

PN-ABR-699 ISN 88550

ENTREPRENEURS

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ENTREPRENEURS INTERNATIONAL

"The Spirit of Free Enterprise"

Entrepreneurs International (EI) is a major private sector training program sponsored and funded by the U.S. Agency for International Development (USAID). Administered by USAID's Office of International Training (OIT), the program is designed to support, improve and expand the business sectors of developing countries through the establishment of linkages with the U.S. business community. These linkages foster the development of long-term business, professional and personal ties that increase opportunities for trade and investment.

This training initiative gives indigenous business leaders unique practical training experience with American companies and other private sector entities. Entrepreneurs International helps developing country entrepreneurs develop and broaden their executive skills in management, marketing, production and technology within the context of America's open-market system. Business, cultural and personal relations between countries are strengthened as a result of direct contact with professional counterparts during training.

The Program

Training is available to international business leaders through USAID's overseas missions. USAID missions in more than 80 countries identify



and select for training decision-makers from the local private sector. These candidates are carefully matched with American counterparts for hands-on training and business meetings. Participating U.S. host companies and private sector organizations volunteer their time and expertise to train developing entrepreneurs. USAID pays for the trainee's travel, per diem, insurance and miscellaneous expenses.

Each EI training program is individually tailored to meet the participant's training and trade objectives. As an enhancement to practical training, participant placements incorporate appropriate professional and industry conferences and short-term technical workshops. This additional

15

exposure allows trainees to increase their network of business contacts and gain a well-rounded perspective on their particular business fields. Training programs generally last four to six weeks.

Training can be arranged in virtually any business field! Past programs have included:

<i>agribusiness</i>	<i>food processing</i>
<i>banking</i>	<i>handicrafts</i>
<i>computers</i>	<i>health</i>
<i>construction</i>	<i>hotel management</i>
<i>energy</i>	<i>manufacturing</i>
<i>engineering</i>	<i>telecommunications</i>
<i>finance</i>	<i>tourism</i>

Program Benefits

EI trainees acquire the skills and knowledge to increase their competitive edge in local and international markets. Opportunities for international trade and investment also are enhanced as they meet and train with American counterparts. Examples from past EI programs illustrate typical program results:

A Belizean trainee established ongoing business with two of his American hosts during his training in computer sales and outlet management. In addition to serving as a distributor, he negotiated a joint venture to expand his business operation in order to do custom-tailored computer programming.

A training program in linen and quilt manufacture enhanced a Nepalese participant's ability to manage her quilting cooperative efficiently. From her training in the United States, she learned display, packaging, marketing and quality control techniques that led to an increase in the cooperative's profit margin.

From his training program in printing and publishing techniques, a Ghanaian participant not only discovered ways to improve the quality of his product but developed a capability to expand in response to the increased demand

for textbooks in Ghana. On the commercial side, he purchased \$600,000 worth of paper supplies and began negotiations for a joint venture to intensify his company's production of recycled packaging materials.

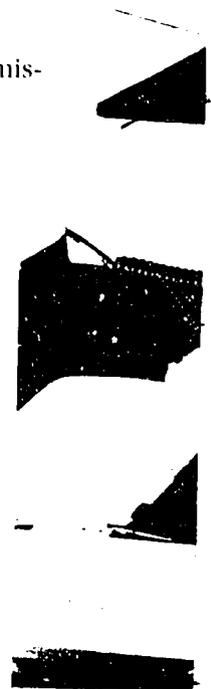
Candidate Selection Criteria

USAID overseas missions actively recruit qualified participants for training by advertising in local publications and working with local business and commercial organizations. Individuals who meet the following criteria are encouraged to apply for the EI program.

Program candidates must:

- be decision-makers in locally owned private sector businesses or organizations in A.I.D.-assisted countries;
- speak and understand English;
- seek executive skills training to expand and improve their private sector enterprises;
- be willing to help support USAID mission projects that contribute to human resource development objectives;
- want to learn American styles of management, marketing, production and technology; and,
- be interested in American products and services and welcome opportunities for continued commercial and professional relationships with U.S. hosts.

Employees of multinational companies and their subsidiaries are not eligible to participate.



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Overseas:

Private Sector Officer or
Training Officer
USAID Mission

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