



**TOGETHER**  
*for a sustainable future*

## OCCASION

This publication has been made available to the public on the occasion of the 50<sup>th</sup> anniversary of the United Nations Industrial Development Organisation.



**TOGETHER**  
*for a sustainable future*

## DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

## FAIR USE POLICY

Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

## CONTACT

Please contact [publications@unido.org](mailto:publications@unido.org) for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at [www.unido.org](http://www.unido.org)



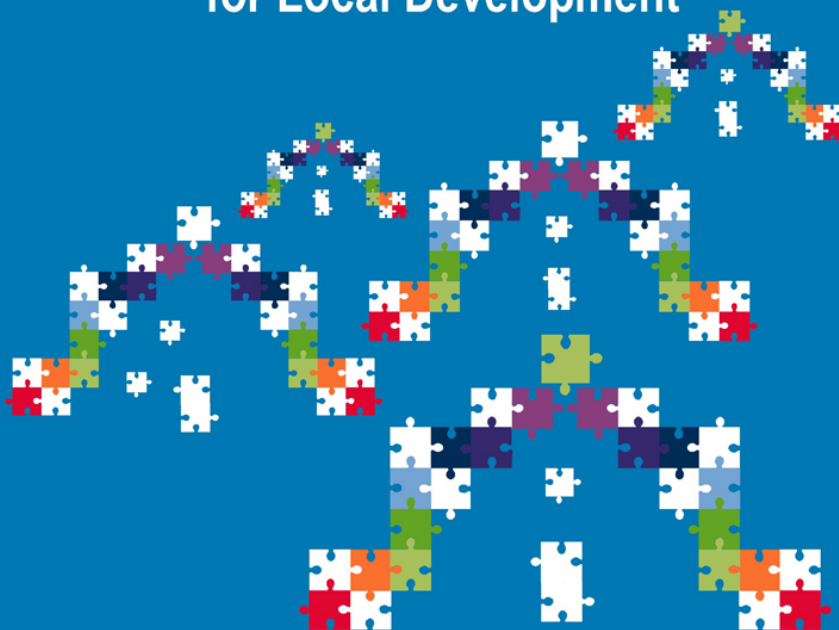
UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION  
INVESTMENT AND TECHNOLOGY PROMOTION OFFICE ITALY



FROM EXPO 2015 TO MATERA 2019

Kick - off Workshop

## When Creativity Meets Business: Sharing Stories of Women Entrepreneurs for Local Development



Casa Cava, Matera - Italy  
14 -15 December 2015



# Table of Content



Overview and Organizers



Background and achievements



Purpose of the event



Participants



Agenda



Outcomes



Key messages



Conclusion



Next step: the road map





# Overview & Organizers



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION  
INVESTMENT AND TECHNOLOGY PROMOTION OFFICE ITALY

United Nations Industrial Development Organization (UNIDO), is the UN specialized agency mandated to promote Inclusive and Sustainable Industrial Development. For almost 50 years, UNIDO has been working with governments, business and industrial associations, financial institutions and individual companies to address industrial problems. The organization has earned a reputation as one of the world's most experienced industrial problem solver as well as a neutral and honest broker, playing a vital role in improving well-beings and equitable development of developing countries and economies in transition.

## UNIDO ITPO Italy

Diana Battaglia  
Head

## UNIDO Vienna

Lucia Cartini  
ITPO Coordinator

## UNIDO ITPO Bahrain

Hashim Hussain  
Head

## Team leader

Elisabetta Vignando  
International Expert, UNIDO ITPO Italy

## Supervisor

Elena Sera  
Office Assistant, UNIDO ITPO Italy

## Coordinators

Siham Chafak - International Expert, UNIDO  
Jerusa Gatpandan - Senior Programme Clerk, UNIDO  
Valentina Maltese - ICT National Consultant, UNIDO ITPO Italy  
Lavinia Salvini - Team Assistant, UNIDO ITPO Italy  
Afif Barhouni - Investment Promotion Expert, UNIDO ITPO Bahrain





## REGIONE BASILICATA

Basilicata is one of the 20 regions of Italy and is a territorial Authority with its own statutes, powers and legislative and administrative functions in accordance with the principles fixed by the Constitution of the Italian Republic, as established by article 114. The Basilicata Region in the South of Italy and the territory in which it exercises its functions are bordered to the north and east by Apulia, to the west by Campania and to the south by Calabria.

