

International course

Innovation and agri- entrepreneurship for food security



Designing and leading the entrepreneurial organisation

East Africa, 07 - 18 November 2016

70% to 80% of small businesses cease to exist in the first year of their operations – Will you make it? The per cent of new businesses stopping their operations in the first year is around 70% to 80%, and only about half of those who survive the first year will remain in business the next five years. While these numbers are coming from the United States, they definitely raise a lot of questions, especially if we consider that according to the Global Entrepreneurship Monitor, nearly 400 million entrepreneurs starting and running businesses in the 54 economies surveyed across the globe. More than 50 percent of entrepreneurs in emerging economies who discontinued their businesses did so because of negative influences, usually lack of profitability or funding.

Your challenges

- are you thinking of starting your own business?
- are you running your business but would like to enhance your skills and capacities to become more profitable?
- do you want to access finances more efficiently?
- do you want to attract more customers and increase your profitability?
- are you supporting others in starting and managing their business and you need to enhance your skills?
- do you need guidelines with formulating policies on enhancing entrepreneurship in your country, region or programme?

If your answer is yes to any of the questions above, then this course is for you.

The dynamic training programme is focusing on how to address and eliminate many of the hurdles and pitfalls you will face as an entrepreneur including lack of time,

Fee:	3,450 Euro
Deadline subscription:	26 September 2016
Deadline NFP fellowships:	22 March 2016



money, experience, and other resources. There is no need waste your efforts with strategies that have no hope of returning your investment, much less yielding a profit. We will focus on the things you care about most, which will ultimately affect your bottom line — how to raise money, make money, and save money, or help others to do so.

"To create energy for making positive changes, societies must consider that entrepreneurship is not the heroic act of a few individuals, but the accomplishments of many people who pursue their ambitions in a supportive, cultural and institutional environment."

Professor Slavica Singer, J.J. Strossmayer
University in Croatia.

Do you work in policy making? Over 140 million entrepreneurs expect to add at least five new jobs over the next five years. These figures and growth projections affirm that entrepreneurial activity is flourishing across the globe and that entrepreneurship, as an economic engine, is the best hope for reviving a weakened world economy.

But they cannot do it alone. They need your expertise in creating the enabling environment in which they can maximize their impact. The course will give you insight into what the basic requirements and efficiency enhancers are on national level for increasing the level of entrepreneurship.

Our offer The training will build on the entrepreneurial life-cycle, on the background of the participants, and will touch on questions that are relevant for you:

	New Entrepreneur	Experienced Entrepreneur
Revenue Opportunities	How do I get started? How do I find a profitable business idea and turn it into profit?	How can I find new products and services to introduce to my customers to boost revenues?
Financing	How can I get access to finances?	How do I finance growth?
Sales, Marketing, & Branding	How do I find customers to buy my products and services? How do I profitably market to and reach my target audience?	How do I develop and extend my brand to increase the value of my business? How do I maximise the value of my company's brand to resist pricing pressure from low cost competitors?
Strategic Partnerships	How can I leverage other people to help me create wealth?	How can I find the right partnership opportunities to boost profits and increase my customer base?

Learn from success and mistakes of others Successful entrepreneurs will be invited to share their experiences with you, and give you tips on what you need to do to avoid mistakes they made, and what the secrets to their accomplishments are. Key government officials will explain what their challenges are in creating an enabling environment in which entrepreneurs can boost their businesses.

Build your network We understand that you need to build your network. During the course, you will get the chance to meet actors from various agribusiness clusters including representatives of financial institutes, business service providers, chain facilitators so that you can not only learn from the experiences of these actors, but can enlarge your network, and build on your business with help of these actors.

Further practical information

- **Application**, the procedure is:
 - 1) Apply at the website of CDI, Wageningen**
UR: www.wageningenur.nl/cdi You will receive a confirmation and more information within a week. Early application is recommended as some procedures to finalise subscription (e.g. funding, visa) can take some time.
 - 2) CDI** is unable to assist you in obtaining financial support, however if you want to apply for a **NFP Fellowship**, CDI will provide you with the full instructions and the web address for registration in **ATLAS**. ATLAS is the online application form for an NFP Fellowship. You can check the eligibility at www.nuffic.nl/nfp. A limited number of scholarships is available. As this application process takes time and requires several documents, we recommend that you **start as soon as possible**.
- **NFP Fellowships include** travel and full board and lodging.
- **Fee** includes all course related costs (materials, excursions, administration).
- Participants will be awarded with a **Certificate of attendance**. The programme of the course might be changed to incorporate new insights.

Proven concepts & state-of-the-art science and methodology For an overview of all the courses visit our website: www.wageningenur.nl/cdi. More than 20,000 participants have gained access to the latest insights from research and best practices. From September 2013, all participants of our courses offered in Wageningen will use tablets as a learning tool.

