



Government of the Republic of Trinidad and Tobago  
Ministry of Youth Development and National Service



National Entrepreneurship Development Company Limited

# ENTREPRENEURSHIP WEEK NEW 2023

*Unlocking The Innovative Mindset*  
**August 2nd - August 4th 2023**



## NEDCO ENTREPRENEURSHIP WEEK 2023 (NEW 2023)

### *Unlocking The Innovative Mindset*

#### 3-Day Hybrid Conference, Entrepreneurship Village and Expo

Centre of Excellence, Tunapuna

#### CONFERENCE DETAILS

**NEDCO Main Conference:** August 2<sup>nd</sup> to August 3<sup>rd</sup> 2023 9:00AM to 4:00PM

**NEDCO Youth Conference:** August 4<sup>th</sup> 2023 9:00AM to 2:00PM

**NEDCO Entrepreneurship Village and Expo:**

August 2<sup>nd</sup> to August 4<sup>th</sup> 2023 Centre of Excellence

August 4<sup>th</sup> 2023 Lowlands Mall, Tobago

10:00AM to 7:00PM

#### AGENDA

NEDCO MAIN CONFERENCE		
	Theme	Events
<b>Day 1: Wednesday August 2023</b>	<b>Leveraging The Potential Of Your Small Business</b> 2 <sup>nd</sup>	<b>Welcome From Trinidad (9:00am to 9:05am)</b> Conference Host
		<b>Opening Remarks (9:05am to 9:10am)</b> NEDCO Chief Executive Officer
		<b>Opening Address (9:10am to 9:20am)</b> Minister of Youth Development and National Service
		<b>Keynote Presentation: Unlocking The Innovative Mindset (9:20am to 9:45am)</b>
		<b>Q&amp;A (9:45am to 9:55am)</b>
		<b>Sponsor's Remarks (9:55am to 10:05am)</b>
		<b>Presentation: Embracing Creativity To Reap Success (10:05am to 11:05am)</b> This session will help participants to develop innovative business ideas and take them through the next steps required to start their business, as well as emerging start-up trends and innovative practices.
		<b>Break (11:05am to 11:15am)</b>

		<p><b>Masterclass: Discover. Engage. Deliver. (11:15am to 12:15am)</b> Help your business stand out from the competition with the right products and learn how to move your customers to purchase.</p> <p><b>Lunch Break (12:15pm to 1:15pm)</b></p> <p><b>Panel Discussion: A.I. and Immersive Customer Experiences (1:15pm to 2:15pm)</b> Customers crave experience above all else ... from 1<sup>st</sup> contact to post-purchase. This discussion will take you through new innovative practices to delight your customers and build loyalty for repeat sales.</p> <p><b>Sponsor's Remarks (2:15pm to 2:25pm)</b></p> <p><b>Masterclass: FREE Online Tools To Start Your Business (2:25pm to 3:35pm)</b> Small business ecommerce continues to grow. This session will take you through various digital marketing practices to start and grow your small business' presence online.</p> <p><b>Break (3:25pm to 3:35pm)</b></p> <p><b>Presentation: Data Breaches: Cyber Security for MSEs (3:35pm to 4:35pm)</b> As entrepreneurs become more mobile, online security takes precedence. This session will review security solutions for small businesses.</p> <p><b>NEDCO Financial Advisory Centre (9:00am to 4:00pm)</b> Meet with our experienced financial and business advisors, as well as NEDCO clients from different sectors, to learn how you too can successfully start and grow your company.</p>
<p><b>NEDCO Entrepreneurship Village – Centre of Excellence, Tunapuna (9:00am to 7:00pm)</b></p> <p>NEDCO, Sponsor and Corporate Booths, as well as NEDCO Clients, Youth Entrepreneurs and other Local MSEs.</p>		