### **Maurizio Marcello Pittella**

President, Basilicata Region

### **Mr. Raffaello De Ruggeri**

Mayor of Matera

### **Paolo Verri**

Director, Foundation Matera 2019

### **Giovanni Oliva**

Director of Agriculture and Forest  
Department, Basilicata Region

### **Raffaele Liberali**

Councillor for Production and  
Industry, Basilicata Region

### **Luca Braia**

Councillor for Agriculture and  
Forestry, Basilicata Region

### **Coordinators**

Michele Brucoli - Communication Manager

Maria Padula - Responsible for Social Policy Agro Department

Angela Marchitelli - Responsible for Women Entrepreneurs Agro Department

---

## SviluppoBasilicata

Sviluppo Basilicata is the Development Agency of Basilicata Region, works as a regional financial corporation supporting development, research and competitiveness for the region of Basilicata, contributing to the realization of regional and local economic development projects for the territory and for intervention policies supporting the local business community. Sviluppo Basilicata has directly contributed to Matera's Election as European City of Culture 2019.

### **Giampiero Maruggi**

Managing Director

### **Coordinators**

Patrizia Orofino - Responsible for Internationalization

Rossana Gaudiano - Assistant AU & Communication



## Under the high patronage of

**H.E. Sheikha Hissah Saad Abdullah Salem Al-Sabah**

President, ABWOC - Arabs Women Council

**H.E. Shaikha Hend bint Salman Al Khalifa**

President, Bahrain International Federation of Business & Professional Women

## Stakeholders & Contributors

**Leyla Mabrouk Khaiat**

CEO and Honorary World President

FCEM - Femmes Chefs d'Entreprises Mondiales

**Nabila Freidji**

Board Member

CGEM - Confederation Générale des  
Entreprises Marocaines

**Sahika Unal**

Founder and Member

Auditing Committee GESAV,  
Traditional Turkish Handicrafts  
Foundation

**Annalisa Piras**

CEO and Charity Director  
Springshot Productions Ltd

**Rawia Mansour**

Chairperson  
Ramsco Group

## Moderators

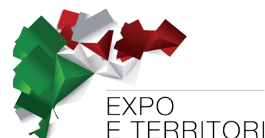
**Caterina Policaro**

Agriculture and Forest Department  
Basilicata Region

**Verica Jordanova**

Journalist  
Inovativnost

## In partnership with





## Background and achievements



On 27<sup>th</sup> February 2015 a Joint Declaration between UNIDO ITPO Italy and Basilicata Region has been signed with the aim of promoting joint cooperation projects in developing countries and support networking events, in the framework of EXPO Milan 2015, between local and foreign business delegations.

Matera has been appointed the European Capital of Culture in 2019. Furthermore Matera has assumed a challenging commitment: to create, starting from its huge cultural and historical heritage, new cultural, social and economical models for the Southern Mediterranean regions, Italy and Europe comprised. The goal of Matera, as European Capital of Culture in 2019, is to show its values worldwide. These include: collective intelligence as a potential resource for development, a sustainable economy and the innovative use of cultural assets; reconnecting art, science and technology; people and ideas' mobility and the relationship between participation, culture and citizenship.

To ensure continuity with the mission and the vision of EXPO 2015, the first activity of the virtual Pavilion

of Knowledge , a kick-off workshop, took place in Matera on 14-15 December 2015 around the subject:

### **“When Creativity meets Business: Sharing Stories of Women Entrepreneurs for Local Development”**

The workshop has sought synergies with other initiatives and projects implemented by Sviluppo Basilicata and Basilicata Region , particularly with the project Mapping Basilicata, the regional enterprises (SMEs) platform set up for strengthen the internationalization process and to upgrade the value of the supply chain into the global market

By hosting and launching the first workshop, MATERA 2019 Pavilion of Knowledge has conveyed a unique message which is crucial in the international development agenda: the need to focus the world's attention on the theme of “promoting women-led enterprise development” as the key feature to assure sustainable and inclusive local development.

The Knowledge Pavilion would also act as potential marketplace to match foreign and domestic SMEs

and investors, innovative and green technology seekers and suppliers, potential business partners from Basilicata, Italy and abroad.

