



# YBI Entrepreneur of the Year shoots to stardom in Argentina

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YBI Network supports Global  
Entrepreneurship Week

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Introducing the new YBI Patrons Council

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How important is trust in the mentoring  
relationship?

**News from the  
YBI Network**  
*January 2010*



# YBI Entrepreneur of the Year becomes national celebrity in Argentina

*When Juan Ramón Nuñez set off to London from Buenos Aires, he had no idea he'd win the title. But the real journey began when he came home.*

Juan Ramón Nuñez, a former scrap collector turned radio presenter and owner of an audiovisual company, has become a national celebrity in Argentina following his return from the UK as winner of the YBI Entrepreneur of the Year Competition.

Juan Ramón was awarded his trophy by HRH The Prince of Wales at an event held in St James's Palace in London on 16 November 2009. On his return to Buenos Aires where he lives and runs his business, he was swarmed by Argentinean media wanting to hear his story.

In the build-up to the competition, Juan Ramón already had a high profile in Argentina. He had been featured in every single national newspaper and even appeared on the Susana Giménez show, one of Argentina's most popular TV programmes watched nationwide by millions of people.

All four finalists were flown to London to be interviewed by YBI's judging panel. During Juan Ramón's flight, a fellow passenger recognised him from the media coverage he'd received. But it was when he won the overall prize as YBI Entrepreneur of the Year that interest in Juan Ramón really took off.

"When I returned to Argentina, and I saw all the people and various national media organisations waiting for my arrival at the airport, I realised what this prize had

created in Argentina," he said.

Within days of his return, Juan Ramón appeared on the front cover of Clarín, Argentina's most popular newspaper. He was inundated with interview requests from journalists, and was on television several more times – including the national TV news, as well as a second appearance on the Susana Giménez Show.

Juan Ramón's story spread well beyond Argentina. He was interviewed by Colombian radio, profiled

achievements. Juan Ramón was also profiled on the BBC Spanish website.

Beyond the impact for Juan Ramón, Fundación Impulsar – which helped him start up The Light of Sound and is continuing to support him now – is also gaining benefits from the competition.

"When I arrived back in Buenos Aires, the taxi driver – not knowing who I was - told me about the arrival of Juan Ramón and all the media attention on the story," said Eleonora Nobile, Executive Director for Fundación Impulsar.

In particular, the success of Juan Ramón is helping Fundación Impulsar raise its profile with a number of companies who have shown greater interest in supporting the organisation.

A number of regional governments in Argentina have also expressed interest in Juan Ramón's story, and have invited him to give presentations on his life story, how he won the Entrepreneur of the Year competition, and how he started up his business with Fundación

Impulsar.

In 2010 Fundación Impulsar plans to take advantage of the publicity surrounding Juan Ramón by placing his inspirational story at the centre of a campaign to generate individual donations from the public.



in Spanish newspaper El Mundo, and in mid-December, Channel 10 from Uruguay visited him in Buenos Aires to film a programme about his

Read more about Juan Ramón  
His blog: [www.impulsandomiproyecto.wordpress.com](http://www.impulsandomiproyecto.wordpress.com)

YBI: [www.youthbusiness.org](http://www.youthbusiness.org)  
Fundación Impulsar: [www.fundacionimpulsar.org.ar](http://www.fundacionimpulsar.org.ar)

**Here are just a few clips from Juan Ramón's appearances on television:**

América Noticias



Medio Todo Noticias (TN)



América 24



The Susana Gimenez show



**“We chose Juan Ramón because he displays a true entrepreneurial spirit of not accepting his lot, striving against adversity and identifying a market and then attacking that market through a scalable business.”**  
 Entrepreneur of the Year judges

**Demonstrating entrepreneurial spirit - why the judges chose Juan Ramón Nunez**

The judging panel for the 2009 YBI Entrepreneur of the Year, which included high-profile names like Deborah Meaden of BBC series Dragon's Den, chose Juan Ramón for his ability to create a successful entrepreneurial career despite his hardships. They were impressed by his determination and his passion for his business, which shone through in the panel interview.

The judges said: “We chose Juan Ramón because he displays a true

entrepreneurial spirit of not accepting his lot, striving against adversity and identifying a market and then attacking that market through a scalable business.”

Juan Ramón has struggled with being orphaned at a young age, losing his first wife and developing heart problems. Saddled with expensive medical bills and with no job prospects, Juan Ramón was forced to live with his young family in one of the most dangerous areas of Buenos Aires.

