

News from Youth Business International

October 2011

Showcasing the work of Youth Business International
– a global network of independent initiatives helping
young people start their own business



*YBI makes significant commitment to the
MENA region at the Clinton Global Initiative*

*Exciting new partnership between the Kenya
Youth Business Trust and Comic Relief*

*First two winners announced in the
Entrepreneur of the Year competition 2011*

*HRH The Prince of Wales meets young
entrepreneurs at the Perth Races in Scotland*



YBI makes significant contribution to the MENA region at the Clinton Global Initiative in New York

Youth Business International announces a commitment to help address the jobs crisis in the Middle East and North Africa through the creation of 7,000 new businesses.



From left to right: Her Majesty Queen Rania of Jordan; Andrew Devenport, YBI Chief Executive; Abdulaziz al-Mutairi, CEO of The Centennial Fund, Hamida Essma, Enda inter-arabe; President Clinton at the CGI event in New York

Chief Executive of Youth Business International Andrew Devenport was in New York City to make a commitment to work with The Centennial Fund, a leading member of YBI based in Saudi Arabia.

YBI will focus its attention on six countries – Jordan, Morocco, Palestine, Saudi Arabia, Syria and Tunisia – with the aim that over three years 7,000 new businesses will be created, resulting in 20,000 jobs throughout the region.

The recent events of the Arab Spring have demonstrated the urgent need for a specific focus on job creation for youth in the MENA region. Youth unemployment in the region is at 24% in North Africa and 25% in the Middle East, and young people are four times more likely to be

unemployed than adults. The creation of successful, sustainable businesses is one of the most effective ways to reduce unemployment and create growth.

“We need to raise approximately US\$24m to fulfil this commitment,” said Andrew Devenport. “We are urging organisations who are interested in building a stronger entrepreneurship culture among young people in the Middle East and North Africa to work with us to turn this commitment into a long-lasting legacy for the region.”

To implement the partnership, YBI will build on its extensive experience in youth entrepreneurship around the world, particularly through the contribution of The Centennial Fund

which has helped 4,000 young people start their own business.

The partnership will enable YBI to increase the scale of its two members in Saudi Arabia and Syria (BIDAYA) and create new partnerships across the other four countries, which will result in integrated, country-wide youth entrepreneurship interventions in each location.

YBI is already in discussions with a number of partners from government, business and civil society to secure the resources needed for this commitment but is looking for more organisations to join the commitment to build a powerful partnership to address the jobs crisis in the MENA region.

Exciting new project in Kenya begins to deliver results

A new partnership between YBI and Comic Relief in Kenya has already produced its first graduate trainees.



A new three year partnership is enabling YBI member in Kenya, the Kenya Youth Business Trust (KYBT), to reach over 500 young people in the Kibera slum area of Nairobi. The programme aims to provide young people with comprehensive training to improve their employment prospects. From these young people over 100 will go on to receive YBI's model of training, technical support and access to capital, helping them start their own business in their community.



Above: Members of the first outreach session work together on an employment skills task

The Kibera slum is the third-largest urban slum in the world and its residents live in the most challenging conditions, lacking access to services such as electricity and running water. Unemployment in Kenya is estimated at 40% and this rate increases even further for young people.

KYBT has developed strong ties with communities in Kibera and works to encourage young people into self-employment through entrepreneurship, creating jobs and growth in their communities.

The project, which started earlier this year, will run until March 2014. In this time KYBT will deliver a comprehensive outreach programme that combines training with loan and mentor support. The overall aim of the project is to build participant's skills

directly, enabling them to set up in business and generate employment. For the young people who receive training but do not go on to receive a loan from KYBT, their job prospects will have been significantly improved by the established course of employment skills which KYBT delivers through the 'Start Your Business Idea' programme. The second course, 'Improve Your Business' is aimed at active entrepreneurs who would like advice on how to grow and develop their businesses.

The first graduating group, 19 students from Start Your Business and 13 from Improve Your Business received their diplomas at a ceremony in Nairobi in late September.

Commenting on the effects of the programme so far KYBT Programme

Manager Eunice Ogolo said: "For me the greatest impact of the training on the young entrepreneurs has been an improvement of self-confidence and belief. They have been able to see the possibility of running successful businesses and even expanding to employ others. Crucially they have acquired relevant skills and some best practice rules of entrepreneurship!"