The workshop brought together entrepreneurs, experts, practitioners, policy makers and researchers in a collaborative environment, coming from 13 Countries, to present and discuss issues related to women entrepreneurship development and culture.

By showcasing success stories of women entrepreneurship and hosting high-level debate and working groups, the workshop has increased awareness of the role of women entrepreneurship in local economic development and has also provided a key message and a concrete input to the upcoming work towards Matera as “European Capital of Culture 2019”.

The workshop was based on an exchange of good practices among beneficiaries of women projects, serving as role models/coaches by sharing their experiences with future and present beneficiaries. This was complemented by experts’ inputs on tools methods, theory and resources for entrepreneurial initiatives.

Concrete ways (practical examples, methods, tools, tips, etc.) in which women can be supported towards creating their own job/business were explored and identified during the seminar.

The workshop consisted of both a practical part with team building and project design sessions and an informative part delivered by experts and focused on women entrepreneurship and entrepreneurial learning. Both parts ran in parallel while interlocking throughout the seminar, as its main goal was the exchange of experiences, best practices and tools, and development of entrepreneurship-related projects.

Team activities were used to foster group cohesion and presentation of entrepreneurs strategies. PP provided background information and assessment through group dynamics to implement the crosscutting focus on entrepreneurship.

The programme was divided in one full working day and one day on cultural activity.





## Purpose of the event



- To present case studies with entrepreneurial follow-up measures in women projects.
- To clarify the meaning of women entrepreneurship in different culture and countries.
- To share tools and methods to encourage and prepare women to undertake entrepreneurial activities.
- To identify resources and challenges needed to implement entrepreneurial initiatives.
- To offer space for exchanging experiences and good practices in the field of entrepreneurial learning among players.
- To encourage international and cross-sector partnerships and identify resources for future cooperation.
- To promote an open debate and experience sharing by bringing together women entrepreneurs, with focus on the agribusiness sector, with representatives of business and financial organizations and institutions and other relevant stakeholders from African, Mediterranean and Arab Countries.
- To present successful business models and evaluate the development and economic impact potential of creative industries and agribusiness on local economies and gender equality.
- To launch the project “MATERA 2019 Pavilion of Knowledge” with the aim to consolidating and ensuring continuity between the vision and mandate of EXPO 2015 and Matera 2019, fulfilling one of the commitments of the Milan Charter i.e. strengthening and supplementing the international network of projects, actions and initiatives that constitute a significant collective resource”.



# Participants

Website: <http://www.unido.it/Workshop-Matera2015>

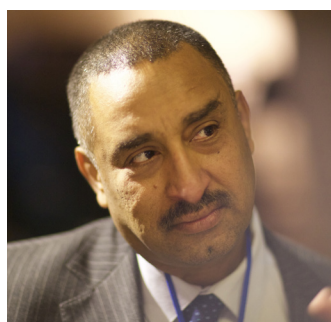
Over 50 participants - women leaders and project coordinators - attended the Workshop coming from Italy, Egypt, Tunisia, Morocco, Saudi Arabia, Turkey, Bahrain, Kenya, Macedonia, Uganda, Sudan, UAE, Lebanon.



**Lucia Cartini**  
Investment Technology  
Promotion Office  
Coordinator  
UNIDO



**Diana Battaglia**  
Head  
UNIDO ITPO Italy



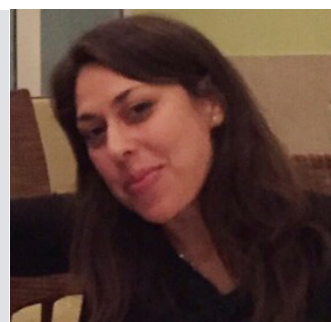
**Hashim Hussein**  
Head  
UNIDO ITPO Bahrain



**Elisabetta Vignando**  
International Expert  
UNIDO ITPO Italy



**Elena Sera**  
Office Assistant  
UNIDO ITPO Italy



**Valentina Maltese**  
ICT National Consultant  
UNIDO ITPO Italy



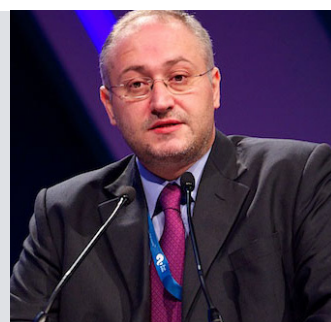
**Lavinia Salvini**  
Team Assistant  
UNIDO ITPO Italy



