

CHANCE

Chamber and Advisory Network and Cooperation
for Women Entrepreneurs

Report on the International Strategic Workshop at the North Rhine-Westphalian Businesswomen's Convention 2010 17 April 2010



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On behalf of



Federal Ministry
for Economic Cooperation
and Development

inVent

Capacity Building International
Germany

INTRODUCTION

Maximising the economic potential of women is on the agenda. On the international level there is a growing awareness that women play an important role as entrepreneurs regarding political stability and economic development – the World Bank, the United Nations, the International Labour Organisation and many others launch programs to empower women entrepreneurs. The main topics have been start of a business and micro-credit. Now the time is ready to focus on promoting growth and developing strategies to strengthen the economic role of women entrepreneurs. What we would like to initiate, is to think over the strategies and possibilities of the Businesswomen's Associations and to develop new ideas. We focus on the political questions relevant for the future:

- **How can Associations of Women Entrepreneurs use their influence/ their potential to initiate more changes for women in society?**
- **How can growth of women's businesses be supported by the associations?**

In the **run-up** to the International Workshop 2010, we created African-German and Asian-German pairs. Each pair had the possibility to get in contact via email in order to get to know each other and to exchange information about the work, the organisation, the development, the strategies, the strengths and the weaknesses of their associations. This was a good pre-arrangement for the political discussion in the workshop and useful for the guests: They had a personal guide creating contacts during the Conference.



AGENDA

TOP 1: Exchange of good practice/ Discussion in the group

TOP 2: Discussion in small groups: What can we do to empower little enterprises of women to grow? /Structuring of the ideas in plenum

TOP 3: Feedback



RESULTS

TOP 1: Exchange of good practice – Presentation of examples Discussion in the group about good practices, conditions for women entrepreneurs in the different countries, about strategies of the participating associations and what can be improved

Empowerment of women to start business

Bangladesh: Collective marketing in Mini Marts, owned and managed by 20 women

Zimbabwe: Training for women who want to start their businesses

India: Rural entrepreneurship development programs

Sri Lanka: Providing role models for younger women

Nepal: Access to finance - first step: micro-credits, next level: funds not depending on the government

Germany: Mentoring from women entrepreneurs to women starting a business

Discussion: Accentuation of the importance of

- Networking
- Incubators
- Consulting service
- Marketing
- Developing entrepreneurial spirit

Growth of women-led enterprises

Pakistan: Every year a group of established women entrepreneurs travels abroad to attend Business Forums to further expand their business

South Africa: Business Dinners

Nepal: Setting up of intra-country cooperative, focusing on promoting and marketing products of women entrepreneurs

Discussion: Emphasis on:

- Help to go up the ladder
- Mentoring also for advanced business women
- Mentoring with a partner from a different sector - profit from experiences outside the own company
- Improvement of skills
- Making clear: The success of your business depends on you!
- Mindset very important
- Motivational change: Think big!



Economic influence in society

Sri Lanka: Awards for successful/innovative women entrepreneurs

India: Publication of weekly and monthly business magazine Meso level – Financing models
Cross-company networking

Political and cultural change in society

Nepal: Contact to the administration

Egypt: Lobbying for 15% women in parliament More role models/ Awards, Lobbying for business women, Political influence, Facilitating access to public institutions, Cultural change in the society



TOP 2: Discussion in small groups: What can we do to empower little enterprises of women to grow? Structuring of the ideas in plenum

Activities of the associations to promote growth

- Provide role models and make successful women more visible by presenting them in the media and public
- Create a positive image of the businesswoman/ strengthen self-confidence
- Clarify the importance of being an active member of the Chamber of Commerce, in political party, etc: “Here am I – that’s my vision”
- Monthly address/ presentation on topic of interest
- Facilitate the process of networking: Support services, match making, backward-forward linkage
- Training: e.g. Quality standards, packaging, marketing of products
- Participation in Trade Fairs – national and international
- Coaching groups
- Saving and credits
- Focus and goal-orientation in the Association

- Target your association market
- What about “worst” practice?
- Improved internet portal of the association
- Corporate members
- Organizing events to establish new business contacts with decision makers
- Mentoring and cross-mentoring
- Stronger global networking for business



Initiatives for changes in your society

- Highlight successful women to the public
- Mobilise the media
- Publish success stories (in local language)
- Document the process of how to become an entrepreneur step by step
- Invite people of influence to attend conferences
- Send profiles of women entrepreneurs to Ministry of Economy
- Lobbying and discussions between politicians and business women
- Organise public-private partnership
- Women Committee in the Chamber of Commerce
- Get women in the assembly and on the boards of the Chambers of Commerce
- Raise awareness for better compatibility of work and family

- Lobbying for better and affordable child care
- Awareness campaign – inter-religious meetings
- Equal Pay Day – create awareness
- Campaign: More Women in Parliament!
- Use a friendly atmosphere towards women to get more women in key positions
- Approach Ministry of Economy for a quota for women in big business
- Building a supra network on country level
- Stronger global movement
- Passion!

Other factors

Dinner - “networking”, use social networks

Local development

“How to start your business” – provide the necessary forms (e.g. groups)

Family

Environment development

Cross-border partnerships (regional and continent wide)

TOP 3

FEEDBACK at the end of the Workshop: What will you take home?

