NEWSLETTER
Issue 3 April – June 2018
Contents

Capacity Building Program for the Establishment of a non-financial unit at the National Bank of Egypt ........................................................................................................................................... 3
UNIDO presents the “Health and Wellness Program” at the 1st Arab Sports Forum – The Role of Sports in Achieving SDGs organized by Ministry of Youth and Sports .......................................................... 3
Innovation Management Forum – Innovation for GCC Social Economic Development .......................... 4
UNIDO Day “Belt and Road Cross-border Cooperation Forum” held as part of the China-Shanghai International Technology Fair 2018 ........................................................................................................ 4
Capacity Building Program and Launch of the Shenzhen EDIP Centre .................................................. 5
Vienna Energy Forum Special Session 2018 .............................................................................................. 6
The Official Opening of the Perfectly Pressed Production Facility .......................................................... 6
UNIDO ITPO Heads’ Meeting held in Tokyo ............................................................................................. 7
UN Forum on Financing for Development ............................................................................................... 8
TheEntrepreneurs EID Pop-Up Bazaar .................................................................................................. 8
Upcoming Events: ............................................................................................................................... 9
Perfectly Pressed: Saniya Abdulaal ........................................................................................................ 10
Capacity Building Program for the Establishment of a non-financial unit at the National Bank of Egypt
1st – 5th April
Egypt

In an effort to achieve the SDGs through entrepreneurship and innovation through linking non-financial to financial services, ITPO Bahrain organized in cooperation with the Central Bank of Egypt and the Egyptian Centre for Economic Studies a training of trainers program in Egypt from April 1st to 5th inclusive to 27 credit officers and branch managers of the National Bank of Egypt and representatives from the central bank of Egypt. As an outcome of the training an entrepreneurship development strategy was developed. Currently we are in the process of planning another ToT targeting 25 additional credit officers and branch managers.

UNIDO presents the “Health and Wellness Program” at the 1st Arab Sports Forum – The Role of Sports in Achieving SDGs organized by Ministry of Youth and Sports
10th – 11th April
Art Rotana Hotel, Amwaj Island, Bahrain

The Minister of Water and Electricity Affairs (EWA) met with the Head of ITPO Bahrain to discuss ways in which they can work together to increase the use of renewable energy in both residential and commercial buildings. As one of many other efforts, ITPO Bahrain suggested to provide training to all those who wish to establish businesses in related areas. The two sides hope the collaboration will increase over time.
Inspired by Arabian Gulf University’s innovation strategy for 2017 – 2021, the 2018 Innovation Management Forum addressed issues on innovation and sustainable development. Innovation plays a critical role in the future of nations, and the capacity to sustain innovation is a defining factor in ensuring economic, political and social competitiveness and progress. The forum aimed to foster a community engaged in innovative practice and policy by bringing together key partners, policy makers and students to identify, define and help harness the capacity for the GCC to innovate in the future. The successful 2-day event saw experts discuss topics related to biotechnology and innovative research, innovation in health and education, as well as the development of data hubs, and artificial intelligence. Chairman of Innovation and Technology Management, Dr Odeh Al-Jayyousi, said that the forum fell within the context of the economic transformations witnessed by the Arabian Gulf community for Vision 2030, which seeks to diversify sources of income by steering economies away from oil revenue and pushing them towards innovation and technology.

UNIDO Day “Belt and Road Cross-border Cooperation Forum” held as part of the China-Shanghai International Technology Fair 2018

20th April
Shanghai, China

The 6th China-Shanghai International Technology Fair played host to the “Belt and Road Cross-border Cooperation Forum” which was held on UNIDO Day, the 20th of April. The forum was hosted by UNIDO, in partnership with the China Council for the Promotion of International Trade, the Shanghai Municipal Commission of Commerce, and the UNIDO China Chapter Office of the Green Industry Platform. In attendance was Director General Li Yong, of UNIDO, who highlighted the importance of the Belt and Road Initiative in the promotion of cross-border investment amongst participating countries.
Capacity Building Program and Launch of the Shenzhen EDIP Centre

22nd April
Shenzhen, China

UNIDO ITPO Bahrain, under the banner of the Maritime Continental Silk Road Cities Alliance and Entrepreneurs Alliance, and in cooperation with the Shenzhen Federation of Youth Entrepreneurship Promotion and the Galaxy Holding Group has successfully completed the special capacity building program towards the institutionalization of an Entrepreneurship & Innovation Program in Shenzhen, from April 22nd to 25th, based on the ITPO Bahrain “Enterprise Development and Investment Promotion Program-EDIP”.