**Siham Chafak**  
International Expert  
UNIDO



**Jerusa Gatpandan**  
Senior Programme  
Clerk  
UNIDO



**Afif Barhoumi**  
Investment Promotion  
Expert  
UNIDO ITPO Bahrain





  
**Giovanni Oliva**  
 Director of Agriculture  
 and Forest Department  
 Basilicata Region

  
**Luca Braia**  
 Councillor for Agriculture  
 and Forestry  
 Basilicata Region



  
**Paolo Verri**  
 Director  
 Foundation Matera  
 2019

  
**Giampiero Maruggi**  
 Managing Director  
 Sviluppo Basilicata



  
**Patrizia Orofino**  
 Responsible for  
 Internationalization  
 Sviluppo Basilicata

  
**Rossana Gaudiano**  
 Assistant AU &  
 Communication  
 Sviluppo Basilicata



  
**Caterina Policaro**  
 Agriculture and Forest  
 Department  
 Basilicata Region

  
**Francesco Dalema**  
 President  
 Young Entrepreneurs of  
 Confindustria Basilicata



  
**H.E. Shaikha Hend  
 bint Salman Al Khalifa**  
 President  
 Bahrain International  
 Federation of Business  
 & Professional Women

  
**H.E. Sheikha Hissah  
 Saad Abdullah Salem  
 Al-Sabah**  
 President  
 ABWOC - Arabs Women  
 Council



  
**Khayriya Al Dashti**  
 General Secretary  
 Bahrain International  
 Federation of Business  
 & Professional Women

  
**Hadeel Al-Shammari**  
 Board Member  
 Kuwait National Fund  
 for SME Development





**Nourah Al Kuraides**  
Supervisor

Women Industrial  
Development Center



**Hana Al Zuhair**  
Senior Vice President

Prince Sultan Fund for  
Women Development



**Leyla Khaiat**  
CEO and Honorary  
World President

FCEM - Femmes Chefs  
d'Entreprises  
Mondiales



**Mohamed Messelhey**  
Personal Assistant to  
President

ABWOC - Arab Women  
Council



**Samar Itani**  
CEO

Samar handicrafts



**Afnan Al Zayani**  
President

MENA Businesswomen's  
Network



**Nabila Freidji**  
Board Member

CGEM - Confederation  
Générale des Entreprises  
Marocaines



**Mona Hilmy  
George Kolta**  
Secretary

International Voluntary  
Welfare Group



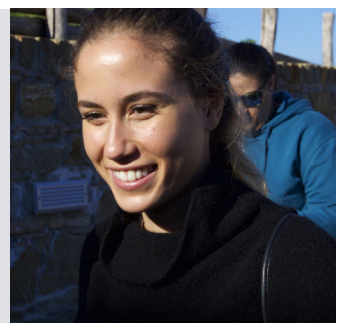
**Mouna Abbassy**  
Managing Director

IZIL - Natural Argan  
Beauty



**Mariam Abboud**  
Footwear Designer

Meme Tuguy



**Kareema Al-Hayki**  
CEO

K Design



**Sumaya Alkuwari**  
Entrepreneur

Bint Al Khaleej







**Sara Humaidan**  
Student  
K Design

**Jameela Al Shammary**  
CEO  
Dar Al Horia



**Ghinwa Jomaa**  
Entrepreneur  
Cookielicious

**Editha Samree Lewela**  
CEO  
El Shaddai Suppliers Limited



**Sebahat Isik**  
Managing Director,  
Founder  
YSM Consultancy Wll

**Hala Jamal**  
Business Woman  
Events starts



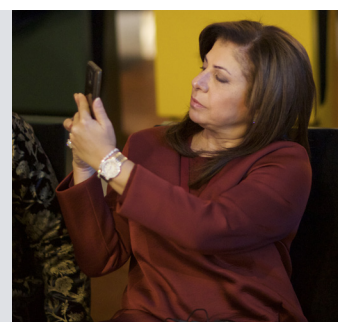
**Rawia Mansour**  
Chairperson  
Ramsco Group

