



# Culture Based Economic Development: joint UN efforts to support entrepreneurship and business development



*Celebrating the establishment of Chudonggua Village (De'Ang ethnic group) Tourism Association supported by CDPF. By Yu Shuo*

## BACKGROUND

The largely female-dominated arts and crafts sector in China is generally without association support. Craft designs are increasingly being affected by mass tourism development.

## PROCESS

UNESCO, ILO, UNDP, and UNIDO ventured to deliver training on various aspects of entrepreneurship and business development for the arts and crafts sector. In cooperation with national actors including the State Ethnic Affairs Commission, the Ministry of Human Resources and Social Security, the China International Centre for Economic and Technical Exchanges, and the China Association for Arts and Crafts, crafts people were empowered through training, exposure to national Expositions like the 2010 Shanghai Expo, participation in trade fairs, and coverage in international fashion magazines.

In addition, participants' outreach possibilities were strengthened through the creation of associations and small/medium enterprises.

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# Outcomes

The success of the initiative can be illustrated by a human interest story, that of Ms. Yang A'ni. Ms Yang A'ni is an entrepreneur of the Miao ethnic minority who began selling embroidery in 2005 and formally established her business in 2008. She attended UN training on craft development in July 2009, and since then, has been engaging with UN experts in various ways, including by undertaking additional trainings. She applied her newly learned skills to improve her business (she now has an annual income of approximately 140,000 yuan), and, with project support, founded an Embroidery Association in 2009 consisting of 103 women from a few small villages. Products from this association were selected as showcase pieces at the 2010 Shanghai Expo, and around 20 women from this association produced costumes for the 2010 Miao New Year.