The programme also has a special focus on improving the employment prospects of women in the Kibera slum. Currently, due to a lack of experience and low levels of confidence among women, only 30% of the entrepreneurs that KYBT support are female. This project will ensure that 60% of those trained and those supported to start in business are women.

The project will also help to create links across communities in Nairobi and to improve the living conditions of the young people engaged in the project. As part of this initiative, KYBT will recruit new mentors from within the Kibera community.

"This is an exciting development both for YBI and KYBT," said Andrew Devenport, YBI Chief Executive. "This partnership with Comic Relief will allow us to strengthen civil society and provide sustainable employment in one of the poorest communities on the planet."



Above: The first graduating class receive their diplomas in Nairobi, Kenya

First two winners announced in the YBI Entrepreneur of the Year competition 2011

Amena Begum wins the Barclays Capital Journey to Enterprise title and Deki Wangmo from the Kingdom of Bhutan is selected as the Woman Entrepreneur of the year.

Amena Begum, who owns Amir Tailors and Boutique in the Bangladeshi capital of Dhaka has been chosen as the winner of the Barclays Capital Journey to Enterprise award.

Amena established her business as a means of supporting her three children after being widowed as a young woman. Amir Tailors and Boutique has since grown into a firm employing eight staff with strong links to some of the key retailers in Bangladesh. Alongside her growing business Amena manages a training centre where she shares her skills with other vulnerable young women.

In a first for the Entrepreneur of the Year competition, the staff of key supporter Barclays Capital selected Amena from a shortlist of three finalists after watching video profiles online.

Staff at the bank decided that it was Amena who best embodied the criteria for the Journey to Enterprise award, having overcome significant adversity on the road to becoming a successful entrepreneur.

In another of the competition's main categories, the selection panel named Deki Wangmo from Thimpu in the Kingdom of Bhutan as the Woman Entrepreneur of the Year 2011.

Deki is a successful automotive entrepreneur who realised that there was a demand for a local tyre retreading firm in Thimpu. Previously her customers had been forced to travel to India for a similar service.

Her business is highly entrepreneurial, managing to both exploit a gap in the market and bring a much needed service to the local community.

Despite the fact that Bhutanese tradition dictates that women usually stay at home and support their husbands, Deki has established a thriving business in a highly competitive sector. She has found such success that her highly profitable business is employing eight staff, including her husband!

Choosing Deki from a strong field of candidates, the selection panel said they were particularly impressed

Don't forget that voting for the People's Choice award is open to everybody NOW (Nov 10-16 2011) Log onto <http://awards.youthbusiness.org> to watch video profiles and cast your vote for the winner!

with her tireless determination and remarkable work ethic.

Currently Deki works 12 hour days, six days a week and shares in the highly physical work of lifting and resoling the tyres.

She does all this alongside raising a young child and providing for members of her extended family.

The two winners will both fly to London, along with a representative of the YBI member who supported their business, where they will be guests of honour at the Entrepreneur of the Year awards dinner in November.



Above: Bhutanese entrepreneur Deki Wangmo goes over the accounts at Buddha Tyre Resoles



Above: Amena Begum alongside some of the vulnerable women that her organisation supports.

HRH The Prince of Wales meets young entrepreneurs at the Perth Races in Scotland

Six entrepreneurs who received support from The Prince's Scottish Youth Business Trust (PSYBT) had the chance to present their products to YBI President HRH The Prince of Wales.

The Prince was attending The Prince's Charities Race Day at Perth Race Course, an event hosted by the Prince to support his many charitable concerns. The night before the races PSYBT hosted a fundraising dinner which generated almost £100,000 for the charities.

The Prince met with volunteers from the charity and a selection of Scottish entrepreneurs, ranging from a handmade craft soap manufacturer to the owner of a knit wear and textiles company. The young business people shared their experiences of the challenges they faced setting up in business and the support they received from PSYBT.

Rounding off a successful day, and in a real boost to the profile and of PSYBT, the charity and entrepreneurs were featured on national television show 'The Hour'.



Top: HRH The Prince of Wales meets with young Scottish entrepreneurs
Bottom: Staff and volunteers were out in force raising money for PSYBT

Youth Business Hong Kong launches community outreach on Commercial Radio



Above: Mentors and entrepreneurs take part in recording of the new shows on Commercial Radio.

Youth Business Hong Kong (YBHK) has partnered with Commercial Radio, one of the region's oldest radio networks, to launch two exciting new programmes aimed at encouraging and supporting young business people.