**Benedicta Nanyonga Nabingi**  
Executive Director  
Kinawataka Women Initiatives



**Sahika Unal**  
Founder and Member  
Auditing Committee  
GESAV, Traditional  
Turkish Handicrafts  
Foundation

**Nawal Al Sabbagh**  
CEO  
Nawal Flowers



**Giovanna Bonelli**  
Assistant Commercial &  
Cultural Affairs  
Embassy of Italy in the  
Kingdom of Bahrain

**Verica Jordanova**  
Journalist  
Inovativnost





**Antonella Montemurro**  
Fashion Designer  
Creatree Adv Fashion



**Ahdeya Noor**  
Entrepreneur  
Private



**Annalisa Piras**  
CEO and Charity Director  
Springshot Productions Ltd



**Paola D'Antonio**  
Vineyards Manager  
Città del Vino



**Margherita Pace**  
CEO  
Farm Pace Bio



**Livia Ponzio**  
Producer/Founder  
Superdope Media



**Paola Saraceno**  
Marketing Manager  
Donna Giulia Farm



**Valeria Mangani**  
CEO  
Valeria Mangani Company



**Verena Caris**  
Deputy Secretary General  
The Italian Chamber of Commerce and Industry for the UK



**Francesca Natali**  
Fund Director  
Zernike Metaventures



**Antonietta Rucco**  
Marketing Manager  
Frantoiani del Vulture



**Stefano Mirti**  
Social Media Team Manager  
EXPO 2015





Monday 14<sup>th</sup> December 2015

9:30-10:30 **Opening session - Welcome remarks**

Mr. Raffaello De Ruggeri, Mayor of Matera  
Mr. Maurizio Marcello Pittella, President Basilicata Region  
Ms. Diana Battaglia, Head, UNIDO Investment and Technology Promotion Office, Italy  
Mr. Giovanni Oliva, Director of Agriculture and Forest Department, Basilicata Region  
Mr. Giampiero Maruggi, Managing Director, Sviluppo Basilicata

10:30-10:50 **Awarding of Creative Women Ambassadors**

Her Excellency Shaikha Hend bint Salman Al Khalifa (Bahrain), President, International Federation Bahraini Business Professional  
Ms. Sahika Unal (Turkey), International Expert, Founder and Member of Auditing Committee GESAV, Traditional Turkish Handicrafts Foundation

10:50-11:45 **Keynote Speakers**

Her Excellency Sheikha Hissah Saad Abdullah Salem Al-Sabah (Kuwait), President Council of Arab Business Women  
Mr. Paolo Verri (Italy), Director, Foundation Matera 2019  
Mr. Stefano Mirti (Italy), Social Media Team Manager, Expo 2015  
Ms. Leyla Mabrouk Khaiat (Tunisia), Honorary President, Femmes Chefs d'Entreprises Mondiales

11:45-12:00 **Coffee Break**

12:00-13:30 **Panel 1 - The Role of Organizations and Associations in Women Entrepreneurship**

**Moderator:** Mr. Hashim Hussein (Bahrain), Head of ITPO Bahrain

**Panelists:**

Her Excellency Shaikha Hind bint Salman Al Khalifa (Bahrain), President, International Federation Bahraini Business Professional  
Ms. Nabila Freidji (Morocco), CEO, Cash One, Confederation Générale des Entreprises Marocaines  
Ms. Valeria Mangani (Italy), President, FAREMODA  
Ms. Sahika Unal (Turkey), International Expert, Founder and Member of Auditing Committee GESAV, Traditional Turkish Handicrafts Foundation/ Independent Consultant to the Handicrafts and Fine Art  
Ms. Mona Hilmi (Sudan), Vice President, International Volunteers Welfare Group

**Wrap up by Special Guest:** Ms. Annalisa Piras (Italy), International Journalist



13:30-15:00 **Lunch Break**

15:00-15:30 **Special Initiatives Presentation**

**Welcome remarks**

Raffaele Liberali - Councillor for Production and Industry of Basilicata Region

**Eco-villages Initiative for Women Economic Empowerment**

Ms. Rawia Mansour (Egypt), RAMSCO Group

**MENA Business Women Network Initiative**

Ms. Afnan Zayani (Bahrain), President/Board Member Middle East and North Africa Businesswomen's Network / Bahrain Chamber of Commerce

**Filmshowing of Project "Mapping Basilicata"**

Ms. Patrizia Orofino, Responsible of the Project "Mapping Basilicata"

