

# CAPACITY TRAINING ASEF LEADERSHIP ENTREPRENEURSHIP

## OVERVIEW

### BACKGROUND

The Capacity Training Series on Leadership and Entrepreneurship, initiated by [the Asia-Europe Foundation \(ASEF\)](#), is a spin-off opportunity from the [ASEF Young Leaders Summit \(ASEFYLS\) 2015](#).

ASEFYLS, held on 1-5 November 2015 in Luxembourg, received 5,988 applications from young leaders across Asia and Europe. The Capacity Trainings are the extended version of the Summit and aims to bring renowned leaders from the business and public sector to the young leaders in the 3 selected countries: Cambodia (2015), Bangladesh (2016) and Pakistan (2016).

The Capacity Trainings on Leadership and Entrepreneurship aim to provide a boot camp format on questions tackling: how to build and nourish teams that are resilient, the relationship between social innovation and business, the golden rules in pitching business ideas and the power of strategic planning and attractive marketing.

The 1<sup>st</sup> ASEF Capacity Training was held 30 November – 2 December 2016 in Phnom, Cambodia, and in collaboration with Ministry of Foreign of Foreign Affairs and International Cooperation, Cambodia, and the Union of the Youth Federations of Cambodia (UYFC).

The 2<sup>nd</sup> training is to be held 17-18 March 2016 in Islamabad, Pakistan, and in collaboration with the National University of Science and Technology (NUST).

The 3<sup>rd</sup> training will take place in Dhaka, Bangladesh in March 2016.

### OBJECTIVES

The Capacity Trainings' core objectives are to:

- Extend the opportunity for the applicants of the ASEFYLS event on a local level through a skills-focused agenda
- Provide selected ASEFYLS participants a platform to enhance her/his leadership and hands-on skills
- Give the chance for face-to-face mentorship between the local young leaders and international senior leaders
- Connect local participants from Cambodia, Pakistan and Bangladesh with leading entrepreneurial figures from the private/public sector

### PARTICIPANTS

The participants of the Capacity Trainings are selected from the pool of applicants from the respective country that applied for the ASEFYLS. With the Capacity Trainings, ASEF wishes to further engage young leaders and amplify the designed framework of the ASEFYLS on a local level.

### TRAINERS

Each Capacity Training involves 2 trainers:

#### **1 Senior Trainer**

Leading figure in the private or public sector with a diverse experience and understanding of leadership and entrepreneurial spirit

#### **1 Trainer Assistant**

Selected from the ASEFYLS participants as an additional opportunity to strengthen his/her skills under the guidance of the senior trainer.

The training in Cambodia engaged Mr Emad ZAND, Chairman of Board, Sqore (Sweden) with the backing of Ms Maria TANDECK, “Profesja” Employment Agency and Training Center (Poland).

The training in Pakistan is to be led by Mr Martin TAN, Executive Director of the Institute of Societal Leadership at Singapore Management University (Singapore), with support from Mr Farkas DEZSÓ, CEO of Partnerkövető (Hungary).

## RESULTS

### Intangible

Improved understanding of the ASEM process and how to engage with it

Direct guidance and mentorship by a senior leader who participates as the main trainer

### Tangible

Increased understanding of societal leadership and entrepreneurial spirit

Enhanced hands-on skills – applicable in the academic, professional or private life – such as team and project management, vision-building and marketing methods

## CONTACT US

Asia-Europe Foundation (ASEF)

[www.asef.org](http://www.asef.org)

For participation:

Ms Nathalie SAJDA and Ms Maneeha CHOWDHURY

Project Coordinators, Education Department

E: [nathalie.sajda@asef.org](mailto:nathalie.sajda@asef.org) ; [maneeha.chowdhury@asef.org](mailto:maneeha.chowdhury@asef.org)

## ORGANISERS, PARTNERS AND SUPPORTERS



The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia Europe Meeting (ASEM).

Together with about 750 partner organisations ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures.