The first programme, 'Open Biz', is a reality radio programme featuring YBHK entrepreneurs pitching their business ideas to a panel of expert business people. In the one-hour episodes the entrepreneurs were able to promote their business and get feedback on their ideas from the experienced guests who also provided valuable suggestions and advice.

'On A Clear Day' is a chat show focused on the experiences of entrepreneurs in Hong Kong. In each of the 19 episodes host Vincent Wong interviewed a different YBHK entrepreneur to learn more about their business

and the challenges they faced on their journey to business success.

This new wave of programmes provide a significant amount of media exposure for YBHK, helping the public appreciate both the organisation's important work and the determination of young people who choose an entrepreneurial career, while providing more job opportunities for other young people.

Equally important is the fact that the two series have given some young businesses people priceless exposure to professional expertise and advice.

YBHK have received positive feedback from the episodes which have been broadcast so far and hope to secure new series in future schedules to further promote the cause of youth enterprise in Hong Kong.

Stories from around the Caribbean

A round up of the many exciting examples of cooperation and enterprise development taking place among YBI members in the Caribbean.



YBI members in the Caribbean continue to deliver a range of new services and exciting events to their members. Here is a short round up of what has been happening in the region.

Belize Conference

For the past four years, YBI members Belize Youth Business Trust, Barbados Youth Business Trust, Youth Business Trinidad & Tobago, and the Jamaica Youth Business Trust have been working together as part of an Inter American Development Bank project. Because all these regional members share such similar challenges, the chance to exchange dialogue and share best practice face to face is invaluable. A regional Belize conference provided this opportunity.

YBI CFO Maarten Rooney attended the conference to talk about the new Salesforce Operations Management System (OMS) system that is being introduced across the network to improve our data gathering and analysis powers.

Belize has been a pilot member in the project roll out, and the results they have achieved with the powerful new data tool has generated significant interest from other Caribbean countries. "We are really excited about the results in Belize and the prospect of extending the OMS throughout the region", said Maarten Rooney.

First Caribbean International Bank (CIBC) has renewed its support of Caribbean members

One of the region's largest banks has restated its support for YBI members in the Caribbean with a renewed Memorandum of Understanding

(MOU) to provide financial support and mentoring as part of the roll-out of micro-enterprise assistance throughout the region.

Barbados Youth Business Trust will continue in its role as the lead programme with responsibility for fund management, sharing best practice, driving the start-up of new programmes

The MOU, which is worth US\$340 000 to the Caribbean Group of Youth Business Programmes was signed by Executive Chairman of CIBC Mr Michael Mansoor, and Chairman of the Barbados Youth



Above: BYBT and CIBC renew their partnership

New mentoring programme in Trinidad and Tobago

Youth Business Trinidad and Tobago (YBTT) is already reaping the rewards from its new mentoring programme. Since establishing the scheme earlier this year four training sessions have been completed, resulting in 17 fully trained mentors and 14 trained business mentors being paired with young entrepreneurs. Business mentoring is an extremely important aspect of YBTT's service to young entrepreneurs. The organisation has completely revised its business mentor training curriculum, creating a competency based training

system. The new training elements have been developed alongside the new YBI Mentoring Toolkit which is freely available to all YBI members. The curriculum incorporates various adult learning techniques such as lectures, demonstrations, role playing and group activities. YBTT has reported that mentors enjoy and value the training and find it beneficial to their entrepreneur relationships.

All YBTT trained mentors were recognised on the 25th of August at an event following the fourth AGM. Mentors were presented with Training Certificates and reminded of the importance of their contribution to the success of the programme.

Dominica Youth Business Trust (DYBT) recruits new mentors at successful open day

A successful event saw fourteen new mentors recruited and ten entrepreneurs given the chance to promote their businesses to members of the media and public.

There were also feature addresses by the Minister for Youth and Culture, The Director of the Youth Development Division and the Caribbean Regional Technical Co-ordinator of the Caribbean group of Youth Business Trusts.

DYBT is hopeful that the open day, which is intended to become an annual event, will provide entrepreneurs with new avenues for exposure and above all successful enterprise development opportunities.

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Above: Mentors from Singapore and China take tea at the offices of the Singaporean Foreign Affairs and Law Minister

Youth Business China mentors visit Singapore

A delegation of Youth Business China (YBC) mentors from Fujian Province visited Singapore in July to engage in a regional dialogue and gain a better understanding of the situation for young business people throughout Asia. The delegation met with Youth Business Singapore (YBS) to discuss local strategies that are being used to promote entrepreneurship.