Ms. Rossana Gaudiano, Project Coordinator "Mapping Basilicata"

15:30-17:00 **Panel 2 - Sharing Stories of Women Entrepreneurs**

**Moderator:** Ms. Verica Jordanova (Macedonia), Journalist and General Manager, Inovativnost

**Panelists:**

Ms. Mouna Abbassy (Morocco), Managing Director, IZIL - Natural Argan Beauty

Ms. Antonietta Rucco (Italy), CEO, Masturzo Olive Oil

Ms. Jameela Al Shammari (KSA), CEO, Dar Al Horiya

Ms. Nawal AL Sabbagh (Bahrain), CEO, Nawal Flowers

Ms. Paola Saraceno (Italy), CEO, Farm Donna Giulia Basilicata

Ms. Benedicta Nanyonga (Uganda), President, Kinawataka Women Initiatives

Ms. Margherita Pace (Italy) CEO, Farm Pace Bio

Ms. Gabriella Megale (Italy) Managing Director Sulzer Sud

Ms. Editha Samree Lewela (Kenya), CEO, El Shaddai Suppliers Limited

Ms. Carolin Martino (Italy), CEO, Winery Company Martino

**Wrap up by Special Guest:** Ms. Annalisa Piras (Italy), International Journalist

17:00-17:15 **Coffee Break**





17:15-18:30

**Panel 3 - Women Start-ups: Financial and Non-Financial Tools**

**Moderator:** Ms. Afnan Zayani (Bahrain), President/Board Member Middle East and North Africa Businesswomen's Network / Bahrain Chamber of Commerce

**Panelists:**

Mr. Francesco Dalema (Italy), President of Young Entrepreneurs of Confindustria Basilicata (The General Confederation of the Italian Industry)

Ms. Francesca Natali (Italy), Director Ingenium Funds

Ms. Livia Ponzio (Italy), Cinematographic Producer

Ms. Hadeel Al-Shammari (Kuwait), Board Member Kuwait National Fund for Small and Medium Enterprise Development

Ms. Paola D'Antonio (Italy), Manager, Vineyards

Ms. Hana Al-Zuhair (Saudi Arabia), Executive Director, Prince Sultan Fund for Women Development

Ms. Noora Kureidis (Saudi Arabia), Supervisor, Women Industrial Development Center Royal Commission Jubail

Ms. Antonella Montemurro (Italy) Fashion Designer B-wear

Ms. Samar Itani (Lebanon), Executive Committee Member, Artisanal League

**Wrap up by Special Guest:** Ms. Annalisa Piras (Italy), International Journalist

18:30-19:00

**Concluding Remarks and The Way Forward:** Road Map of Matera Pavilion of Knowledge

**Moderator:** Ms. Caterina Policaro, Agriculture and Forest Department, Basilicata Region

**Speakers:**

Mr. Giampiero Maruggi, Managing Director, Sviluppo Basilicata

Ms. Lucia Cartini, ITPO Coordinator, UNIDO

Ms. Elisabetta Vignando, International Expert, UNIDO ITPO Italy

Mr. Giovanni Oliva, Director of Agriculture and Forest Department, Basilicata Region

Mr. Luca Braia, Councillor for Agriculture and Forestry, Basilicata Region

20:00-22:00

**Gala Dinner – Hilton Hotel Matera**



Tuesday 15<sup>th</sup> December 2015

- 9:30            **Pick up** from Hilton Hotel and transfer to Tursi
- 10:00           **Arrival to Tursi**  
                  Welcome by the Major of Tursi  
                  Guided visit to Rabatana, Arab city of the mid-fifth century
- 13:00           **Lunch** at the restaurant "Il Palazzo dei poeti"
- 15:00           **Transfer to Matera**
- 20.00           **Gala dinner**, organized by the Chef Lucani Association in collaboration with Basilicata Region, in an old winery in the stones of Matera