For four years, Juan Ramón saved every penny he earned as a scrap collector in order to set up a community radio station. Following its success, he was then able to launch his audiovisual operation with the help of Fundación Impulsar. His business, The Light of Sound, has not only become a successful business venture, but also plays an important role in bringing the local community together.



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# Global Entrepreneurship Week: YBI Network lends its support

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*In the world's largest global campaign for young entrepreneurship, running from 16-22 November, members of the YBI Network hosted events around the world. Here's what happened:*

## India

At the launch event Bharatiya Yuva Shakti Trust held for Global Entrepreneurship Week, 150 participants – 60 BYST members, 43 partners and special invites, 25 entrepreneurs, and 22 media persons, to be precise – collectively took an oath “to make sincere efforts to encourage and assist at least one youngster within the next year to take up entrepreneurship.”

BYST itself aims to support 5,000 entrepreneurial ventures in the next five years – a considerable increase from the 2,000 entrepreneurs it has supported since its inception. In a keynote address, Lars Thunell, Executive Vice President and CEO of the International Finance Corporation, also announced that his organisation would be partnering with the BYST in introducing its economic

development model in the Philippines, Indonesia, Bangladesh, and parts of Africa.

Following the address, participants were able to view products made by BYST entrepreneurs, placed on display in the exhibition hall. These ranged from musical instruments to industrial rubber to glass dolls.

In addition to praising Ramu Uyyala, YBI Entrepreneur of the Year 2008, and Sarala Bastian, shortlisted candidate in YBI Entrepreneur of the Year 2009, BYST also offered the Awareness and Counseling Programme to fledgling young entrepreneurs, wherein a BYST mentor and mentee would jointly share their stories with participants on how their businesses took off.



*India: GEW Participants taking an oath of entrepreneurship*

## Barbados

Over 100 partners, from the Chamber of Commerce and Industry and the Small Business Association to local and international banks, came together to create the 22 activities which Barbados Youth Business Trust hosted for GEW.

The week started with an appearance on Morning Barbados, a popular early morning television show, in which BYBT's Executive Director Marcia Brandon discussed the importance of the global week and the activities planned in Barbados.

These kicked off with the BYBT 5th Biennial Arts & Crafts Exhibition where young artist entrepreneurs were able to showcase their pieces to the audience, which included students from seven primary schools and one kindergarten, all very enthusiastic to watch the artists at work.

For university students, panel discussions on Bajan entrepreneurship were held, both at the Cave Hill School of Business, and at a breakfast session hosted by USAID. Both panels had BYBT-supported young entrepreneurs involved as participants and facilitators.

All attendees were then invited to a seminar focused on the relationship between climate change and youth enterprises, where interesting discussions took place on the results of a BYBT survey on young entrepreneurs' awareness on climate change.



*Barbados: Mrs. Hortense Carrington, Principal of Charles F. Broomes & Science Teacher, Ms. Smith, preparing for Global Entrepreneurship Week*

## Canada

The Canadian Youth Business Foundation, official hosts of GEW Canada, collaborated with over 200 different organisations who hosted more than 500 events across the country, reaching millions from coast to coast. Here are a few highlights:

In the **Youth Entrepreneurship Summit**, key leaders from all sectors gathered together with young entrepreneurs to develop policy recommendations to build Canada's first youth entrepreneurship strategy. Webcast live on [www.gewcanada.com](http://www.gewcanada.com), the summit was attended by hundreds.

Also available online was the **Great Canadian Mentor Challenge** ([www.mentoringchallenge.ca](http://www.mentoringchallenge.ca)), a national online event which asked industry leaders and experienced professionals to contribute their business advice. Available in both English and French, the sites are an online resource for aspiring business owners, showing Canada as a world leader in mentoring young entrepreneurs. Mentoring advice came from all fields, including marketing, non-profit, business, retail, manufacturing, finance and innovation.

## Saudi Arabia

There is no question about it, The Centennial Fund's dynamic media campaign brought victory to YBI People's Choice Entrepreneur of the Year Ghada Baaqil (see next page).

In addition to creating a website ([www.vote4ghada.com](http://www.vote4ghada.com)) to garner support for the Saudi entrepreneur, TCF reached out to a number of blogs, discussion forums, and social networking websites with their campaign. Ghadah was "adopted" by the Middle East Broadcasting Group, one of the Arab world's most established names in radio and television, which ran "Vote for Ghada" radio ads for three days during the week which the YBI People's Choice Entrepreneur of the Year Competition was open.