[www.asef.org](http://www.asef.org)



**Union of Youth Federations of Cambodia (UYFC)** (Originally the United Youth Association for National Salvation of Kampuchea) was founded on 2 December 1978, aiming at, in compliance with the noble wish of the Cambodian people, overthrowing the genocidal regime, and won historical victory on 7 January 1979.

Union of Youth Federations of Cambodia is an all-embracing front, and an umbrella organization unifying all youth movements, without discrimination of race, complexion, sex, language, belief, religion, social strata and political tendency, in order to build Cambodia a state of independence, dignity, territorial integrity, national unity, peace, democracy and prosperity.

The aim of the organization is to help train Cambodian youth to become the pillars and backbone of the nation and as potential successor to preserve the past achievements and to achieve socio-economic development in the future. The resilience of Cambodian Youth means the promising future for the nation.

[www.uyfc.org](http://www.uyfc.org)



**Ministry of Foreign Affairs and International Cooperation** represents the Kingdom of Cambodia to the international community. The ministry oversees the foreign relations of Cambodia, maintains diplomatic missions in other countries, and provides visa services.

[www.mfaic.gov.kh](http://www.mfaic.gov.kh)



**Sqore** is a recruitment platform that offers skill-based competitions to connect opportunity seekers with employers and universities all over the world. Sqore (formerly Student Competitions) was founded in 2010 by four graduating college students who were also avid competitors. The organization is driven by the founders' passion for competing since their days as students, participating in and winning various competitions.

Sqore has expanded to encompass a whole range of products and services related to connecting talented young minds with global opportunities. Today, Sqore also offers organizations and organizations cutting edge talent engagement services. Sqore manages a global talent database, where we list and rank our members worldwide and match them with jobs, scholarships and internships. Sqore's mission is to provide people across the globe equal access to opportunities.

[www.sqore.com](http://www.sqore.com)



**The National University of Sciences and Technology (NUST)** aims to emerge as a comprehensive residential institution responsive to technological change, dedicated to excellence and committed to international educational and research needs of the country. NUST will continue to champion a tradition of distinguished teaching, research and service through evolving undergraduate, postgraduate and doctoral level programmes of study in various disciplines in collaboration with renowned universities inside the country and abroad.

[www.nust.edu.pk](http://www.nust.edu.pk)



INSTITUTE FOR  
SOCIAL LEADERSHIP

**The Institute for Societal Leadership (ISL)** was established by the Singapore Management University to be a thought leader in the understanding of Societal Leadership, a convening platform for societal leaders, and a content developer and capacity builder for Societal Leadership in Asia. The Institute aims to build a stronger Asia through a better understanding of its society, its challenges and the current and future solutions. Its mission is to serve humanity and better society.

[www.smu.edu.sg](http://www.smu.edu.sg)

# WILEY

**Wiley** is a global publishing company that specializes in academic publishing and markets its products to professionals and consumers, students and instructors in higher education, and researchers and practitioners in scientific, technical, medical, and scholarly fields. The company produces books, journals, and encyclopaedias as well as online products and services, training materials, and educational materials for undergraduate, graduate, and continuing education students.

<http://www.wiley.com/>



**North South University (NSU)** was established 1993 and is the 1<sup>st</sup> private university of Bangladesh. NSU offers undergraduate and graduate degrees in all branches of arts, business and sciences, including engineering, agriculture, law and medicine. The campus is located in Bashundhara in Dhaka and serves up to 15,000 students.

[www.northsouth.edu](http://www.northsouth.edu)



**Ministry of Foreign Affairs** represents the People's Republic of Bangladesh to the international community. The ministry oversees the foreign relations of Bangladesh, maintains diplomatic missions in other countries, and provides visa services.

[www.mofa.gov.bd](http://www.mofa.gov.bd)

# Paia

**Paia Consulting** is a specialist Sustainability Consultancy providing expert advice to companies that wish to efficiently manage sustainability risks and opportunities, including economic, environmental and social risks. At Paia, we strongly believe that good sustainability management positively impacts wider business performance.

[www.paiiconsulting.com.sg](http://www.paiiconsulting.com.sg)