Wednesday 16<sup>th</sup> December 2015

**Departure of Delegates and End of Programme**





# Outcomes

The workshop has led the followings results

- has connected women entrepreneurs, institutions, public and private stakeholders coming from the following Countries : Italy,Egypt,Tunisia,Morocco,Saudi Arabia, Turkey, Bahrain, Kenia, Macedonia, Uganda, Sudan, UAE, Lebanon.
- has raised awareness on gender specific issues related to business and entrepreneurship and on their contribution to economic development in the Mediterranean, Arab regions and Africa
- has promoted networking and contacts between institutional and business representatives from Basilicata region and their counterparts participants from the Arab, African and Mediterranean countries as well as amongst all participants
- has exchanged and shared the knowledge, experiences , success stories and best practices on how to facilitate women's equal access to resources, employment, markets and trade in African, Mediterranean and Arab Countries.
- has analysed the link existing between culture and entrepreneurship in supporting an inclusive and sustainable development for developing countries, fostering women-led small-scale enterprises development.
- has identified and agreed on a Road-Map of specific joint projects and initiatives to be implemented by stakeholders and participants which are of relevance to the mission and vision of Matera 2019. The projects and their results will be presented at Matera 2019 and possibly at EXPO Dubai 2020.



# Key Messages

- According to the World Bank, women-owned businesses represent 25-33 per cent of all private businesses in the world. Women perform two thirds of the world's work, receive 10 per cent of the world's income, and own one per cent of the means of production. They are practically invisible in the global value chain as suppliers to corporations and governments.
- Achieving women's economic empowerment is not a "quick fix". It will take sound public policies, a holistic approach and long-term commitment from all development actors.
- Innovative approaches and partnerships are needed to scale women's economic empowerment
- Women's access to markets, including local and global procurement opportunities, should be increased. Women should also be provided with better access to business models for growth, including role models and mentors, as well as skills and tools to scale up their businesses, both for real job creation and for measurable economic impact
- More equitable access to assets and services – land, water, technology, innovation and credit, banking and financial services – will strengthen women's rights, increase agricultural productivity, reduce hunger and promote economic growth.
- In order to promote women's economic empowerment, there is a need to move beyond the informal sector and micro-enterprises and toward SMEs and other sustainable growth opportunities.
- Sensitizing the private sector, and creating market and economic incentives to promote women's economic empowerment. Economic incentives include, for example, grant and financial support for promoting equal opportunities which are crucial for the development of the business. Market incentives include, for example, training modules, technical assistance, certification procedures that promote the message that the company is committed to promoting gender equality and a safe working environment .Examples of successful initiatives in Egypt and Morocco were presented.
- The role of women's associations in improving the working conditions for women should not be underestimated. Successful examples from around the world, such as the International Federation Bahraini Business Professional Women, run by HE Sheikha Hind bint Salman Al Khalifa, demonstrated that such initiatives can make a big difference in the lives of women and vastly improve their ability to do business.
- Matera, Capital of Culture 2019 should become the "strategic ab" for share the common values of global citizens with the unique function to connect and mobilize people and resources and to think about alternative business models, that nobody else has found with the aim to translate policy into sustainable projects.





# Conclusion



Whereas session-specific conclusions were drawn at the debriefing part of each session, general conclusions were gathered during a participatory activity in plenary to address the objectives of the seminar.

## Entrepreneurship

Entrepreneurship is for someone willing to take risks and have strong will and skills to develop creative ideas you seen how your resources to make ideas work.

- Turning ideas into practice
- Converting ideas into practice with a strategy by using skills opportunities and creativity.

## Entrepreneurial Learning

Entrepreneurial learning is the process using persons, experiences in order to give confidence and develop skills.

- Developing competences [attitudes, knowledge and skills] necessary in turning ideas into practice. It's based on innovation, risks and developing certain behaviour.
- Gaining and internalising the proper attitudes for entrepreneurship; learning negative and positive sides of entrepreneurship such as taking responsibility, overcoming setbacks, learning about financial methods, and having a proper mindset.

## Beyond

Once the main contents of the workshop were addressed and conclusions drawn, an open space was provided to participants to discuss topics, share experiences and develop future projects by setting their own agenda.

## Key result

The networking event has been instrumental to draft and agree by participants and stakeholders on a road-map for selected projects and initiatives to be jointly implemented over the next four years to be eventually presented and showcased in Matera in 2019. In the long run, and given the early involvement in this initia-

tive of institutional stakeholders and business partners from the Arab region, through UNIDO ITPO Bahrain, linkages and synergies between MATERA 2019 and EXPO DUBAI 2020 will be also concretely explored in the upcoming months.