MBC also incorporated a feature on Ghada in their hourly news bulletins on both TV and Radio stations, and the entrepreneur herself made appearances on two morning shows.

To build their business network, young entrepreneurs were then able to attend **Sprout Up**, free networking events held in Montreal and Toronto for "forward-thinking entrepreneurs to gather and mind-meld." Hosted by Sprouter, an entrepreneurial networking website, Sprout Up is made up of three components: an innovation demo, where pre-selected entrepreneurs share innovative business ideas, a guest speaker, and a networking opportunity.

Finally, following a week of mentoring, networking, and supporting new entrepreneurs, what left to do but celebrate the success stories? **The CYBF Chairman's Awards** recognised the outstanding contributions to entrepreneurship made by 21 remarkable Canadians. In front of a crowd of more than 300 people, Quebec brothers Yan and Sebastien Gagnon of GG Telecom accepted the National Best Business Award, which came with a C\$20,000 cheque to use towards the expansion of their business, developing innovative security monitoring technology.

## Russia

On 17-19 November, Youth Business Russia Programme Manager Boris Tkachenko made a presentation at the VIII National Microfinance Conference: "The Role of Microfinance in Overcoming the Financial and Economic Crisis."

The conference is the country's largest national event devoted to microfinance and access to financial services and was held in Moscow.

Over 500 people from 51 regions of Russia and from 22 foreign countries participated in the conference, including the largest financial institutions offering credit to small business, such as VTB 24, Bank TRUST, Rosbank, Promsvyazbank and Forus Bank.



Top - Canada: Panel Discussion at Youth Entrepreneurship Summit

Bottom - Canada: The Gagnon Brothers receive the CYBF Chairman's National Best Business Award

# Advocacy and inspiration: YBI makes use of Global Entrepreneurship Week

*People's Choice award inspires over 20,000 people in run-up to Global Entrepreneurship Week*

In the week leading up to Global Entrepreneurship Week (9-16 November), supporters of young entrepreneurs all around the world poured in to vote for their favourite of 12 entrepreneurs shortlisted in the YBI Entrepreneur of the Year Competition.

In a landslide victory, Ghada Baaqil of Saudi Arabia won 16,000 votes – five times more than the second-place contender, Juan Ramón Nuñez from Argentina, who garnered nearly 3,000 votes for his audiovisual company. In third place was Jorge Alberto Noverón, an eco-friendly architect from Mexico who came in just short of 1,000 votes.

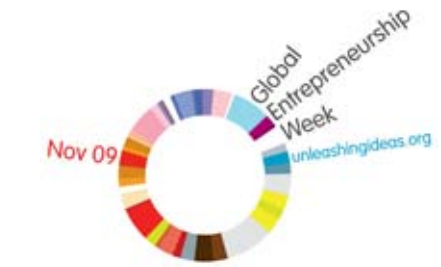
31 year old Ghada, who runs the first and only centre for autistic children in Medina, was named as the winner of

the People's Choice Award, part of Youth Business International's Entrepreneur of the Year competition, at YBI's Entrepreneur of the Year awards dinner at St James's Palace.

## Putting the "People" into the People's Choice Award

To spread the word on the People's Choice award, YBI utilised social networking websites like Facebook, LinkedIn, and ASmallWorld. We reached almost 100 groups on these three sites alone, with its members spanning across the whole range of YBI's 39 member countries.

We also "tweeted" on our Twitter page - [www.twitter.com/youthbizint](http://www.twitter.com/youthbizint) - with frequent updates on the competition,



and reached out to the top MBA and entrepreneurship programmes in the 13 countries represented in the competition's shortlist, asking for their support in spreading the word on campus.

The message was simple: everyone was invited to log onto the GEW website to watch a short video and vote for their favourite of each of the 13 shortlisted entrepreneurs in the YBI People's Choice Entrepreneur of the Year Competition.

The videos were also featured on YBI's YouTube channel which, thanks to the overwhelming traffic from the GEW site, became the third most watched non-profit channel in the UK for the week which the competition ran.

## YBI publishes recommendations for promoting youth entrepreneurship

Addressing the growing numbers of unemployed young people is vital at a time of economic slowdown, and there are some clear steps that governments, businesses and other organisations can do to tackle this by helping young people get started in business.

This was the message of a new report published for Global Entrepreneurship Week by Youth Business International, entitled "Youth entrepreneurship: Recommendations for action".

