

# BUSINESS, INVESTMENT AND TECHNOLOGY PROMOTION

## Youth entrepreneurship and Hewlett-Packard (HP) Learning Initiative (LIFE) for IT capacity building and job creation in the Arab Region



### Context

Most of the countries in the Arab region have identified youth employment issues as a top priority in their national development plans. In some countries, national action plans for youth employment have been developed, however until now some policies have not brought the expected results.

An important element of any strategy to address the high youth unemployment in the Arab region countries should be to enhance skills, especially entrepreneurship education, technical, IT and language skills.

### Strategy

Since 2008, UNIDO has been partnering with Hewlett Packard (HP) to address entrepreneurship and IT training needs in the Arab region, thereby fostering employment and the creation of enterprises. The partners implement HP's Learning Initiative for Entrepreneurs (LIFE) programme in Algeria, Egypt, Morocco, Saudi Arabia, Tunisia and UAE teaching aspiring and established entrepreneurs business skills and IT tools in the areas of marketing, operations, communications and finance. Additionally, UNIDO and HP started to create synergies between HP LIFE and UNIDO entrepreneurship programmes such as the Enterprise Development and Investment Programme (EDIP) and the Entrepreneurship Curriculum Programme (ECP).

### Current Status

In the Arab region, the UNIDO-HP partnership programme has:

- set up 14 LIFE training centers so far in Algeria, Egypt, Morocco, Saudi Arabia, Tunisia and UAE
- trained more than 1,500 students on HP LIFE
- created about 300 jobs

### Impact / Outlook

Empowering young people in Arab countries with entrepreneurship and IT skills will contribute to the development of micro and small sized enterprises. In 2012, the UNIDO-HP partnership programme will continue to support the LIFE training centers in the Arab region. The merged HP LIFE and UNIDO ECP curricula are expected in particular in African countries to help secondary school students develop a positive attitude towards entrepreneurship.

The HP LIFE and UNIDO EDIP programme linkages will broaden the business and IT knowledge of entrepreneurs and help them convert their business plans into commercial ventures.

### At a Glance

OVERALL GOAL:	Equip unemployed and underemployed people with the required level of entrepreneurship and IT skills
COUNTRIES:	Algeria, Egypt, Morocco, Saudi Arabia, Tunisia, UAE
MDGs:	Goal 1: Eradicate extreme poverty and hunger Goal 3: Promote gender equality and empower women Goal 8: Developing a global partnership for development
DONOR:	Hewlett-Packard
PARTNERS:	HP, Micro-Enterprise Acceleration Institute (MEA-I) and local training partners