



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



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Create Grow Thrive – The NEDCO Way
August 2nd – August 5th 2022
**4-DAY VIRTUAL CONFERENCE
FOR ENTREPRENEURS**
9:00AM to 4:00PM



**COST:
FREE!**

REGISTER NOW: <https://nedco.gov.tt/index.php/new-conference>



AGENDA

Entrepreneurial Topic	Theme	Events
Day 1: Tuesday 2 nd August 2022	Channelling Your Entrepreneurial Spirit	Welcome – Host: Jason “JW” Williams, Television and Radio Personality
Topic: Ideation and Concept Development		Feature Address – The Honourable Foster Cummings, Minister of Youth Development and National Service
		Keynote Presentation – Channelling Your Entrepreneurial Spirit: Rodell “Ro’dey” Cumberbatch, International Multi-Talented Entertainer and Actor (9:20am to 9:40am)
		Q&A (9:40am to 9.50am)

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		<p>Break (9:50am to 10:00am)</p> <p>Workshop - Idea Generation Tool Box (10:00am to 12:00pm) A practical session that will take participants through the process of idea generation and development.</p> <p>Lunch Break (12:00pm to 1:00pm)</p> <p>Panel Discussion - An Entrepreneurs' Guide to Starting a Business (1:00pm to 2:30pm) This discussion will explain the critical requirements for starting a new business including company registration, business taxes, small business financing and more!</p> <p>Break (2:30pm to 2:45pm)</p> <p>Workshop - Intellectual Property for MSEs: Diagnostic Tools and Beyond (2:45pm to 4:45pm) A brilliant idea is the foundation of any successful business. Understanding how to retain control of these creative ideas that turn into profitable businesses is crucial to successful entrepreneurial development.</p> <p>Workshop - Learn A New Skill (2:30pm to 4.00pm) - Image and You - Why Image Is Everything: Candace Monique Magloire, Image Consultant and Style Coach: Looking to start a new business or second career? Be sure to attend this live educational demonstration by exceptional entrepreneurs.</p> <p>NEDCO Financial Advisory Centre: Anil Seepaul, NEDCO South Branch Manager (10:00am to 12:00pm) Meet with our experienced financial and</p>

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		business advisors, as well as NEDCO clients from different sectors, to learn how you too can successfully start and grow your company.
		NEDCO Financial Advisory Centre: Anil Seepaul, NEDCO South Branch Manager (1:00pm to 3:00pm) 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.

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Day 2: Wednesday 3rd August 2022	Making Your GIFT Your JOB	Welcome – Host: Karen Carraballo, NEDCO Chief Entrepreneurial Development Officer
Topic: Growth and Export		Keynote Presentation – Making Your GIFT Your JOB: Jason “JW” Williams, Television and Radio Personality (9:00am to 9:20am)
		Q&A (9:20am to 9:30am)
		Panel Discussion - Value Chain Business: Shimone Anthony, Business Owner, Shimmerlicious Pizza (9:30am to 11:00am) This informative discussion will explore the fundamental areas along a company’s value chain and discuss measures that small business owners can take to scale up for growth.
		Break (11:00 to 11:15am)

