



**Promoting Entrepreneurship:
UNCTAD's Policy Approach to Support Sustainable Business Growth**
30th of March 2017
From 1 p.m. to 2 p.m. CEST

Mrs. Fiorina Mugione
Chief, Entrepreneurship Section
Division on Investment and Enterprise
United Nations Conference on Trade And Development - UNCTAD

Recognizing the role of entrepreneurship as a catalyst for development and a means to address sustainable development challenges, the presentation will illustrate UNCTAD's approach to promoting entrepreneurship from a policy perspective. It draws lessons from the implementation of UNCTAD's Entrepreneurship Policy Framework (EPF) and will explain the need for holistic entrepreneurship policies according to the six priority areas identified by the EPF. The presentation will focus on how policymakers can create an enabling entrepreneurial environment which also takes into account inclusive and sustainable business models, thereby expanding opportunities for all and addressing the needs of socially disadvantaged groups. For aspiring entrepreneurs from such groups, who tend to have lower levels of entrepreneurship skills and greater difficulty in navigating the business and regulatory environment, governments need to tailor policy measures to help them manage and grow their businesses. In this way, entrepreneurship policies can contribute to the achievement of the United Nations General Assembly's sustainable development goals adopted in 2015.

Fiorina MUGIONE



Economist with MBA in international trade has more than twenty years' experience in international organizations, but also had the opportunity to work in the private sector at the international level in marketing and export management functions. Worked primarily in the areas of research and analysis in enterprise, investment and development issues at ESCAP, OECD and UNCTAD. She leads since 2006, the Entrepreneurship Programme UNCTAD's Division on Investment and Enterprise. The programme aims to strengthen the supply capacity of small and medium enterprises through entrepreneurship development and business linkages. Fiorina coordinates the EMPRETEC programme – the one stop agency for small and medium sized enterprise development- in 39 countries around the world. Responsible of investment policy reviews at UNCTAD between 1996 and 2006, earned concrete experience in policy analysis and programme management (Egypt, Ecuador, Peru, Ghana, Colombia). Published a number of articles in international journals and contributed chapters to different economic publications.

Main skills:

- More than 20 years of experience in international organizations, establishing and leading programmes for private sector development;
- Since 2006, conducted feasibility studies and establishing programmes for entrepreneurship development in developing countries and economies in transition, coordinating the Empretec network in 39 countries;
- Designed and coordinated the implementation of more than 30 technical cooperation programmes in entrepreneurship as team leader;
- Project manager of four large interagency projects (ONE UN, MDGs);
- Fluent in English, French, Spanish and good knowledge of Russian.