The report presents five actions each for governments, businesses and civil society organisation to take to support young people who want to start up in business



but who lack the means to do so. Each recommended action is backed up by an example where this has already happened in different places around the world.

Here are just three recommendations extracted from the report:

**Banks and microfinance institutions** should partner with community organisations to improve young people's access to financing.

**Example:** YBI's partner in India has established a partnership with Bank of Baroda

**Governments** should utilise existing structures, such as chambers of

commerce and other business networks, to support the development of youth entrepreneurship.

**Example:** In Sri Lanka, the Ceylon Chamber of Commerce has supported the growth of Youth Business Sri Lanka

**Non-governmental organisations** should tailor vocational and life skills training according to local community needs – in particular to cater for rural areas.

**Example:** In Paraguay, Fundación Paraguaya and the San Francisco Agricultural High School provide education in agriculture and entrepreneurship to the children of very low-income farmers.

**To read Youth Entrepreneurship: Recommendations for Action, visit: [www.youthbusiness.org/resources.aspx](http://www.youthbusiness.org/resources.aspx).**

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# YBI recognises leading supporters of youth entrepreneurship

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*Thank you to YBI's Patrons - a group of organisations and individuals providing important assistance to YBI and the network*

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[In November 2009 YBI launched its new Patrons Council, to recognise and thank key supporters of YBI and the YBI Network around the world.](#)

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The official launch of the Patrons Council took place at YBI's Entrepreneur of the Year dinner, hosted by HRH The Prince of Wales.

Those invited to join the Patrons Council are either recent significant supporters of YBI and/or a number of programmes in the YBI Network, or they represent institutions that are recent donors.

We very much look forward to working with all of these organisations and individuals over coming years to provide

even more effective assistance to young entrepreneurs around the world.

## Accenture

**Adrian Lajtha, Chief Leadership Officer and Corporate Citizenship Chairman**

Accenture has been one of YBI's most significant supporters over the past few years and has also developed important relationships with several members of our network including The Prince's Trust, The Prince's Scottish Youth Business Trust (PSYBT), Bharatiya Yuva Shakti Trust (BYST) in India and Fundación Impulsar in Argentina.

## Althea Foundation

**Alexsis de Raadt-St James, Chairman**

The Althea Foundation has played a pivotal role in helping YBI create Youth Business America, a not-for-profit organisation registered in the US that is expected to join the YBI Network soon. Through the Althea Foundation, Alexsis continues to provide extensive support to facilitate the commencement of operations in the US.

## Banking on the Young

**Nichola Odey, Trustee**

Banking on the Young, formerly known as the McCabe Foundation, has funded initiatives in our network in Argentina, China, India, Kenya, Mexico and Sri Lanka and is now focusing its attention on working with BYST in India.

## Barclays Capital

**Leslie Maasdorp, Vice-Chairman Barclays Capital and ABSA Capital**

For the last two years Barclays Capital's financial support has enabled the delivery of the YBI Accreditation scheme, helping to maintain quality standards within the network.

## The Centennial Fund

**H.E. Mr. Amr A. Al-Dabbagh, Chairman**

The Centennial Fund (TCF) of Saudi Arabia is a very strong and successful member of the YBI Network that has also devoted significant resources to the development of the network internationally. Since 2007, TCF has shared its IT resources and learning with the YBI Network by supporting YBI in the development of the Operations Management System. In addition it has hosted Islamic Forums for members of the YBI Network and has also provided targeted support for the establishment of new members of the network.


## Chris Rokos

Chris Rokos is a Partner with Brevan Howard Asset Management based in London.

## Deloitte

**John Connolly, Senior Partner and Chief Executive**

Deloitte has supported a number of programmes in the YBI Network. In Mexico, Deloitte has provided JEMAC with sponsorship, mentors and training as well as guidance on strengthening the programme's governance structure. In Argentina, Deloitte has provided multiyear pro bono auditing to Fundación Impulsar while in Saudi Arabia, Deloitte has been a significant supporter of The Centennial Fund since its inception in 2005, through pro bono auditing, mentors and other volunteering for the programme.