Comment: the following part includes all statements written down by the participants

a) Motivation and enthusiasm

- The workshop was a great opportunity to show the thoughts and what is done in other parts of the world
- I was deeply impressed by all these interesting and smart business women from other continents
- Valuable exchange of ideas
- Enthusiasm to carry on the work
- Enjoyed working with these interesting and passionate women
- Gaining insight in the way women network in Germany
- Networking is at the heart of everything
- Similarity of challenges for businesswomen of different countries
- “Passion” is the most important
- New sight of Businesswomen problems – an excellent fruitful workshop
- Women are very powerful, indeed
- This workshop has brought global partners and associations together – thank you

b) Challenges for the Work at home

- I will try to focus on going through our association's goals and modify them in order to be more related to business and more beneficiary for our members
- I put some homework for my association club: to define targets and target-markets, to improve mentoring – junior and senior partners aside from age
- Mentoring from senior businesswomen to junior businesswomen
- Mentoring and Cross-Mentoring between entrepreneurs and managers
- Why do women in 2./ 3. world have a better lobby and political influence than we in Germany?
- Sometimes change in India or Zimbabwe seems easier than in Germany – maybe there is a lack of passion
- Attract Corporate members for the association
- Equal Pay Day-Institute in South Africa
- The “Bank” of the women of Nepal
- Project ideas to apply for with public donors
- Coaching groups
- The women committee in the chambers of commerce might be a good model for other Countries



c) Proposals for the future

- It would have been nice to go one step ahead
- More chance to get into cooperation with the guest associations for further projects!
- Confirmation of the idea of international networking
- Hopefully we would need no more an extra conference for women one day in the near future
- Need for partnerships
- Global network is a great idea
- Importance of international interaction of associations and individuals likewise
- Think big!

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Fotos: Marek Eggemann, RevierA GmbH und Berthold Hoffmann, InWEnt



Participants:

Association Surname Name Location Website SOUTH ASIA

FWEAN - Federation of Woman Entrepreneurs Associations of Nepal

Chhaya Sharma
Kathmandu/ Nepal
www.fwean.org.np

AWAKE - Association of Women Entrepreneurs of Karnataka

Revathi Venkataraman
Bangalore/ India
www.awakeindia.org.in

SOUTH AFRICA

Empretec Zimbabwe Trust

Busi Bango
Harare/ Zimbabwe
www.empretec.co.zw/

InWEnt Regional Office Pretoria
Annamarie Grobler
Pretoria/ South Africa

BPW South Africa - Business and Professional Women South Africa

Toni Gomes South Africa

International Trade Chamber of Commerce and Industry Johannesburg

Nada Reyneke
Johannesburg/ South Africa
www.jcci.co.za

EGYPT

ABWA - Alexandria Business Women Association
Dr. Alia Badawi
Alexandria/ Egypt
www.abwa-egypt.org

ABWA - Alexandria Business Women Association
Sulaf Rizk
Alexandria/ Egypt
www.abwa-egypt.org

ABWA - Alexandria Business Women Association
Dr. Azza Mahfouz
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www.abwa-egypt.org

Lisa Heermann Cairo/ Egypt
www.global-projectpartners.de

GERMANY

Africa Positive e.V. Veye Tatah Dortmund
www.africa-positive.de

VdU - Association of German Women Entrepreneurs Cornelia Sperling Essen
www.vdu.de
www.chefin-online.de

VdU - Association of German Women Entrepreneurs
Jean Elsner Essen
www.vdu.de

EWMD - European Women's Management Development International Network

Claudia Ubrig
Düsseldorf
www.ewmd.org

ai - architektinnen initiative NW
Dr. Silke Plumanns Ratingen
www.ai-nw.de

B.F.B.M. Bundesverband der Frau in Business und Management

Dipl.-Ing. Gabriele Tetzner Aachen
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Heike Heth
Reutlingen
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VdU Association of German Women Entrepreneurs; Businessfrauen Ratingen

Helga Krumbeck
Ratingen
www.vdu.de

Karuna Deutschland e.V.

Susanne Traud-Dubois
Essen
www.karuna.org

BPW - Business and Professional Women

Ursula Unterberg-Wegener
Oberhausen
www.bpw-germany.de

DFFW Dortmunder Forum Frau und Wirtschaft

Dr. Monika Goldmann
Dortmund
www.dffw.de

Connecta - Frauennetzwerk

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www.frauennetzwerkconnecta.de

Unternehmerinnentag NRW

Birgit Unger
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www.chefin-online.de

Unternehmerfrauen im Handwerk

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www.unternehmerfrauenrw.de

VdU International Team (VIT)

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Potsdam
www.vdu.de/vit-en.htm

BPW - Business and Professional Women

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Hürth
www.bpw-germany.de

Unternehmerfrauen im Handwerk

Birgit Fröhlich
Köln
www.unternehmerfrauenrw.de

InWEnt - Internationale Weiterbildung und Entwicklung gGmbH

Berthold Hoffmann
Ute Jaskolski
Inge Meier-Ewert
Andrea Pies
Bonn
www.inwent.org

gtz - Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)

Judith Frickenstein
Eschborn
www.gtz.de

We feel sorry that they couldn't join the workshop because of Iceland's volcano:

ALEAP - Association of Lady Entrepreneurs of Andhra Pradesh

Kanneganti Ramadevi
Hyderabad/ India
www.aleap.org

MCCIA -Mahratta Chamber of Commerce

Medha Kulkarni
Pune/ India
www.mcciapune.com

BFWE - Bangladesh Federation of Women Entrepreneurs

Rokia Afzal Rahman
Dhaka/ Bangladesh
<http://bfwe.org>

CNPWCCI - Central & Northern Punjab Women Chamber of Commerce and Industry

Dr. Shehla Javed Akram
Lahore/ Pakistan
<http://cnpwcci.org>

WCIC - Women's Chamber of Industry & Commerce

Shyama Gunawardana
Pannipitiya/ Sri Lanka
www.sllrdc.com

Tanzania Women Chambers of Commerce and Industries

Jacqueline Mneney Maleko
Dar es Salaam/ Tanzania
www.twcc-tz.org/