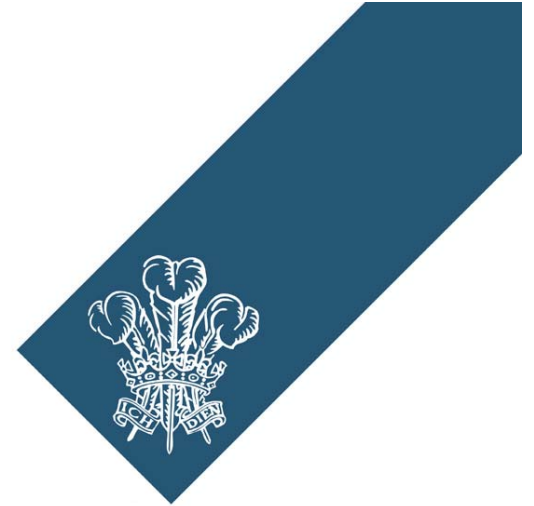




**Andrew
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THE PRINCE OF WALES
INTERNATIONAL BUSINESS
LEADERS FORUM

UNECE Regional Forum for Women Entrepreneurs

Enterprise & entrepreneurship



- Increasing importance to governments
- Major development challenge within UN
- Create employment
- Ease social pressures
- Improve economic and social prospects
- Improve regional and international trade

Need for entrepreneurs



- Engines of economic growth
- SMEs are fastest growing businesses
- Create most new jobs
- Innovators and inventors
- Create technological change
- Often drive social change

Global manager

- Must be flexible
- Must have an open mind
- Must be a team builder
- Must be culturally aware
- Must be patient
- Must be able to communicate

Entrepreneurial qualities



- Determined
- Able to motivate people
- Capacity for hard work
- Flair
- Lateral thinking
- Imagination

Entrepreneurs require



- Different attitudes as well as skills
- The ability to create and translate ideas into events or action
- Timely knowledge and strong networking skills

Prescription for success



- Passion
- Intelligence and clarity of thinking
- Great communication skills
- High energy level
- Positive attitude

Strengthening entrepreneurs



- Build local, regional and international networks
- Share information and ideas
- Promote entrepreneurship
- Demonstrate your success
- Consider developing business incubators

Strength of networks



- Provide business links
- Opportunity to share ideas and exchange information
- Provide entry to new markets
- Strengthen role as advocates
- Increase influence

A good incubator



- Quick and easy access to support
- Flexible leases
- Like-minded people
- Access to high-speed network connections
- Room for expansion
- The right location for your business
- The right impression for clients

6 strengths of incubation



- Achieve higher survival rate
- Encourage faster growth
- Help identify investment opportunities
- Help create new businesses and jobs
- Facilitate commercialisation of ideas
- Tackle economic development issues

Developing young entrepreneurs



- Youth Business International
- Active in 30 countries
- Aimed at unemployed and underemployed young people
- Providing mentors
- Providing access to seed funding

Think like an entrepreneur



- Research your sector
- Be innovative about financing
- Be prepared to take risks
- Be flexible and capitalise on opportunities
- Never be off duty

- Use all types of networks
- Ask for all the help you can get
- Take a long term view
- Remember why you started your own business
- Have fun



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