During the trip the Foreign Affairs and Law Minister of Singapore hosted tea for both mentor groups, concluding an effective and rewarding few days of exchange and dialogue.

In another sign of the ever expanding regional cooperation among YBI members in Asia, YBS is working with Bharatiya Yuva Shakti Trust (BSYT) in India to establish a mentor exchange programme later this year.

This initiative is one of many ways that Asian members engage through the Regional Hub they established in 2008. These members meet in person four times a year to promote stronger regional learning networks and to facilitate business opportunities for their programmes.

Argentine and Scottish entrepreneurs connect online as part of Social Media Week

Technology is providing innovative new ways for members of our global network to connect and share their experiences. YBI members Fundación Impulsar, based in Argentina and The Prince's Scottish Youth Business Trust have recently taken part in a live streaming 'innovation challenge' as part of international Social



Above: Argentine and Scottish entrepreneurs working together online

Media Week. During a live video chat, businesses and volunteers from the two organisations challenged their colleagues on the other side of the world to think of creative ways of making everyday products more innovative. The event was a cultural exchange that helped both parties step outside of their comfort zone, and their time zone!



Above: A Ukrainian entrepreneur meets with her mentor

Youth Business Ukraine promotes mentorship

In August Youth Business Ukraine (YBU) launched a new project aimed at developing mentoring. Supported by the Finnish Embassy in Ukraine, the project will encourage mentoring through a range of promotional activities including information campaigns, a range of Global Entrepreneurship Week events and a series of training seminars for potential mentors.

An important part of this drive to recognise the importance of mentoring is the YBU Mentor of the Year competition. A winner (together with a winner of the Entrepreneur of the Year nomination) will be announced during the Women Entrepreneurship Forum in October this year. The Women Entrepreneurship Forum is a three day forum with a series of training sessions, debates and group discussions.

Winners of the competition will travel with a delegation from the Ukraine to the 2012 GEW Global Entrepreneurship Congress in Liverpool, UK.

YBI Network Review reaching high places

It was during the visit of YBC mentors to Singapore that YBC Board Advisor, retired Senior Minister of State for Law and Home Affairs Associate Professor Ho Peng Kee (left) presented a copy of the YBI Annual Report to President of Singapore SR Nathan. The Network Review, released earlier this year, is reaching some pretty influential hands.



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The scheme has been established in recognition of the fact that YBU needs to recruit more mentors in order to meet its ambitious expansion plans. The organisation is using the revamped YBI mentoring toolkit to develop a complete new training course for mentors. Innovations include special training aimed at potential mentors and sessions outlining the role of the mentor-client relationship in effective mentoring.

YBI and Barclays Capital nominated for Charity Times Award

Youth Business International network team have been nominated for a prestigious Charity Times Award. YBI has been shortlisted in the category of Corporate National Partnership of the Year, for its Unlocking Enterprise Partnership with Barclays Capital.

This award recognises partnerships between charities and corporate organisations on a national level which are demonstrably beneficial to both organisations, and which has had quantifiably beneficial results over the last year.

The awards incorporate the whole range of disciplines within charitable management; from governance, finance, fundraising and campaigning through to the use of technology and the application of sound business principles. In addition, recognition is afforded to those professional service companies working most creatively and effectively within the sector.

The winner will be chosen from a shortlist, which includes YBI member in England, the Prince's Trust, at the Charity Times Awards dinner in October.

Hundredth entrepreneur receives support from Youth Business Russia

Last month Youth Business Russia (YBR) passed another important landmark in a year of impressive growth, supporting their 100th entrepreneur. The award was made during the first meeting of the Selection Panel in the Novosibirsk Oblast, one of the new regions that YBR is operating in. The

100th entrepreneur, Pavel Morozov, presented his plan to develop a business manufacturing automated vending machines selling flowers and gifts. Pavel intends to install his units in areas with limited shopping and locations without sales staff to take advantage of otherwise untapped opportunities.

YBR has quickly established itself as one of the fastest growing members of the Youth Business International global network, having expanded into multiple regions since its formation in 2007.

Of seven shortlisted entrepreneurs who presented business plans to the panel in Novosibirsk Oblast, four were approved for funding, including a small hotel, a footwear retail business and a business manufacturing composite materials for industry. The panel expects upwards of 25 extra jobs to be created by these four businesses.

Two representatives of KPMG, a partner of the programme in Russia, also took part in the Selection Panel, namely Svetlana Skryagina and Denis Chernikov, director of the Novosibirsk branch of KPMG.