The 4-day program equipped and developed the skills of the 28 participants on the means of developing well-structured entrepreneurship and innovation services and has initiated the drafting of a national entrepreneurship strategy for Shenzhen.

On April 22nd, a ceremony was held announcing the soft launch of the Enterprise Development and Investment Promotion (EDIP) Centre in Shenzhen; during which Mr. Chen Daixing, member of the Shenzhen municipal committee of the Communist Youth League stated, “The launching of the EDIP Centre comes in line with the talks held in September of 2013 between His Majesty King Hamad and President Xi Jinping, aimed at deepening the friendly relations and economic partnerships between Bahrain and China”. The Shenzhen EDIP Centre is in an excellent position to instil and unleash entrepreneurship and innovation, both locally and regionally and will serve as a platform for the ITPO Bahrain network of entrepreneurs in 52 countries to develop partnerships, technology transfer and joint investments.
The forum was attended by His Excellency, Dr. Abdul Hussain bin Ali Mirza, Minister of Electricity and Water Affairs, and Dr. Hashim Hussein, Head of UNIDO ITPO Bahrain, and included plenaries and high-level round table discussions with over 430 government and institutional leaders. His Excellency, Dr. Abdul Hussain bin Ali Mirza described the challenges Bahrain faces as a small island with limited natural resources and the creation of a government think tank to encourage investment in renewable energy. He emphasized Bahrain’s Vision 2030, which seeks to facilitate private sector investment in renewable energy.

UNIDO ITPO Bahrain is pleased to announce the official opening of the Perfectly Pressed production facility. Under the patronage of Mrs. Afnan Al Zayani, the event was held at the Bahrain Business Incubator Centre in cooperation with the Arab
International Centre for Entrepreneurship & Investment in the theme “Health and Wellness”.

A successful Bahraini owned and operated healthy juice factory, its CEO and co-founder Ms. Saniya Abdulaal, is a graduate of our Enterprise Development & Investment Promotions (EDIP) Program. Key note speeches from Mrs Al Zayani on “Women in Industry & Healthy Ramadhan Nutrition” and Dr Hashim Hussein on the AICEI’s Health & Wellness strategy, emphasised the importance of entrepreneurship in driving economic growth, female empowerment and impactful investment. Ms Abdulaal also treated attendees to samples of her juices and a tour of the Perfectly Pressed facility situated within the BBIC.

UNIDO ITPO Heads’ Meeting held in Tokyo
4th – 5th June
Tokyo, Japan

The annual UNIDO ITPO Head’s meeting was a two-day session used to discuss the ITPO network’s past accomplishments and future strategies in relation to substantive programs, operations and publicity.

Dr. Hashim Hussein, Head of UNIDO ITPO Bahrain, attended along with the heads of the 7 other global offices to discuss and further strengthen the UNIDO ITPO mandate of inclusive and sustainable economic development through foreign direct investments, technology promotion, and capacity building.
UN Forum on Financing for Development
11th June
New York

A recent exchange of letters took place between the Arab Union of Banks and UNIDO ITPO Bahrain, towards promoting entrepreneurship and SME’s through linking financial and non-financial services. The collaboration lead to the development of a concept note that was delivered in a high level meeting on “Financing for Development” by the 72nd President of the United Nations General Assembly on the 11th of June, at the United Nations headquarters in New York.