*"The Parthenon Trust has been a major supporter of YBI since its inception."*

## **Ernst & Young**

### **Lisa Cameron, General Counsel and Managing Partner**

Ernst & Young has been a valuable supporter of The Prince's Trust for a number of years with employees playing a significant role in raising funds for the Trust. In Barbados, Ernst & Young has been involved since Barbados Youth Business Trust's inception in 1997 with financial, in-kind and volunteering support. In Africa, Ernst & Young has provided in-kind and pro bono support to Kenya Youth Business Trust (KYBT) and the National Youth Development Agency (formerly Umsobomvu Youth Fund).

## **Jane Nelson**

Jane Nelson is Director of the Corporate Social Responsibility Initiative of the Kennedy School of Government at Harvard University and a Senior Fellow at Harvard's Mossavar-Rahmani Center for Business and Government. She has provided inspiration and guidance for YBI since its inception, and was the driving force behind YBI's successful Global Forum on Youth Entrepreneurship in 2008.

## **KPMG**

### **Alistair Johnston, Global Vice Chairman, KPMG International**

KPMG provided support to YBI in developing the design for the YBI Accreditation process, which upholds the standards of the YBI Network. KPMG has also provided sponsorship to the Canadian Youth Business Foundation (CYBF) and has provided mentors, training and other in-kind support to Youth Business Hong Kong. In India, KPMG has supported BYST through employee engagement in a large research and policy project for the programme.

## **The Loomba Trust**

### **Raj Loomba, Chairman**

The Loomba Trust is dedicated to helping widows, their children and orphans and has funded targeted entrepreneurship initiatives with our network including B'Yeah in Bangladesh, KYBT in Kenya, Nepal Youth Business Foundation, Youth Business Sri Lanka, BIDAYA in Syria and Uganda Youth Business Trust.

## **Lovells**

## **John Young, Senior Partner**

Since the early days of YBI, Lovells has provided pro-bono legal advice, was a key partner in the development of the Accreditation scheme as well as giving financial support for operations. In particular, Lovells guided YBI through the legal aspects of independence and is assisting YBI in the development of its governance.

## **Parthenon Trust**

### **John and Geraldine Whittaker, Trustees**

The Parthenon Trust has been a major supporter of YBI since its inception and continues to provide support, encouragement and advice to YBI and to individual members of the YBI Network.

## **PricewaterhouseCoopers**

### **Glyn Barker, Vice-Chairman**

PwC is a significant supporter of YBI and a number of members of the network. Most recently PwC has provided YBI with management and governance advisory services. In Israel and Scotland PwC provides pro bono audit support and volunteers to Keren Shemesh Foundation and PSYBT respectively. In England and Wales, PwC's support for The Prince's Trust spans pro bono audit, volunteering and employee fundraising.

## **Scotiabank**

### **Rob Pitfield, Group Head, International Banking, Scotiabank Canada**

Scotiabank is a long-term supporter of CYBF providing funding and event sponsorship as well as mentors and loan panel volunteers. In Trinidad & Tobago Scotiabank has provided funding, pro bono and volunteering support and in Mexico it has recently joined the advisory board of JEMAC.

## **Shell Foundation**

### **Chris West, Director**

Shell has supported YBI and the YBI Network for many years including developing links between YBI and Shell's Livewire programme, and has provided support to Eletpálya Foundation in Hungary, JEMAC in Mexico, BIDAYA in Syria and the Uganda Youth Business Trust.

## **Smith & Williamson**

### **Gareth Pearce, Chairman**

Smith & Williamson gives pro-bono auditing services to YBI and played a key advisory role in preparing YBI for independence in 2008.

**Date for your diaries!**  
**The YBI Global Forum 2010 will be held in Mexico City on 18-24 September 2010**

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# “No success without trust”: building trust in the mentoring relationship

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*How much can trust contribute to a positive mentoring relationship? John Cull, YBI's mentoring consultant, discusses the benefits*

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The start of a New Year is a timely moment for assessing important relationships in our lives. One of those is the relationship between mentor and mentee.

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In Homer's *Odyssey*, for example, Ulysses entrusts his son Telemachus to his good friend Mentor before leaving on a trip. Mentor was to be responsible for Telemachus' education and the development of his identity in the adult world. The Goddess Athena spoke to Telemachus through Mentor, with the result that he acquired divine qualities and became the incarnation of wisdom.

Today, mentoring continues to gain in popularity as a way to assist and support entrepreneurs.

Research from a study conducted by the Foundation de l'Entrepreneurship in Quebec, Canada has shown that trust is of utmost importance and both the mentor and his/her mentee have to respect the "moral contract" they established at the beginning of the relationship.

