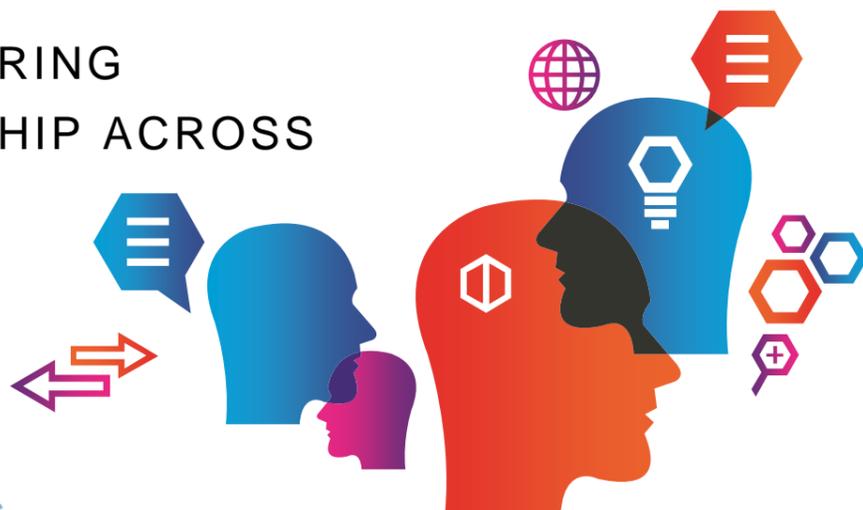


## EMPRETEC: INSPIRING ENTREPRENEURSHIP ACROSS THE WORLD

Empretec is the flagship capacity-building programme of the United Nations, and is hosted in Malaysia by the National Association of Women Entrepreneurs of Malaysia (NAWEM). Empretec was set up by the United Nations Conference on Trade and Development (UNCTAD) to promote innovative and internationally competitive, sustainable small and medium enterprises. The programme is implemented through Empretec's National Centres, which are currently in operation in more than 35 countries. Since its formation in 1988, Empretec has successfully trained over 300,000 people – helping to found or expand businesses, and creating thousands of jobs in the process.



“ Empretec inspires entrepreneurs in developing countries and countries with economies in transition to start, grow and develop their businesses. The main beneficiaries are aspiring entrepreneurs, women entrepreneurs, small businesses, young people and employees of large public or private firms ”

### A PERSONAL PROGRAMME OF PRACTICAL HELP

The programme has four main products: Empretec Training Workshop (ETW), Business Development Services (BDS) component, Empretec networks, and an institutional facility (i.e. Empretec programme/centre).

ETW is the central product of Empretec. It aims at coaching entrepreneurial behaviour and attitudes by focusing on 10 key competencies of a successful entrepreneur. It is supplemented by training-of-trainers workshops to develop local trainers.

## EMPRETEC Entrepreneurship Training Workshop



At the heart of the Empretec service is the Empretec Training Workshop (ETW). The ETW promotes a methodology of behavioural change that helps entrepreneurs put their ideas into action and helps fledgling businesses to grow. Training is initially delivered by international master trainers who, in turn, would train local participants to become master trainers. All trainers are also entrepreneurs.

The Empretec Training Workshop is an intensive entrepreneurship training programme for building the personal entrepreneurial skills of the individual through an interactive process of role-play, structured exercises and experience-sharing modules.

The Empretec Training Workshop is **6 days (48 hours)** and consists of **30 participants**.

The workshop focuses on the **ten Personal Entrepreneurial Competencies (PECs)** that worldwide research has found to distinguish successful entrepreneurs. Lectures, films, exercises, role-play and business creations and competitions all form part of the framework for understanding how a particular PEC is related to the success of an entrepreneur.

## BENEFITS OF THE WORKSHOP

Empretec is different from other programmes in the sense that the methodology used during the workshops is based on a behavioural approach to entrepreneurship. The Empretec Programme strives to identify and reinforce these successful entrepreneurial traits through self-assessment and individual transformation, and business simulation activities.

Successful graduates of the programme obtain a clear vision of what they want to do with their businesses in the short- and long-term. It seeks to build a 'culture of entrepreneurship' where participants become open-minded and forward thinking, and look for win-win situations.



### KEY FEATURES: MOTIVATION AND PERSONAL COMPETENCIES

The Empretec methodology is based on the finding that everyone has an inner motivation to improve. This 'motive for action' is divided into three motivational categories: achievement, affiliation, and power. There are **10 personal entrepreneurial competencies**, which form the basis of the Empretec Training Workshop. They are:

- Opportunity-seeking and initiative
- Persistence
- Fulfilling of commitments
- Demand for quality and efficiency
- Calculated risk-taking
- Goal-setting
- Information-seeking
- Systematic planning and monitoring
- Persuasion and networking
- Independence and self-confidence



## Registering for the Workshop

**Workshop date: 26 March to 31 March 2017 (6 days)**

**Venue: 13-01, Menara PJ Pusat Perdagangan AMCORP 18, Jalan Persiaran Barat 46050 Petaling Jaya Selangor**

**Time: 8:30AM to 6:00PM**

The workshop is open to all NAWEM members who are business owners. To register, email the following information to Arasi of NAWEM at [arasinew@gmail.com](mailto:arasinew@gmail.com):

1. Full Name
2. Company Name
3. Mobile Phone Number
4. Email Address

You may be required to attend a preliminary selection interview. Final selection for the workshop is based on a Skype interview with Empretec Master Trainers.

For more information, please call or WA Anusuya @0162132153

