Stimulating and enhancing the Women Entrepreneurs Ecosystem, the Experience of Mediterranean Businesswomen Young Women as Job Creators

Presented at European Regional Community
Presented by

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Women Entrepreneurs owners of MSMEs across the Mediterranean have a lot of potentials to cooperate and play their role in Economic Growth.
The Bridge across the Mediterranean

- The Mediterranean is the bridge between Africa and Europe
- Unless there is development in South the Mediterranean there will always be instability and immigration exported to Europe North of the Mediterranean
Year 2016 Historical Year

- Start of Commitment of Sustainable Development Goals (SDGs)
Challenges of Women Entrepreneurs owners of MSMEs

1. Lack of awareness of information
2. Access to Networks
3. Limited Access to Markets
4. Access to Business Development Services (BDS)
5. Lack of Experience
6. Access to Finance
Challenges for Women Entrepreneurs owners of MSMEs

1. **Lack of relevant business and market information** (on business developments, market trends and intelligence, business development services, sources of credit, clients and suppliers and new technologies presents an effective constraint on enterprises, especially in the governorates where access to such information is noticeably lower).
2. Limited access to markets

(due to their geographical location, their inability to reach markets (restricted mobility, etc.), or the lack of market intelligence).
3. Lack of business development and marketing strategy

Women need more assistance with developing marketing strategies, including training and follow up services. Most of the women had little formal training on how to market and were still in need of this. Women complained about the lack of follow up to the training, a significant weakness in existing training services. Training courses are either too generic or are theoretical.
4. Trained and qualified staff and labour
(women have problems finding trained and qualified workers, particularly in the Egyptian cotton products, i.e., sewing and embroidery work necessitates a high level of skill and attention to detail to ensure product quality).
5. **Weak, outdated or low capacity production processes** (low awareness of existence of production processes and systems; even if aware, do not have one in place). Owners of younger enterprises, whose owners have difficulties in purchasing updated machinery and equipment.
6. Under developed financial systems (women’s use of internal financial systems are either under development, underdeveloped or not used systematically).
7. **Foreign competition** (the inflow of foreign goods from countries such as China has greatly reduced the competitiveness of SMEs)
7- Proper Information

- Information about
- -- Products
- - SMEs
- Trade Agreements and policy
- Entrepreneurs
8 - Power

- Power to achieve
- Power to lead
- Power to Market
Echosystem for Women Entrepreneurs

How to overcome all the challenges
Strategy

1- Awareness and Building the Entrepreneurial Culture
2- Access to Information
3- Advocacy and Lobbying
4- Access to Training and capacity Building
Triad of Women Empowerment

3 Ps  3 pillars

Personality - People PEP for Women Entrepreneurs

Women Empowerment

POWER

Policy Procedures  Product
1- Awareness and Building the Entrepreneurial Culture
Building A Culture of Entrepreneurship
Triple SSS

Society starting with Family

Culture of Entrepreneurship

School and Universities

State
Young Women As Job Creators

[Logos and images of organizations]
Women Entrepreneurship Days WED in 6th October University
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Women Entrepreneurship Days WED in Helwan University
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Awareness sessions for University Students to promote the Entrepreneurial Culture
Egyptian Young Women Entrepreneurship Award awarded to founder of Nolla Cup Cakes
2-Lobbying and Advocacy for legislation for Women Entrepreneurs and better Ecosystem
Main Pillars for Advocacy

Our Main Pillars of Advocacy for this Triennium

- Women and Government Procurement Policies (Initiative of ITC International Trade Center)
  - Women Empowerment Principles (WEPs which is an initiative of UN Women and UN Global Compact)
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Mediterranean AfroArab Congress for Women Entrepreneurs Business and Professional Women in Cairo 2015 and launching Guidelines for Government Procurement Policies with ED of ITC Arancha Gonzalez
Attendance of the African Union Summit  Main Theme  Women Empowerment  Panel on  Women Empowerment
3- Training and Capacity Building for women Entrepreneurs
Project for Support of Women Entrepreneurs and women owners of MSMEs

By

- Egyptian Business Women Association
- BPW-Egypt
Establishment of
Women Business Development Center
for support of MSMEs
(Hachepsut Women Business Development Center and Business Incubator for MSMEs)
MISSION

To promote economic Growth through support MSMEs and Women entrepreneurs

Goals:

- The creation of employment and jobs
- The Economic Empowerment of women.
- Promoting the Entrepreneurial Culture
Target Groups

1- Start up of Business
2- MSMEs
3- Women owners of Companies with potential growth and Export

Special Target Groups
1- Women in the informal Sector
2- Youth and University Students
3- Women in the rural and grassroot areas
The HWBDC comprises three activity Centres:

- A - External Training Centre (ETC)
- B - Business Incubator Centre (BIC)
- C - Centre for Strategic Reorientation (CSR)
A-External Training Centre (ETC)

- training programs and courses relevant to the needs of the women entrepreneurs and women owners of MSMEs.
- About 650 business women trained, 4,500 advising hours
A- External Training Center
Hatchupsut Training center
At micro, small and medium levels but who need to update their business knowledge to develop
Training Program for Young Entrepreneurs
Training programs for start Ups

- How to write a business plan
- How to register your company
- Trade agreements
- Marketing
- Market strategies
There are also specialized sectoral training programs depending on the need and sector of the field the women

Special Modules for Training and Building Capacity
B-Business Incubator Center (BIC)
B- Business Incubator Centre (BIC)

Services provided by BIC

1. Premises for start of the company

Initial premises for the incubated companies (there will be space for 20 internal businesses).