This reinforces my own research studies which found that both parties must want to have a relationship. The key elements of the relationship are mutual trust, mutual respect and mutual freedom of expression.

As one mentor from the study pointed out:

"At the start of the journey, if the mentee feels comfortable with you, they will share anything. To build trust you have to start as you mean to go on. You need to be a good listener and ask them relevant questions such as: how much they know about business, how far they want to go with it, how much research they have done".

*But what does it mean when you say you trust someone?*

For many of us we have met people we have found to be trustworthy. When this happens we discovered we could take action from what they said, rely on their sincerity and feel secure that they would maintain confidences. On the other hand we have encountered people we have found to be untrustworthy. This is where we've felt let down, betrayed, not supported or lied to.

According to Stephen M R Covey, author of *The Speed of Trust*, low trust causes friction and creates hidden agendas, interpersonal conflict, rivalries, win-lose thinking and defensive and protective communication. On the other hand, Covey maintains that if trust is developed and leveraged, it is the one thing that will create unparalleled success, and is the key leadership competency required in the global economy. You can't have success without trust. Trust is the glue that holds relationships and organisations together.

Covey also argues that trust is quantifiable. When trust diminishes, costs soar - through deferred decision making, lower productivity and reduced levels of service. The outcome is a poor business result with growing suspicion, cynicism, decreased stakeholder engagement and increased employee turnover.

Conversely in situations where there is high trust, costs come down. Levels of motivation rise, relationships are healthy, collaboration thrives, innovation abounds, processes are streamlined, productivity increases, service levels are strengthened, top talent is retained and results are realised as the whole workforce is highly engaged.

*So, how do you assess whether trust is present?*

This requires two key elements. Firstly to be sincere in what you say; do we go into action to fulfill promises made i.e. are our actions consistent with words? The second element is a matter of assessing competence; do we demonstrate a capacity for fulfilling what we said? Both these elements of assessment, sincerity and competence, come together when we are working to determine whether or not we trust.

Building trust requires people to take risks and step outside their comfort zones. It is a mentor's responsibility to proactively and purposely inspire and build trust. A high trust environment is one where people can pull together and do what is necessary to overcome the challenges facing businesses today.

Like Ulysses, youth business programmes entrust their entrepreneurs to their valued and trusted mentors. Without the mentor there would be no programme. However, with this responsibility comes accountability!

Best wishes for many outstanding mentoring relationships in 2010.

**John Cull** is YBI's mentoring consultant. If you would like to comment on John's article, you can contact him direct at [johncull@wowmatters.com](mailto:johncull@wowmatters.com)

Youth Business International has developed a customised online **Mentoring Toolkit** which is available only for members of the network at [www.ybinetwork.org](http://www.ybinetwork.org) – contact anyone at YBI if you require log-in details...

# News from Youth Business International

## YBI visit to Nepal

In October, Operations Manager Hoang Anh Thi Le made a follow-up visit to Nepal Youth Business Foundation. NYBF has recently reconstituted its board and have hired a new Executive Director, Dilendra Shrestha, who brings a wealth of experience to the programme and is a leading member of the Rotary Club in Nepal. NYBF has strong growth plans for 2010, and aims to support 8-10 entrepreneurs per month.

## Youth Business America: new pilot nears launch

YBI Operations Director Sarah McMillan spent much of the final few months of 2009 in San Francisco, supporting the development of Youth Business America. Working alongside Chief Executive Officer Darcie Cookson and a small cohort of volunteers, Sarah shared best practices from the YBI Network, supported the development of new partnerships, and helped to establish an operations plan for the pilot programme, which is due to launch in early 2010.

YBA positions itself as the only small business development programme, among many in the US, that is focused exclusively on youth. Existing members of the network in Argentina, Canada and Scotland have assisted YBA in its infancy.

## Mentoring workshop in Latin America

In late November, YBI co-organised a regional workshop with the Inter-American Development Bank in Mexico City for Latin American members of the network. Representatives attended from Argentina, Bolivia, Brazil, Colombia, Mexico, Uruguay, and Paraguay – the latter of which is on track to join the YBI Network in 2010.

With the support of the Accenture Mentoring Project, Operations Director Sarah McMillan led a day focused exclusively on mentoring. Participants shared experiences and best practices around key but often-overlooked aspects of the mentoring programme, such as motivating mentors, monitoring and evaluation, and ongoing support and

development activities. The workshop ended with a session on fundraising and organisational sustainability led by Development Director Anne-Marie Brennan, participants from Argentina and Mexico, and a local marketing expert.

