

## Business Bridge showcased at the UN and Davos

Date: 26 January 2011



A multi-year expert meeting (3rd session) on Enterprise Development policies and capacity-building in science, technology and innovation took place from 19-21 January 2011, in the Palais des Nations Unies, Geneva, Switzerland.

UNCTAD (United Nations Conference on Trade and Development) invited Daniel Bamford, Global Development Officer of Business Bridge, to discuss Business Bridge as an innovative model that delivers business education and training to entrepreneurs.

Daniel presented Business Bridge, offering a good insight as to what Business Bridge is about and how Business Bridge and our content provider, Imparta Ltd., work together to design world class adult education courses. These courses are deployed throughout Africa through our network of corporate and non-for-profit delivery partners. Daniel presented Business Bridge's *How to Win Sales* course, to illustrate how Business Bridge empowers teachers and students alike.

Once the floor was opened to the questions, the audience- essentially from Africa, Asia and Latin America- showed a strong interest in Business Bridge and raised a lot of interesting questions.

The main lesson from this conference is the common will in identifying the future entrepreneurs, empowering them with all assets to succeed in their enterprise, in a fast-moving economic context. However, this will not be possible without a new mind-set.

All the participants agreed that there is a need to increase entrepreneurial skills: people need to see entrepreneurship as an option for which they are well equipped. After all, micro-enterprise is the largest job creator in the world.

UNCTAD assists developing countries in promoting the development of their enterprises, especially small and medium-sized enterprises (SMEs), so that they are able to grow and compete in the global economy. Enterprise development encompasses multiple factors, including the ability of enterprises to attract investment capital and to participate in mutually beneficial business linkages with transnational corporations.

From 27<sup>th</sup>- 30<sup>th</sup> January, Business Bridge was represented at the Davos annual gathering by Professor Michael Hay. Whilst there, Business Bridge aroused strong interest from a number of corporate and philanthropic organisations with whom we hope to work in the future.