The Entrepreneurs Eid Pop-Up Bazaar
16th – 17th June
Galleria Mall, Bahrain

The Entrepreneurs Eid Pop-up Bazaar took place on the second and third evenings of Eid at Bahrain’s exclusive Galleria Mall in New Zinj. The event provided an opportunity for local entrepreneurs to showcase their products ranging from fashion, food, traditional crafts, floral décor and accessories, to special entertainment for children. Dr. Hashim Hussein, Head of the UNIDO-ITPO in Bahrain said, “We have many creative and successful entrepreneurs– this Eid Pop-Up Bazaar platform at Galleria Mall will give them a great retail space to market their finished goods.” In keeping with the festival mood, Galleria Mall provided numerous family-fun activities, including a bouncy castle, a balloon twister, henna and face painting.
Upcoming Events:

Positive Role of Youth in Coping with Future Challenges

A press conference was held at the launch of the Shenzhen EDIP Centre and attended by Mr. Yueren Zhu, Vice Minister of Liaison and United Front Work Department of Shenzhen Communist Youth League; naming Dr. Hashim Hussein as vice chairman of the 2nd Shenzhen Youth International Conference and ITPO Bahrain as a co-organizer of the Conference. The conference will be held on August 12 to 14th, under the theme “Positive Role of Youth in Coping with Future Challenges”. Hence; we expect the participation of youth, entrepreneurs, innovators, students, universities, entrepreneurship support agencies, as well as financial and non-financial institutions.

This Conference will serve as an international exchange platform for youth from around the world, and facilitate sharing of experiences and communication among them to address future challenges and trends in the world, there by playing a positive role in achieving the Sustainable Development Goals 2030 through Entrepreneurship and Innovation and the means of creating synergies and linkages with educational institutions.

International Women Entrepreneurs Summit
Kathmandu, Nepal

South Asian Women Development Forum is organizing the International Women Entrepreneurs Summit- 2018; with the theme “Equality begins with Economic Empowerment” scheduled for 3rd to 5th September in Kathmandu, Nepal.

The main goal of the summit is to bring together achievers, women business leaders,
professionals, international service providers, resource organizations, relevant sectoral experts, government representatives and other stakeholders from various fields, with a focus on innovative economic transformation through cutting-edge discussions and collaborations. The summit will be participated by delegates from the People’s Republic of China, SAARC, ASEAN, EU, African and the Arab regions. The deliberations will be on IT, agriculture, and tourism, focusing on e-trade, trade and gender, to name a few. Some of the speakers for the upcoming summit are representatives from Enhanced Integrated Framework (EIF) – Switzerland, Trade Mark East Africa, WEConnect India, UNIDO Bahrain, ITC, UNCTAD, WTO, Parsons School of Design- USA, Simdi Group of Companies- Maldives, and SCHS Asia- China.

Perfectly Pressed: Saniya Abdulaal

Saniya Abdulaal is a Bahraini born and raised entrepreneur with a passion for food and art who turned her passion into a business when she co-Founded Perfectly Pressed; a local food distribution company with an aim to help Bahrainis lead healthier and happier lives. The business idea began with a health issue relating to dairy sensitivity, leading her to find other healthy alternatives as well as non-dairy alternatives. She started her entrepreneurial journey long before she launched perfectly pressed, by taking gradual, well thought of steps. She joined the EDIP in 2014 when her business was merely a concept. The program provided her with an overview of all the elements involved in starting a business in Bahrain, and by learning about and the vast support structures designed to help entrepreneurs such as herself, Saniya gained enough confidence to take it a step further.

Saniya Abdulaal, graduate of the EDIP’s 85’s batch, and co-Founder of Perfectly Pressed, is a Bahraini born and raised entrepreneur with a passion for creating healthier and delicious alternatives. To read more about Saniya’s journey to success, go to page 10.

“The key to success is found through Consistency, diligence and hard work”
Once her entrepreneurial mindset has been solidified, she embarked on a journey within and beyond Bahrain to work on establishing other aspects of the business. She travelled to the USA and Asia, where she took raw food preparation courses and tried out several detox programs to gain more inspiration. She also happened to meet her business partner during that time and finally, launched perfectly pressed in 2016.

Creating awareness about the benefits of available and equally delicious healthier options and alternatives to the Bahraini market has been the biggest challenge, thus far. However, Saniya is determined to continue growing and increasing awareness about the need to integrate healthier alternatives to daily routines.

According to Saniya, “the key to success is found through Consistency, diligence and hard work”. She also advises those planning on embarking on an entrepreneurial journey to “to keep an open mind and understand that every step is a learning experience, nothing happens overnight so be patient and always seek mentors and industry professionals”.