ENABLING ENTREPRENEURSHIP IN AFRICA, EASTERN EUROPE AND ASIA: WHAT WORKS? WHAT DOESN’T?

WORKSHOP - Monday, March 10 at Helsinki City Hall (Pohjoisesplanadi 11-13)

PROGRAM - MARCH 10, HELSINKI CITY HALL

14:30  Registration and coffee

15:00  Welcome remarks by Jussi Pajunen, Mayor of Helsinki

Opening words by:
- Pertti Ikonen, Aid for Trade Coordinator at Ministry for Foreign Affairs
- Gerardo Corrochano, Director of the Innovation and Entrepreneurship Global Practice, and Director for Financial and Private Sector Development for the Europe and Central Asia (ECA) Region, World Bank

15:15  Accelerating the growth of early-stage enterprises: insights and lessons by Ellen Olafsen, Program Coordinator, infoDev - Discussion

16:00  Advancing Mobile Applications Entrepreneurship by:
- Toni Eliaasz, Project Officer, infoDev
- Jussi Hinkkanen, Vice President, Corporate Relations and Business Environment Middle-East and Africa at Nokia Corporation
- Nathi Tshabalala, mLab Entrepreneur, Director and co-Founder, Sowertech, Afta Robot
- John Kieti, Director, mLab East Africa

17:00  Closing remarks by Valerie D’Costa, Program Manager, infoDev

17:00 - 18:00  Cocktail reception
Innovation and entrepreneurship are critical for increasing competitiveness and job creation, and for creating new solutions to development challenges. Yet, only a small percentage of entrepreneurs actively pursue growth and derive and introduce new products, services or business models to the market. An even smaller percentage manages to grow a competitive enterprise. Given the development benefits of innovation and entrepreneurship, how do we best encourage entrepreneurs that are willing to embark on the risky journey to start and grow an innovative enterprise?

infoDev – a global partnership program of the World Bank Group – derives and tests new approaches to providing entrepreneurs with the knowledge, skills, networks and capital they need to start and grow their businesses. In 2010 the Ministry for Foreign Affairs of Finland, Nokia and infoDev created a public-private partnership set out to test a range of new approaches in Finland’s partner countries and beyond. This workshop will present some of the key insights gained from the three year “innovation in innovation” journey.

The infoDev-Finland-Nokia partnership program spanned Asia, Africa and Eastern Europe and Central Asia, and engaged more than 90 public and private sector actors at the local level. Entrepreneurship in mobile and agribusiness, access to markets and finance for early-stage entrepreneurs, alternative forms of business incubation, and women entrepreneurship were core topics of the program. This workshop will focus in particular on entrepreneurship in mobile, showcasing examples of good cooperation with Finnish partner organizations including Nokia, Aalto University, AppCampus, MobileMonday and others.

The three-year partnership program was funded by the Unit for Eastern and Western Africa, Unit for Asia and Oceania, Unit for Eastern Europe and Central Asia and Unit for Sectoral Policy of the Ministry for Foreign Affairs, together with generous in-kind support from Nokia.