The Incubatee is hosted for up to 18 months until she is able to register her company.
2-Services refering to technical, logistical and legal issues to guide through the preparation, follow-up and technical wrapping up of their business projects (Business Plan), in particular in the juridical, technological, economic and commercial areas;

3-Services related to access to information and Universal access to the information and communication technologies;
4- Services related to Product development and value addition including designing, packaging, branding.

5- Services related to Marketing of products and development of marketing tools including brochures, CDs, Websites ...

6- Services related to access to Finance referring them to the financial Institutions in partnership with EBWA after building their capacity of writing a good Business Plan and having a good Market Survey.
Business Incubator and ICT Center
Evaluation Committee for Selection of Incubatees
Incubatee in Interior Design
Pupets Design Incubatee
Touristic Products Incubatee
Business Incubator and ICT Center
Building capacity and training for Rural women in Agribusiness Project fighting poverty and creating jobs

- Project for drying tomato is established in the rural area in south of Egypt. Which has a target of value addition and training of women farmers for packaging and the end product is marketed to the global market in Italy and Spain. It created lot of employment and transformed the village.
Workshop for Rural Women in South of Egypt for Women in agriculture and Value addition and raising awareness about Climate Change
Project of Dried Tomato in Rural Area South of Egypt
Linking Science, Technology, Innovation, Entrepreneurship and solutions for Clean Energy and Green Economy

In the field of Agribusiness
The Scientific Association of Egyptian Women introduced to rural women a solar dryer to dry tomatoes.

A group of rural women led by a scientist of the National research Center are producing dried slices of tomatoes and selling them in the local market.
Also a Simple Solar Dryer for small scale farmer and for domestic use up to 5 Kg is developed
An Award for BPW Egypt for the Business Incubator
Outreach Strategy

The dissemination of information is widely spread through an outreach strategy that involves several channels and partnerships.

1. Media coverage to spread the message, that includes TV and Radio programs.
2. Awareness sessions in the universities.
3. Social Media is one of the channels for the outreach to youth.
4. Dissemination of information through conferences and forums and seminars, EBWA organizes each year an annual conference for the Economic Empowerment of Women and Support of MSMEs, EBWA also attends several conferences on the local, regional and international levels.
5. Partnerships with institutions.
Networking and Trade Fairs for Access to markets

- B2B are organized during the annual conferences of the Egyptian Business Women association which allows the incubatees of HWBDC to have access to the market

- Trade fairs are organized for the marketing of the products of the women entrepreneurs
Exhibition for SMEs in Cairo during the congress
Objectives of Cooperation among women Entrepreneurs in the Mediterranean

1. Establishment of Partnerships across Mediterranean Region South and North of Mediterranean

2. Promotion of Women Empowerment across the Mediterranean Region
3- Promotion of Entrepreneurship and developing of projects for Women Entrepreneurship across the Mediterranean Region

4- Promotion of Leadership skills among women across the Mediterranean Region
5-Promotion of Business Partnerships and Market access for products of Women Owned companies

6-Developing Projects for Building capacity of Business and Professional Women Associations and Women
7- Access to Information

- Information about
- Markets
- -- Products
- Trade Agreements and policy
Recommendations 6 (Ps)

1- Policy
   - one Stop Shop
   - Government Procurement Policies

2- Personal Empowerment Programs

3- Project
   - Business development centers and Business Incubators
4 - Proper Information

portal for information for

Entrepreneurs

5 - Promoting Entrepreneurships

Triple sss

- school

- society - State
6- Partnerships

with Regional and International organizations

eg: UNIDO

ITC

CBC
Recommendations for Fostering Intra Mediterranean Trade

1. Building Partnerships & Networks across Mediterranean among MSMEs and Women Entrepreneurs
2. Exchange of Experience and Best Practice between MSMEs and Women Entrepreneurs
3. Establishment and linking of Business Development Centers for Training and building the capacity of Women and Youth supplying services to MSMEs. with technical assistance and collaboration across partners in the Mediterranean Area.
4. Promote investment in Research & Development and transfer of technology for MSMEs and Women in Business.
4. Creation of a Trade point & Trade information center that supplies information for MSMEs and Women Entrepreneurs about products and Trade Agreements and access to Market in the Mediterranean region and foster trade across Mediterranean.

5. Promote Joint venture projects & Investment in MSMEs in the Private Sector in the Mediterranean with promotion of Transfer of Technology and value addition to the products.
Recommendations

6. Promote youth Entrepreneurs and Mentorship Programs
7. Promote Trade fairs and Exhibitions for MSMEs
Why Economic Empowerment across Mediterranean through MSMEs

- To Achieve financial independence.

**WHY?**
To have the power of choice and voice.
Our Goal
Economic Empowerment of Women
Through support of MSMEs

Our Slogan
Financial independence gives you the power of choice and voice

Our Message
Young Women Entrepreneurship Promotion
Queen Hatchupsut of Egypt; 15th century BC.

Ruled as a pharaoh for 15 years.

The 1st registered Business Women in history. She used to do trade between Egypt and other countries of Africa & Asia.