## Belize visit

Anne-Marie Brennan, YBI's Development Director, visited Youth Business Trust Belize in November. During her stay she met with members of the YBTB team, Board of Trustees and the Patrons Board to get a greater understanding of how YBI can help with its development and growth.

## Bowled over at Barclays Capital charities day

Whilst promoting YBI at a Barclays Capital Charities Showcase event in December, Anne-Marie and Andrew Devenport spotted renowned English cricketer Andrew "Freddie" Flintoff. Before you could say "howzat?", Freddie was posing in front of a YBI stand. Now that's what we call smart fielding...



## YBI visit to Hong Kong

Managing Director Andrew Fiddaman and Advocacy and Development Manager Allegra Whittaker spent a day with Youth Business Hong Kong, where YBHK's Miranda Ho and Gary Tang introduced them to some of the entrepreneurs that YBHK have supported, who ranged from all sorts of fields, from alternative medicine to wedding photography to pet fashion wear. Future

development plans for YBHK were also discussed with Amy Fung and Rosanna Wong, Executive Director of The Hong Kong Federation of Youth Groups.

## Youth Communiqué in the Commonwealth

Within days of returning from Hong Kong, Andrew and Allegra flew out to Trinidad and Tobago to attend the 7th Commonwealth Youth Forum, part of the biannual Commonwealth Heads of Government Meeting (CHOGM). The theme for the CYF was "Invest in Youth, Sustain the World," with an aim to formulate a set of recommendations, a communiqué and an action plan to be shared throughout the Commonwealth and with their Heads of Government.

Participants were split into one of four discussion groups – Youth Involvement in Decision Making; Peace Building; Climate Change; Economic Growth, Building Sustainable Livelihoods – with Andrew leading and Allegra facilitating in the latter group. Andrew was joined on the panel by world-renowned Nobel Laureate Joseph Stiglitz.

You can download the final communiqué by visiting <http://www.thecommonwealth.org/files/216790/FileName/CommonwealthYouthForum7-communiqué.pdf>

## Andrew Devenport visits Ukraine

In November, Andrew Devenport visited Youth Business Russia and Youth Business Ukraine. In Ukraine, Andrew witnessed how the programme is coping with the recession that has severely affected Eastern Ukraine. Credit for small businesses has almost completely dried up, and many of the large local industrial companies are operating at a fraction of capacity with huge rises in unemployment and underemployment.

Much of the discussion centred on figuring out ways to access fresh capital, an effort to be guided by the Governors of Donetsk and Luhansk.

For more on Andrew's visit to Russia, see the separate article on page 12.

# News from the YBI Network

## Dominica: Alternative medicine entrepreneur wins Commonwealth award



Dominica Youth Business Trust entrepreneur Renauld Deschamps, who founded Rootz Herbal Remedies, has won the Business Plan Innovation Award from the Commonwealth Youth Programme, part of The Commonwealth Secretariat. Renauld received a grant of one thousand dollars (EC\$1,000) which went towards the development of his business.

With a clientele of over 150 (and growing by word-of-mouth), Rootz Herbal Remedies has quickly become a household in Dominica for alternative medicine seekers.

Under the apprenticeship of Dominica's

Master Herbalist, the late Ferdinand Charles of Kalbass Healing Centre, Renauld quickly established himself as a bright young talent.

Following the death of Ferdinand, Renauld sought to continue his legacy by opening his own enterprise, which now sells his collection of herbal remedies, serves as an education centre, and also as a massage therapy chamber – all in one location.

His products, which range from garlic syrup to noni juice, are now shelved on several locations across the islands. As the enterprise grows, so does his inventory, and Renauld is praised for his contribution to the economy by purchasing raw materials from local individuals. He has also employed several part-time aides in his business.

As of November 2008, Renauld was appointed the President of the Dominica Herbal Business Association – a tremendous accomplishment for a person of his young age, to hold a position in this important sector.

## Brazil: Conexão focuses on mentoring relationships



Since it joined the YBI Network in March 2009, Conexão has already taken on 12 entrepreneurs who will be receiving microcredit in early 2010. In the months leading up to this, Conexão has placed great emphasis on cultivating meaningful mentoring relationships between the entrepreneurs and their mentors.

Take entrepreneur Sheila, and her mentor Flávio Torres. A 29 year old single mother of two, Sheila wanted to create a business out of what came naturally to her: making children laugh. She had the idea to offer clown services at children's parties, but needed help in developing this into a proper business plan.

