

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

**UNCTAD**



Empretec  
**WOMEN IN  
BUSINESS  
AWARD  
2012**



UNITED NATIONS  
UNCTAD



The logo for Empretec, featuring a stylized 'E' icon followed by the word 'empretec' in a lowercase, sans-serif font.

Empretec

WOMEN IN  
BUSINESS  
**AWARD**  
**2012**



## ACKNOWLEDGEMENTS

This publication is the result of the work of the Empretec team in the Entrepreneurship Section of the Enterprise Branch at UNCTAD's Division on Investment and Enterprise. It has been prepared under the overall guidance of James Zhan, the supervision of Tatiana Krylova, the leadership and conceptual work of Fiorina Mugione and the coordination of Kristin Keveloh.

This publication would not have been possible without the work, efforts and dedication of a number of contributors. Constructive commentary has come from Dorothy Dillard and Fulvia Farinelli.

The publication benefited from the editorial comments given by Alan Sternberg and the layout and desktop publishing by Karima Aoukili.

Special thanks go to Dr. Margarita Cedeño de Fernández, First Lady of the Dominican Republic, Anthony Gribben from the European Training Foundation, author Gayle Tzemach Lemmon, Peer Stein and Marieme Esther Dassanou from IFC who contributed to this publication by sharing their experience and thoughts on women entrepreneurship in the chapter "Thoughts from Experts".

Thanks also go to the Empretec Directors who provided us with the amazing stories of their nominees and to the 10 finalists of the WBA who shared their exciting stories with us.

## CONTENTS

	ACKNOWLEDGEMENTS	I
	CONTENTS	II
	PREFACE	III
ABOUT EMPRETEC AND THE WOMEN IN BUSINESS AWARD		V
	10 FINALISTS 2012	1
	AWARD PANEL 2012	23
	IMPACT	27
THOUGHTS FROM EXPERTS		33
	INITIATIVES	41

## PREFACE

The case for gender equality is unequivocal. It is a fundamental condition for the full enjoyment of human rights and a crucial factor in reducing poverty and spurring economic growth. Its importance is highlighted in Millennium Development Goal 3 on promoting gender equality and empowering women.

Discrimination against and marginalization of women make societies worse off. Just as with income inequality, gender discrimination tends to reduce growth and to hold back development by crippling a significant part of society's human capital – in this case 50 per cent. By contrast, there is ample evidence that enhanced opportunities for women lead to improvements in poverty reduction and to accelerated economic growth. It is therefore high time for gender equality to be incorporated more broadly into development efforts, including measures related to trade, investment and entrepreneurship.

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 concerns are incorporated in a meaningful way in economic policies, including trade, investment and enterprise development. As part of its mandate, UNCTAD has been working on gender and development-related issues since the 1990s. UNCTAD activities include research, intergovernmental discussions, capacity-building for policymakers, training of entrepreneurs, and the sharing of lessons, best practices and examples. UNCTAD is currently analysing how innovation affects women entrepreneurs and how science and technology can be made more responsive to the needs of women.

The Accra Accord resulting from UNCTAD's twelfth Ministerial Conference – held in Accra, Ghana, in April 2008 – requested the organization to strengthen its work on the linkages between trade and internationally agreed development goals and objectives, including those related to gender, and to make efforts to mainstream cross-cutting issues of gender equality and the empowerment of women in all its work. UNCTAD is currently in the process of implementing a strategy of "gender mainstreaming" in the substantive work of the organization. Its purpose is to better enable UNCTAD staff and the whole organization to address gender-related issues and to look at the topics included in UNCTAD's mandate through a "gender lens".

UNCTAD has carried out a research project on women entrepreneurship and innovation, supported by the Swedish Government. The project examined the process of innovation from a gender perspective in both developed and developing economies. It examined what impediments to innovation there may be from a structural or societal perspective and how these impediments may vary by gender. The report suggested policy recommendations and best practices to foster a greater level of innovation in women-owned enterprises.

UNCTAD, in its role as Lead Agency of the United Nations Inter-agency Task Force on Gender and Trade, has produced a resource paper on gender equality and trade policy which reflects the views of the United Nations system on the issue. The paper is intended to enhance policymakers abilities to ensure that men and women equally benefit from trade.

UNCTAD is also exploring the exposure of women's employment to international trade and the consequent impacts trade policies have on households. As trade policies have a direct impact on employment, some sectors benefit from trade preferences or trade agreements, while others see a decline in employment due, for example, to growing imports of competing products or to the relocation of production. Trade agreements may enhance or hinder exports in sectors where women are most active. The consequent upturns or downturns in these sectors offer female workers new employment and training opportunities or, conversely, expose them to redundancy, unemployment and underemployment.

Through its Empretec programme, UNCTAD promotes entrepreneurship among women in developing economies, including least developed countries. As its spin-off, the Empretec Women in Business Awards have been presented biannually to women trained by Empretec, who have excelled in developing innovative business ideas, providing jobs and increasing income in their communities. Both the programme and the awards have had a very real impact on the lives of recipients, on their access to education and resources, and on their motivation to continue developing their enterprises.

I hope that UNCTAD's Women in Business Awards will serve to highlight the challenges faced by women in entrepreneurship, and provide an incentive for women in all countries to rise to the challenge and become entrepreneurs.

UNCTAD will hold its thirteenth quadrennial Conference in 2012 in Doha, Qatar. Gender issues will figure prominently at UNCTAD XIII. The Women in Development event, which will run all day on 23 April, will provide the opportunity to discuss the crucial role that women could play towards more equitable, inclusive, prosperous and democratic societies. It will discuss ways and means of ensuring that women's knowledge, skills and talents are fully utilized, for their own benefit and for that of society.

21 December 2011



Supachai Panitchpakdi  
Secretary-General of UNCTAD

## ABOUT EMPRETEC AND THE WOMEN IN BUSINESS AWARD

While the number of women entrepreneurs is growing across the globe, women still have lower participation rates in entrepreneurship than men and are generally engaged in different areas of entrepreneurship from men (although this pattern is not universal – see the accompanying article “Going Beyond Micro”). Studies have shown that women-owned enterprises are, to a much higher proportion, located in the informal sector than are firms owned by men. The firms also tend to be smaller. Additionally, women often carry an extra burden: they must divide their time between business and family. The result is that women generally remain low wage earners with low levels of marketable skills. They are usually among the first to be laid off during economic downturns.

Clearly, it is both economically and socially important to remedy this situation. Steps are needed to support and promote entrepreneurship among women. Women should be offered training, assistance and mentoring in how to establish and expand a business. And these services should be tailored to women’s needs. UNCTAD’s Empretec programme and the Empretec Women in Business Awards are intended to serve this purpose.

### Empretec

Empretec helps promising entrepreneurs build innovative and internationally competitive micro-, small-, and medium-sized enterprises.

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, which is delivered in 6- to 10-day sessions, focuses on motivation and strengthening entrepreneurial talents

Since its inception in 1988, the Empretec network has expanded to 32 countries. In cooperation with national counterparts, the programme has assisted more than 240,000 entrepreneurs through local Empretec centres by 2011. These entrepreneurs have founded and/or expanded

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_9780](https://www.yunbaogao.cn/report/index/report?reportId=5_9780)