	Theme	Events
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<b>Day 2:</b> <b>Thursday 3rd August</b> <b>2023</b>	<b>Easy Steps To Starting</b> <b>Your Business</b>	<b>Welcome (9:00am to 9:05am)</b> Conference Host
		<b>Keynote Presentation: (9:05am to 9:30am)</b>
		<b>Q&amp;A (9:30am to 9:40am)</b>
		<b>Sponsor's Remarks (9:40am to 9:50am)</b>
		<b>Presentation: Queens of Commerce 9:50am to 10:50am)</b> This exciting session will bring together successful women entrepreneurs to share their ideas and experiences in starting and growing businesses that stand out and are sustainable.
		<b>Break (10:50am to 11:00am)</b>
		<b>Masterclass: Sustainability In Business – Walk D' Talk (11:00am to 12:00pm)</b> This session will bring together sustainability consultants who will discuss modern and emerging recycling and waste management practices for small businesses.
		<b>Lunch (12:00pm to 1:00pm)</b>
		<b>Panel Discussion: Start Smart, Stay Strong: Jumpstart Your Dream Business (1:00pm to 2:00pm)</b> This session will discuss the importance of the various legal, financial and statutory requirements for small business start-up and growth.
		<b>Sponsor's Remarks (2:00pm to 2:10pm)</b>
		<b>Presentation: Dollars and Dreams Innovative Approaches To Financing For MSEs (2:10pm to 3:10pm)</b> This session will take participants through the different financing options available to MSEs for healthy cash flow management and long term planning for growth and sustainability.
		<b>Break (3:10pm to 3:20pm)</b>
<b>Masterclass: Connecting The Links: Navigating The World Of Exports (3:20pm to 4:20pm)</b> This session will provide the participating entrepreneurs		

		with assistance to source and ship raw materials from foreign countries, as well as explore the world of exports.
		<b>NEDCO Financial Advisory Centre (9:00am to 4:00pm)</b> Meet with our experienced financial and business advisors, as well as NEDCO clients from different sectors, to learn how you too can successfully start and grow your company.
<b>NEDCO Entrepreneurship Village – Centre of Excellence, Tunapuna (9:00am to 7:00pm)</b>		
NEDCO, Sponsor and Corporate Booths, as well as NEDCO Clients, Youth Entrepreneurs and other Local MSEs.		

<b>NEDCO YOUTH CONFERENCE</b>		
	<b>Theme</b>	<b>Events</b>
<b>Day 3: Friday 4<sup>th</sup> August 2023</b>	<b>Developing Skills For Youth Entrepreneurship</b>	<b>Welcome From Tobago (9:00am to 9:05am)</b> Conference Host
		<b>Opening Remarks (9:05am to 9:10am)</b> NEDCO Chief Executive Officer
		<b>Keynote Presentation: (9:10am to 9:30am)</b>
		<b>Q&amp;A (9:30am to 9:40am)</b>
		<b>NEDCO Youth Advisory Clinic – The N.E.W. Edition (9:40am to 12:00pm)</b> A series of live, interactive discussions and fun events on entrepreneurship as a career option for our youth. This educational and entertaining forum will create an avenue of awareness and address the challenges of starting a business for young upcoming and inquisitive entrepreneurs. Youth entrepreneurs will also be given the opportunity to call in or live chat with a business advisor on start-up and business ownership topics during the event.
		<b>Lunch Break (12:00pm to 1:00pm)</b>
		<b>Panel Discussion: Emerging Opportunities For Youth Entrepreneurs (1:00pm to 2:pm)</b> This discussion will explore the potential

		economic and trade sectors for youth Entrepreneurship in Tobago.
		<b>NEDCO Financial Advisory Centre (9:00am to 12:00pm)</b> Meet with our experienced financial and business advisors, as well as NEDCO clients from different sectors, to learn how you too can successfully start and grow your company.
		<b>Close of NEW 2023 (2:00pm to 3:pm)</b> Live Entertainment by Youth Performers and DJs/VJs
<b>NEDCO Entrepreneurship Village – Centre of Excellence, Tunapuna (9:00am to 7:00pm)</b>		
NEDCO, Sponsor and Corporate Booths, as well as NEDCO Clients, Youth Entrepreneurs and other Local MSEs.		
<b>NEDCO Entrepreneurship Village – Lowlands Mall, Tobago (9:00am to 7:00pm):</b>		
NEDCO, Sponsor and Corporate Booths, as well as NEDCO Clients, Youth Entrepreneurs and other Local MSEs.		