In the following year, Flávio came in as a volunteer to assist her in the branding and publicity of her character – who they decided to name "Tia Sheila" (Aunt Sheila). When the volunteer period was due to officially end in September 2009, Flávio, who had never undertaken such a role before, found the experience to be so rewarding that he decided to officially become Sheila's mentor.

## HRH The Prince of Wales meets Canadian Youth Business Foundation entrepreneurs

It was the networking opportunity of a lifetime for more than 20 CYBF entrepreneurs from all across Canada.



His Royal Highness meeting CYBF entrepreneurs in Vancouver

As part of the Royal Visit to Canada, and a prelude to GEW Canada, HRH The Prince of Wales visited successful young business owners at a national entrepreneurial showcase held in the 2010 Olympic Winter Games Athletes Village in Vancouver.

HRH met with a wide variety of young entrepreneurs, in fields ranging from energy intelligence and CO2 emission control innovation to gourmet chocolate, from wet weather gear to ground-breaking security monitoring technology. The Premier of British Columbia, the Honourable Gordon Campbell, representatives from the provincial government, and national business and financial icons were also in attendance.

# News from the YBI Network

## Royal visit to Youth Business Russia



HRH Prince Michael of Kent with Boris Tkachenko (middle) and Andrey Sharov (right)

The visit of HRH Prince Michael of Kent to Youth Business Russia in Moscow in October 2009 brought together young entrepreneurs, mentors, and local coordinators from Kaluga and Voronezh.

The event was attended by CEOs and board members of major companies such as Bristol-Myers Squibb, Shell's subsidiary Salym Petroleum, Kinross Gold and VTB24, all of which have a strong presence in Russia.

Also present was the Head of the SME development department of the Federal Ministry of Economic Development Andrey Sharov, who offered to support the transfer of the experience in Kaluga and Voronezh to other cities throughout

Russia, and Andrew Devenport, CEO of Youth Business International.

Prince Michael of Kent, who is fluent in Russian and a well-known figure in Russia, heard of the rapid growth of Youth Business Russia, which to date has supported 36 entrepreneurs and created 136 new jobs since establishment 18 months ago.

The Prince also shared experiences and challenges of running small businesses, he himself being a champion of the SME sector through an organisation called the Genesis Initiative.

## Scottish boy band spotlighted for success

A band dubbed the 'boy band of traditional Scottish music' was named Prince's Scottish Youth Business Trust's Young Entrepreneur of the Year at an awards ceremony in Glasgow on 18 November 2009.

Brothers Martin and Daniel Gillespie, Alec Dalgligh and Fraser West, founders of Skerryvore, won £2,000 in cash and beat off stiff competition from hundreds of PSYBT-backed businesses from all over Scotland.

The awards ceremony, which is now in its fourteenth year, took place in the Glasgow City Chambers and was attended by over 350 guests.

With album sales now approaching 10,000, Skerryvore's music is becoming increasingly popular with fans of all ages both at home and abroad.

With fans in high places – the band once accompanied Scotland's First Minister Alex Salmond to perform at the world-famous Ryder Cup in Louisville, Kentucky – Skerryvore is bound to take off.

## Caribbean members continue partnership with regional bank

In October 2009 the First Caribbean International Bank pledged a grant of US\$340,000 to the members of the YBI Network that are based in the Caribbean.

The funds will be allocated through the Chambers of Commerce of each of the beneficiary countries, which include Barbados, Trinidad & Tobago, Jamaica, Guyana and Belize. They are to be used primarily for capacity-building and training and development purposes.

In addition, First Caribbean has also committed to providing volunteer business mentors to the young entrepreneurs supported by the organisations.

The funds committed form part of a larger grant from the First Caribbean International Bank to the Caribbean members of the network.

### Youth Business International

Apartment 8, PO Box 50473, London W8 9DN, UK  
Telephone: +44 (0)20 3326 2060  
Fax: +44 (0)20 7937 8474

[www.youthbusiness.org](http://www.youthbusiness.org)  
[www.youtube.com/youthbusiness](http://www.youtube.com/youthbusiness)  
[www.twitter.com/youthbizint](http://www.twitter.com/youthbizint)

Editor: Steve Metcalfe, YBI Communications Director

To be added to the email distribution list, contact [steve.metcalfe@youthbusiness.org](mailto:steve.metcalfe@youthbusiness.org)