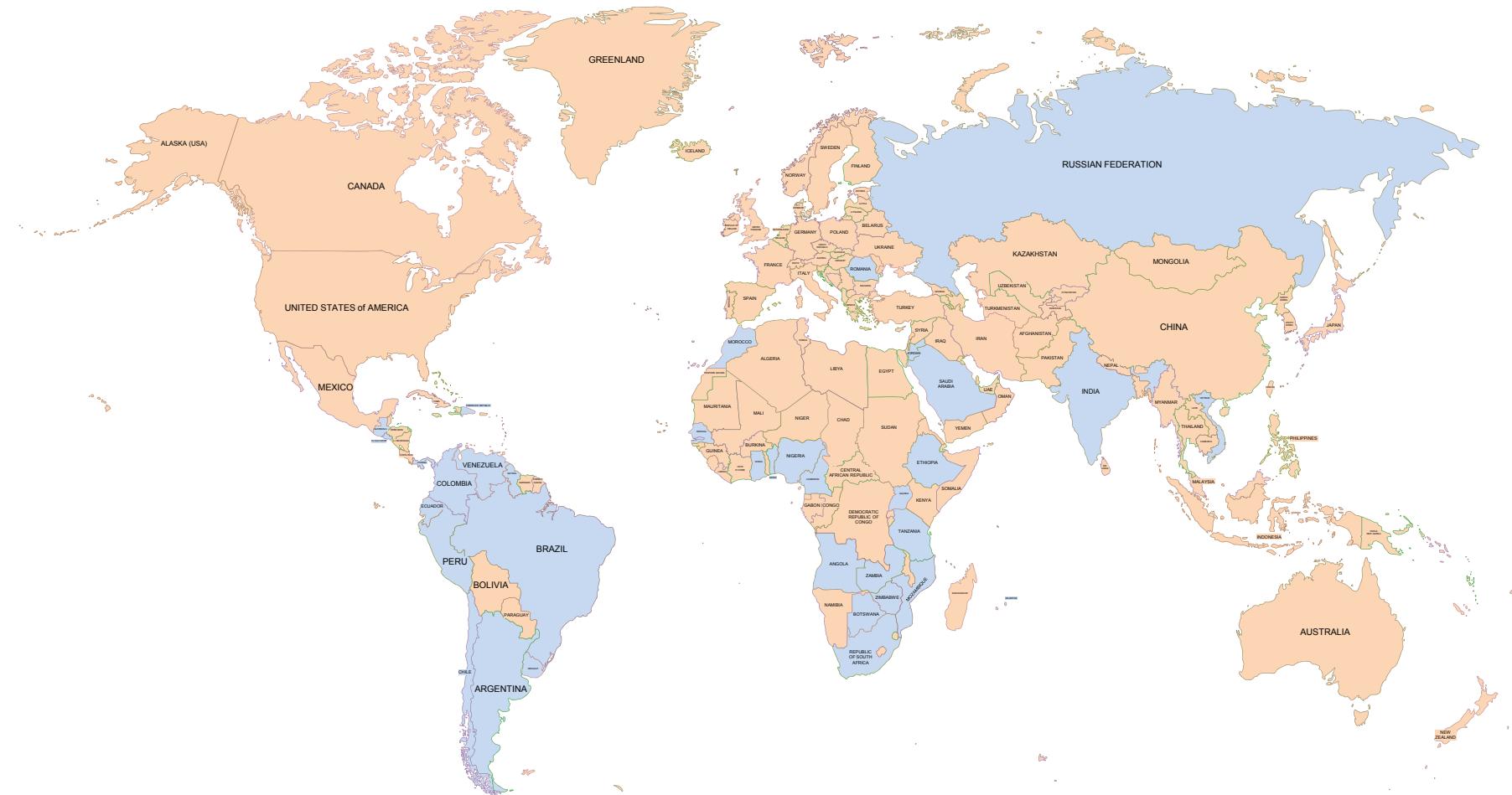


¿QUÉ SE QUIERE LOGRAR?

