



CoE | ICC CENTRE OF
ENTREPRENEURSHIP



Our mission

why we do

- > Develop the **world largest, open and interconnected entrepreneurial ecosystem**
- > Increase income of early-stage entrepreneurs, SMEs and workers, creating economic opportunities, **fighting poverty and reducing inequalities**
- > Globalize entrepreneurship, **scaling-up successful programmes** from one CoE hub other CoE Hubs



Our objectives

what we do



> **Develop skills of young people** who face uncertain employment prospects, catalysing local entrepreneurship and the jobs of the future.

> **Prepare, train and transform SMEs**, startups for the world of tomorrow.

> Promote **systemic solutions** for communities and entrepreneurs (impact)



Our platforms

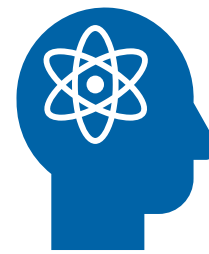
how we do



Business
Tools



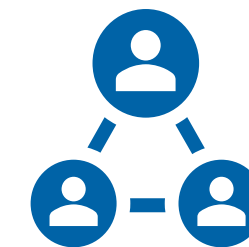
Technical
Skills



Knowledge



Expert
Advice



Access to
markets, access
to finance

Where have we opened hubs?



*CoE Seville launching on 7th June 2022

Key numbers



10 hubs

11 global programmes

27 regional programmes

+10000 new SMEs joining

Key areas of work

1. Inspiring Future entrepreneurs
2. Digitising SMEs
3. Scaling-up start-ups
4. Fostering inclusive entrepreneurship

Key programmes for women entrepreneurs

Programme	Partner	Context	Programme Description	Impact
SheTrades	ITC	Women's economic empowerment is not a matter for government policy, the private sector, or social change alone. All have critical roles to play. This is why ICC CoE has partnered with International Trade Centre to launch the SheTrades Initiative, which seeks to connect three million women entrepreneurs to market.	Shetrades.com (website and mobile app) is a unique platform for women-owned businesses, organisations, companies and ITC SheTrades partner institutions: Women entrepreneurs can use the platform to showcase their businesses, build strong networks, strike business deals, increase their credibility and connect to markets.	A unique network and platform to connect to markets for women entrepreneurs and women-owned SMEs
Matchmaking and Mentorship platform	B2BeeMatch	Finding the right mentor with the best experience isn't always straightforward for those without existing personal connections, added to that the restrictions and enforced remote working caused by COVID 19 have made many feel isolated and blocked a lot of the in-person connections an entrepreneur could typically have made in networking situations. Thus ICC has partnered with B2Bee match to launch a business mentorship and matchmaking platform!	The ICC B2BeeMatch is a platform that enables you to pursue your entrepreneurial journey and expand your business through business mentorship and matchmaking.	Aligned with the core pillars of the CoE : fostering inclusive entrepreneurship and digitising SMEs, this initiative supports the digitisation and scaling up of women-led businesses globally through a tailored platform for entrepreneurs and SMEs and business mentorship from experts.
Women Traders in the AfCFTA	West Blue,UPS, TRALAC & GTS	The partners are working together to help SMEs and Entrepreneurs, particularly women and youth, to digitize and scale-up by providing tools, access to trainings, webinars, and workshops.	Increasing the participation of African businesses particularly women and youth SMEs in the actualization of the AfCFTA, business scaling, export trade, inter regional trade and digitalization for trade facilitation.	Members of the business community especially the youth and women entrepreneurs and traders
Legal Essentials for a Start-up	Neca's Network Of Entrepreneurial Women. (NNEW)	To guide SMEs on necessary legal documentations and embrace regulatory and legal compliance	Stable and viable businesses with potentials for expansion	Entrepreneurs and SMEs

Additional key programmes

Programme	Partner	Programme Description	Impact	Target Group
The eCommerce Acceleration programme (eCAP)	ITC	The programme is designed to empower Arab SMEs through their transition journey into online selling, either by building transactional eCommerce websites or selling on existing online marketplaces, by providing training, coaching, business and technical expertise in addition to networking opportunities.	Helping SMEs build transactional ecommerce websites or list on existing online Marketplaces	SMEs with a product or service fit for online selling
IP Diagnostics Tool	ICC WIPO	A global system that provides entrepreneurs bringing an innovative product, process, or service to the market several tools that can be used to protect the innovative or creative aspects of the product or service from imitators as well as to attract and retain consumers in the highly competitive globalized market of today.	Improving IP-readiness	SMEs/Early-stage entrepreneurs
Entrepreneurship days	TOBB-ETÜ	Entrepreneurship training days was designed to cover all aspects of entrepreneurship including Entrepreneurship and Its Elements, R&D and Commercialization of R&D, Customer Validation, Lean Enterprise, Business Model, Design Thinking and New Product Development as well as biggest trends in entrepreneurship and tips & tools to future entrepreneurs!	Equip current and future entrepreneurs with necessary tools and tips for their entrepreneurial journey	Entrepreneurs and future entrepreneurs from all over the world

Additional key programmes

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ASEAN Access	GIZ, ASEAN Secretariat, Ministry of Cooperative & SME's Indonesia	ASEANAccess.com is a website initiative from ASEAN Secretariat which supported by 10 ASEAN Member Countries to open market access and internationalization of SME's.	Promoting national SME's services for internationalization.	SME's and entrepreneurs.
Insect Based Feed programme	Rockefeller Foundation And ICIPE	<p>Partnership to scale the Insect based feed project into Africa.</p> <p>The CoE has proposed to support by:</p> <ul style="list-style-type: none"> ▪ Highlighting the importance of IBF to promote regenerative agriculture ▪ Creating market for IBF to attract more investors,funders and SMEs ▪ Develop a network of smaller enterprises to support the demand of IBF. ▪ Capacity developemnt and training of SMEs that are involved in the farming of insects. ▪ Possible host the digital repository for all the information related to IBF 	<p>Creation of sustainable food systems</p> <p>Participation of youth in creating sustainable enterprise.</p>	SMEs and Youth enterprises