YBI becomes the new UK host of Global Entrepreneurship Week

In addition to providing 10 country hosts from within its international membership, Youth Business International has been awarded the position of country host for Global Entrepreneurship Week in the UK.

The role was offered up for competitive tender after the previous host



organisation Enterprise UK concluded operations.

The role of UK host further cements YBI's position as one of the world's leading networks engaged in supporting enterprise and entrepreneurs around the world.

"As one of the world's largest networks dedicated to helping young entrepreneurs create their own business, we are delighted to be the new national host for Global Entrepreneurship Week in the UK," said Andrew Devenport, Chief Executive of Youth Business International.

He added, "With the majority of new jobs being created by companies less than five years old, we believe that it is essential to find new ways of encouraging entrepreneurship."

Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators who launch start-ups that bring ideas to life, drive economic growth. It was established in 2008 and has grown to run in 115 countries, reaching 10 million people.



Above: The Novosibirsk Oblast Selection Panel have approved support for YBR's 100th entrepreneur

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Successful Loden entrepreneur launches Help Shoe Bhutan project

An entrepreneur who received vital support from Bhutanese YBI member the Loden Entrepreneurship Programme (LEP) has launched a project to give back to his community. Dawa Dakpa, who runs a successful shoe laundry in the country, has launched a project called Help Shoe Bhutan.

The project will collect old shoes from people in Thimphu and other urban areas, clean and repair them and distribute the shoes to the rural villagers. Dawa hit upon the entrepreneurial social enterprise when he realised many urban Bhutanese throw away perfectly good shoes while many rural farmers and their families sometimes do not have any.

The Help Shoe Bhutan project is an excellent example of a socially worthwhile project that can also generate profit for the enterprising business person.

Dawa runs the project, and generates revenue by charging for the cleaning and repair of the old shoes, which he hands over free of charge to the Tarayana Foundation for distribution in remote parts of the country. In a further show of entrepreneurial flair Dawa has managed to engage the national Bhutan Broadcasting Service, who agreed to promote the "Help Shoe Project" with free media coverage.

Tapping into Canada's innovation potential

The Canadian Youth Business Foundation recently commissioned a



Above: Help Shoe Bhutan is fixing up and recycling used shoes for the rural poor in Bhutan

national survey to explore perceptions and motivations of young Canadians towards innovation and entrepreneurship and the results inspired its new innovation program for young entrepreneurs – the Spin Master Innovation Fund.

The survey found that Canadians need help seeing that businesses in their own country can 'make it big'. 16% of respondents believed that the next big business idea or innovation would come from Canada. In comparison, 42% believed that this big idea would come from Asia. Belief in Canada's entrepreneurship potential decreased with the age of the respondents.

The biggest barriers to entrepreneurship were cited as money a good idea (28 %) and a strong network (14%).

The Spin Master Innovation Fund offers \$50,000 in start-up financing, world-class mentoring, business networking and resources and more to help young entrepreneurs across Canada transform their unique and innovative ideas into successful businesses.

Entrepreneurs Armen Bakirtzian, Andre Hladio and Richard Fanson, of Avenir Medical received support through the Spin Master Innovation Fund for their product, PelvAssist™.

PelvAssist™ is a surgical tool that improves the hip replacement process.

Through programs such as the Spin Master Innovation Fund, young entrepreneurs in Canada have access to the resources, mentoring, contacts

and confidence they need to develop outstanding innovative businesses.

Winner chosen in YBI entrepreneurial survey competition

YBI has recently completed a survey of entrepreneurial attitudes around the world, polling over 1000 entrepreneurs in 21 countries. The survey looked at two key issues: barriers and motivators to starting up a business

There is a distinct lack of understanding of the impact of differing attitudes to enterprise around the world. YBI's global network allows it to draw on an huge evidence base of entrepreneurs in over 30 countries and provide answers to these questions.

As an incentive to participate in the survey, one lucky entrepreneur was selected at random to win a prize.

The winner was Chinese entrepreneur Wang Ruipeng from the Pinggu District of Beijing. Wang runs the Beijing Green Hill Sheep Breeding Company, which recieved a loan from Youth Business China in 2010. Youth Business China was one of the largest participants in the survey, entering over 100 entrepreneurs.

In the coming weeks Wang will take part in a professional photo shoot, paid for by YBI, that he can use to promote his growing business.

The results from this first YBI survey will be launched during Global Entrepreneurship Week 2011.

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