- Aumento de nuevas empresas con gran potencial de exportación
- Generación de ingresos
- Generación de fuentes de empleo

Cambio en la Matriz Productiva

Empretec Centers Worldwide

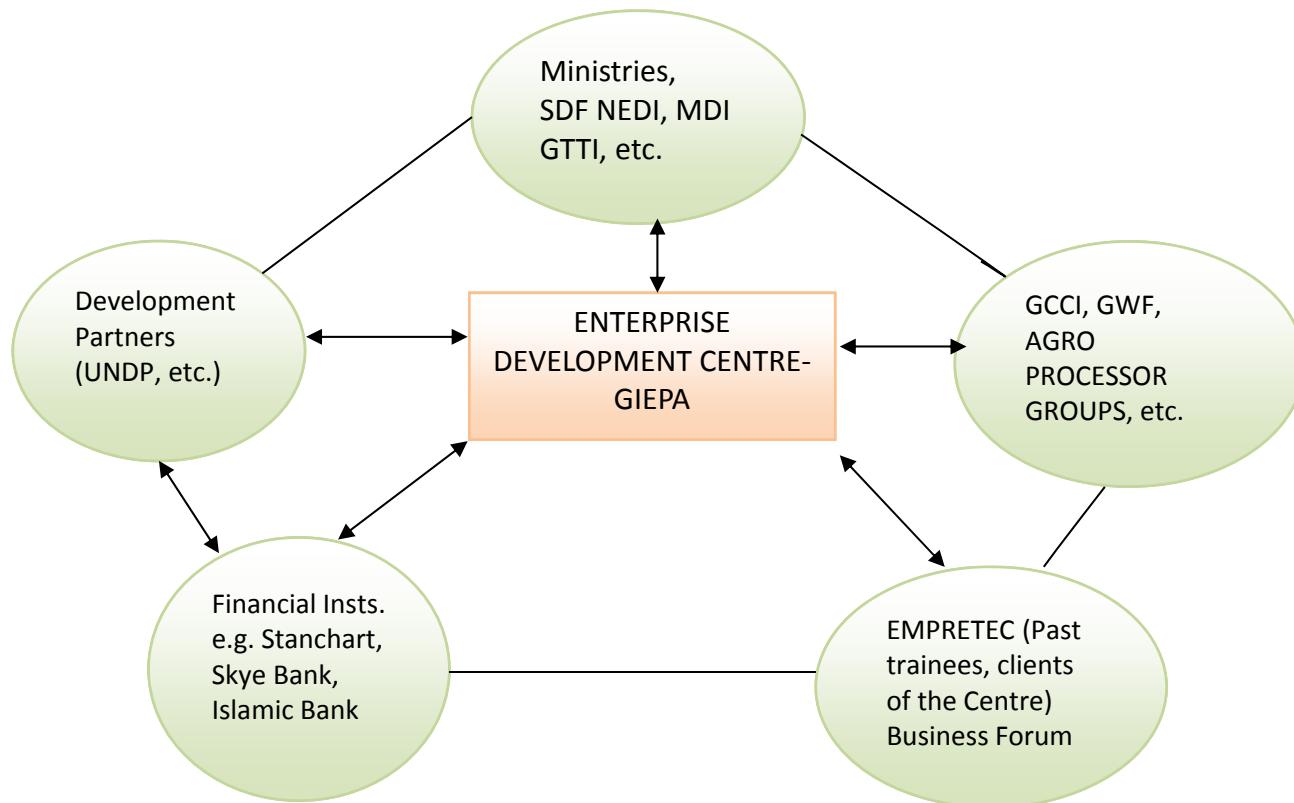


UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT



AID FOR TRADE: AS RESULT OF THE INTEGRATED FRAMEWORK ESTABLISHMENT OF EMPRETEC MODEL IN THE ENTERPRISE SUPPORT PROGRAMME IN THE GAMBIA

Project Partnership Arrangement



ONE UN PROGRAMME: The Business Case for Green Building in Zambia - ILO lead agency, UNEP, UNCTAD, ITC

Construction of complete housing units



Incremental building, upgrading and retrofitting



Construction of expandable starter cores



Capital-intensive approach
► *reduces affordability, unless otherwise mitigated*

Largest currently existing market segment

High affordability and strongly growing demand projected for the future

The challenges to meet may be represented as:

Social Acceptance	✓
Availability	✓
Affordability	✓
Scalability	✓
Sustainability	✓

For more information:

www.empretec.net

www.unctad.org

<http://unctad-worldinvestmentforum.org/>

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