



TV

UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

Week of 8 November 2004

Programme No. 930

Length: 3'25"

BREAKING DOWN BORDERS

VIDEO

SHOPPING MALL

ENTREPRENEURS

WINDOW SHOPPING

COYLA ON CAMERA

AUDIO

NARRATION

Crowds have already begun to fill Milan's historic Victorio Emanuele II shopping arcade. People come here all the time to shop from every part of the world (10")

But not this group of entrepreneurs from Latin America. They've come to get a first hand look at the competition and to sell their products. (10")

All nine have come with the hope of breaking into this lucrative European market for clothes and textiles. It would be a major breakthrough and could mean success for the poor rural artisans like Dely Surco Coyla. (15")

COYLA: (In Spanish)

"We produce the same as these but with even more complicated designs, like flowers and other designs typical of our culture." (10")

NARRATION

ENTREPRENEURS WITH GOODS With assistance from an innovative programme called PROMER, supported by the International Fund for Agricultural Development, IFAD, each of these entrepreneurs has been given an opportunity to bring the best of what their groups produce to Milan's International Fair. This event draws more than two million people from across northern Italy. Waldo Bustamante Pena, coordinator for PROMER, says these people face greater challenges than most. (25")

PENA ON CAMERA PENA: (In Spanish)
"Obviously, they face greater challenges than other entrepreneurs would. The first challenge is that they are very dispersed and isolated in the countryside, which makes it difficult for them to work together to access markets." (20")

MEETING NARRATION
The biggest challenge is getting to this level – outside their own communities and countries, selling their goods in lucrative western markets and establishing contacts for the future. (12")

PENA ON CAMERA PENA: (In Spanish)
"At events like these they learn a lot about the real world of business." (4")

MARKETS NARRATION
So how did members of the group do at the end

	of the fair? Amazingly well since Milan is the fashion centre of the world.
ADRIANA	Adrianna from Brazil sold 80 percent of her embroideries, even though her greatest competition was in Milan. (16")
JORGE	Jorge from Colombia sold 95 percent of his silks and made three contacts with Italian companies. (7")
DELY AND SUSANA	Dely and Susana from Peru sold 60 percent of their products, about average for the rest of the group. (7")
MACARIO	The most successful participant was Macario from Guatemala. Although illiterate and unable to speak Italian, he demonstrated a special talent and sold all the fabrics he had brought with him. (11")
SHOPPERS	Over the next few years, the PROMER project will continue to help micro entrepreneurs in poor rural communities reach beyond their borders through a number of innovative methods...including an e-commerce web site and business centres that will assist in exporting goods. (19")
UN LOGO (12")	This report was prepared by James Heer for the United Nations.