		<p>Panel Discussion - Spotlight on Tobago: The Transport Services Sector and Tourism Development (11:15am to 12:45pm): Entrepreneurial development is key to a diversified Tobago economy. This panel discussion will explore the contribution of the transport services sector to Tobago as a tourism destination.</p> <p>Lunch Break (12:45pm to 2:00pm)</p> <p>Panel Discussion – Taking Your Business International via Exports: Hilary Bengochea, Business Development Consultant specializing in Export Sales growth and Development (2:00pm to 3:30pm) This presentation will provide the participating entrepreneurs with the details of how to export their designs, products and services regionally and internationally.</p> <p>Workshop - Learn A New Skill - Beauty and Cosmetics – From Passion to Profession: Maegan Gonzales-Browne, Co-Founder of Magic Make Up by MGB (2:30pm to 4.00pm) Looking to start a new business or second career? Be sure to attend this live educational demonstration by exceptional entrepreneurs.</p> <p>NEDCO Financial Advisory Centre: Annesia Grant, NEDCO Central Branch Manager (10:00am to 12:00pm) 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>
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		<p>NEDCO Financial Advisory Centre: Joseph Morrison, NEDCO Tobago Branch Manager (1:00pm to 3:00pm) 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>
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<p>Day 3: Thursday 4th August 2022</p> <p>Topic: Digital Landscape / Ecommerce</p>	<p>Virtual Is Our NEW Reality</p>	<p>Welcome – Host: Jason “JW” Williams, Television and Radio Personality</p> <p>Keynote Presentation – Virtual Is Our NEW Reality: Learie Hercules, Chief Technology Officer, Smart Warehousing (9:00am to 9:20am)</p> <p>Q&A (9:20am to 9:30am)</p> <p>Sponsor: Bmobile Business: Masterclass - Digitize My Small Business: Keron Rose, Marketing & E-commerce Specialist (9:30am to 11:00am) This practical workshop will take participants through the steps required to bring a small business online. Digital transformation involves changing the devices, platforms, products and processes that impact service delivery.</p> <p>Break (11:00 to 11:15am)</p> <p>Workshop - An App A Day Keeps The Stress Away: Kristofer Granger, Digital Marketing Consultant (11:15am to 12:45pm):</p>

		<p>A review and demonstration of cost-effective and growth-generating digital apps that are useful for MSEs in today's NEW world.</p>
		<p>Lunch Break (12:45pm to 2:00pm)</p>
		<p>Panel Discussion - Starting an Online Business: Kwame Trancoso, Software Engineer (2:00pm to 3:30pm) A practical session which would provide demonstrations on website development, online platforms and their features for a small business.</p>
		<p>Workshop - Learn A New Skill - Cake Decorating – From Part-Time Hustle to Entrepreneur: Kerlene Grappie-Ransome, Chief Executive Officer, School of Sugar Artistry (2:30pm to 4.00pm) Looking to start a new business or second career? Be sure to attend this live educational demonstration by exceptional entrepreneurs.</p>
		<p>NEDCO Financial Advisory Centre: Melissa Ghita-Goorahlal, NEDCO North Branch Manager (10:00am to 12:00pm) 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>NEDCO Financial Advisory Centre: Melissa Ghita-Goorahlal, NEDCO North Branch Manager (1:00pm to 3:00pm) Meet with our experienced financial and business advisors, as well as NEDCO</p>

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Entrepreneurial Topic	Theme	Events
Day 4: Friday 5th August 2022 Topic: Youth Entrepreneurship	Youth Entrepreneurship and Employability in the NEW Normal	Welcome - Host
		Keynote Presentation – Youth Entrepreneurship and Employability in the NEW Normal: Dr. Shelly-Ann Gajadhar, International Business and Performance Coach (9:00am to 9:20am)
		Q&A (9:20am to 9:30am)
		Keynote Presentation – Not Too Young To Start: Melissa Pascal-Perseval, Managing Director, Pascal’s Bakery Limited (9:30am to 10:00am)
		Panel Discussion - (10:00am to 11:00am) Successful youth entrepreneurs will share their experiences and learnings with participants.
		Break (11:00 to 11:15am)
		Round Table Conversations – Channelling Your Passion Into Entrepreneurship (11:15am to 12:45pm) This informative session will introduce our youth to several remarkable entrepreneurs who will discuss the key entrepreneurial traits and behaviours required to start and succeed in a small business.
		Lunch Break (12:45pm to 2:00pm)
		Round Table Conversations (1:00pm to 2:30pm) Focus on Secondary Schools Students

Workshop - Learn A New Skill - Unlocking Your Green Thumb for Growth and Agribusiness: Alpha Sennon, Executive Director, Why Farm (2:30pm to 4.00pm)

Looking to start a new business or second career? Be sure to attend this live educational demonstration by exceptional entrepreneurs.

NEDCO Financial Advisory Centre: Jamie Hillaire-Thompson, NEDCO East Branch Manager (10:00am to 12:00pm) 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.

NEDCO Financial Advisory Centre: Jamie Hillaire-Thompson, NEDCO East Branch Manager (1:00pm to 3:00pm) 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.