## Content

Sessions devoted to the role of women leadership and on the entrepreneurship environments :

- Get a more profound knowledge about and how to promote it
- Get more information about the social aspects of entrepreneurship - social entrepreneurship activities of women in different Countries
- More insights of the realities at national/ local level by the participants

## Methodology

An informal introduction of participants to break the ice with the aim to :

- Create a structured method to link partners during the workshop
- Inspire and share a common culture during sessions, ideas and vision
- Balance the presentations and participatory activities according to the level of energy of the group
- Stimulate interactivity during 'static' presentations by involving the participants, including pictures, videos, etc.

## Evaluation

The self-evaluation of participation ranked also very high with 40 out of 50 respondents participating all or most of the time. 40 out of 50 participants considered that their general aims were achieved during the workshop. The degree of satisfaction regarding seminar elements was evaluated individually on a scale from 0% to 100%. The aggregated workshop average was 90%.

The personal aims achieved during the seminar were in consonance with the workshop's aims, as well:

- Discovered Matera Capital of Culture 2019 as a think-thank of initiatives for the creative industries and start-ups
- inspired a new vision for the development of a sustainable economy driven by women entrepreneurs

## General Remarks

As organizers , we are very pleased with the excellent evaluation of the workshop and, similarly, the level of participation, motivation and work quality of the participants has impressed us. We agree that the contents together with its methodology have flowed perfectly.

The majority of the participants were motivated and took an active part in the workshop

It is difficult to measure improvement in all aspects over two days activity but certainly by the end they felt more confident with the group and confident of future steps of the cooperation with Basilicata Region.





# Next step: the Road Map

An overview of the Road Map “Open Enterprise MATERA 2019 Pavilion of Knowledge ”

## The Goals

- Establish a think-tank composed by RB, SB, UNIDO (ITPO Italy, Bahrain and Vienna, Matera 2019) in charge of the future initiatives of Matera Pavilion of Knowledge
- In order to further discuss this preliminary Road Map, UNIDO has invited the Representatives of Regione Basilicata and Sviluppo Basilicata to follow up and hold consultations in Rome, at UNIDO Headquarters and in Bahrain
- To explore the possibility of establishing a permanent structure in Matera to award International Creativity and Innovation
- Explore ways and means to promote a link and share the experience of the Milano Expo 2015 with Dubai Expo 2020
- Launch a communication platform, including social network as a meeting point and instrument to share experiences, information and news.
- Identify and formulate a joint project involving all partners (Regione Basilicata, Sviluppo Basilicata, UNIDO) and participants (institutional and business representatives attending the workshop)

## The joint project could:

- build on three principles: Inspiration, Community and Redemption
- launch a common product/collection based on common cultural traditions and heritage
- promote innovation entrepreneurship linking domestic to foreign direct investment with special focus on women empowerment



## Proposed Road Map: Start-ups, Workshop and Award

- Next event in Matera could have as a main topic the promotion of Start-ups with focus on agribusiness (Matera – Basilicata 2019 “Share Your Idea”)
- UNIDO ITPO Network under the leadership of ITPO Italy, could be mobilized to identify successful and innovative start-ups around the world ( Bahrain, Japan, Republic of Korea, Russia, Beijing, Shanghai and Nigeria)
- The selected start-ups could be invited to present their business models and innovative solutions in Matera
- ITPO Bahrain could mobilize and invite INTEL Corporation to develop a special platform to assist start-ups
- International private sector investors and financial institutions could also be mobilized by UNIDO to explore possibilities of financing for the awarded start-ups

## Heritage and Cultural Partnership

It is proposed that UNIDO will play an active role, through its contacts and networks, to promote twinning between Matera European Capital of Culture 2019 and other old cities of the Mediterranean and Arab regions ( Cartagena - Tunisia, Dilmur – Bahrain, Petra-Jordan, Byblos-Lebanon)







UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION  
INVESTMENT AND TECHNOLOGY PROMOTION OFFICE ITALY

**UNIDO**

**Investment and Technology Promotion Office - Italy**

Via Paola, 41 - 00186 Rome - Italy

Tel: +39-06-6796521 | Fax: +39-06-6793570

[www.unido.it](http://www.unido.it) - [www.unido.org](http://www.unido.org)

**Kick-off workshop website: [www.unido.it/Workshop-Matera2015](http://www.unido.it/Workshop-Matera2015)**



**TOGETHER**  
*for a sustainable future*

