

DIASPORAS IN DEVELOPMENT

October 12, 2016

Session Title: What's Working (and not!) in Diaspora Entrepreneurship

Presenter:

- Aida Diarra, Regional VP Africa, Western Union
- Justin Clerizier, Renewable Energy Solutions LLC
- Ayman El Tarabishy, Executive Director, International Council for Small Business
- Malin Frankenhaeuser, Director, Migration and Development Program, International Center for Migration Policy Development
- Moderator: Liesl Riddle, Associate Professor of International Business, George Washington University

Session Summary:

This session focused on providing multiple perspective on diaspora entrepreneurship and the complexity inherently included in that. It looked at the entrepreneur, the private sector, and the academic perspective on diasporas and developing businesses. The panel included an emphasis on providing advice on building businesses that serve diaspora communities and discussing experiences that can inform attempts to be an entrepreneur while being part of a diaspora.

Key Themes:

- **Theme 1:** Identifying capital and knowledge sources for diaspora entrepreneurs
- **Theme 2:** Challenges facing diaspora entrepreneurs and possible solutions to those challenges
- **Theme 3:** Tips and advice for social and diaspora entrepreneurs

Best Practices/Recommendations/Suggestions:

- Fully use social networks, and the media and technology that helps people tap into those networks, to promote your business.
- Test your ideas for feasibility and sustainability before attempting to implement them.

- Find out-of-the-box and innovative ways to respond to challenges and harness the power of diaspora communities.

Discussion Topics/Audience Questions:

Please note any interesting questions or discussion topics raised in the Q&A or small group conversations.

- The audience asked about legal challenges working abroad, and ways to respond to that.
- The audience asked about measuring success abroad as a diaspora entrepreneur.
- The audience asked about creating unique branding and websites for diaspora entrepreneurs.
- The audience asked about toolkits and resources available to entrepreneurs.