

(出國類別：參加國際會議)

APEC婦女與經濟政策夥伴暨亞太區域婦女創業精神  
(WE-APEC) 倡議：分享平台、預見未來  
會議報告

出國人員：行政院性別平等處林諮議冠玄

會議地點：新加坡新加坡市

會議時間：104年6月23日至6月24日

報告日期：104年7月



## 目 錄

壹、 背景說明 .....	4
貳、 出席會議暨活動紀要 .....	5
一、 6月23日 .....	5
二、 6月24日 .....	11
參、 觀察與建議 .....	16
肆、 附件 .....	20

## 壹、背景說明

2014 年美國在 APEC 婦女與經濟政策夥伴(Policy Partnership on Women and the Economy, 以下簡稱 PPWE) 架構下，自籌經費提出亞太區域婦女創業精神(The Women Entrepreneurs in APEC, 以下簡稱 WE-APEC)倡議。倡議獲澳洲、加拿大、日本、巴布亞紐幾內亞、菲律賓、越南及我國共同支持，並納入當年度領袖宣言略以：「APEC 領袖們肯定婦女與經濟論壇(Women and the Economy Forum, 以下簡稱 WEF)的各項建議，承諾推動婦女創業精神，... 意識到創業支持服務及網絡的重要性，鼓勵發展亞太區域女性企業網絡(APEC-wide women' s entrepreneurship network)，促進女性企業參與國內外市場」。

為強化亞太區域女性企業網絡聯繫，整合女性企業商品與服務供應鏈，美國依循 PPWE 的 5 大支柱領域提出 WE-APEC 倡議問卷，彙整分析各經濟體相關商業網絡、私部門計畫及政府服務方案。

美國於本(2015)年 5 月份 PPWE 第 1 次會議中，簡報 WE-APEC 倡議目標及推動時程，為 9 月份 WEF 會期啟動女性企業線上網絡平台，特於 6 月 24 日、25 日召開兩日工作坊，彙整分析各經濟體資源，並針對網絡平台蒐集意見與討論。

## 貳、出席會議暨活動紀要

### 一、6月23日

#### (一) 開幕式：WE-APEC倡議簡介

由美國國務院婦女全球議題辦公室資深政策顧問Ms. Greta Schettler開場，說明女性參與經濟能夠創造亞太地區更大的貿易收益。而PPWE整合女性領袖網絡(WLN)及性別聯絡人網絡(GFPN)，以及發展出APEC婦女與經濟5大支柱的歷程，已為亞太區域女性企業主、政府及私部門建立相互依存、相互支持的連結管道，奠定良好基礎；後續建構WE-APEC平台，可期為亞太地區創造更具競爭力的女性企業價值鏈。

#### (二) 場次一：分享平台—初探研究結果

本場次講者為負責美國亞太技術協助—促進區域整合(US-ATAARI)專案的南森公司(Nathan Associates Inc.)性別顧問Ms. Louise Williams。

首先，Williams女士說明，WE-APEC倡議的4大精神指標為：「分享」、「學習」、「連結」與「啟發(加值)」。她援引「生態圈」互利共生的概念，提出商業網絡、私部門計畫及政府服務方案相互運用配合能夠為女性企業參與貿易

創造友善環境。其次，她特別指出：1、社會企業的發展能為私部門計畫注入生機；2、女性企業取得資本(金)尤為困難，運用網絡拓展其資本(金)取用管道因此亟具發展潛力；3、女性企業網絡結合社群媒體，能夠有效擴散女性企業領袖與女性創業者的成功典範及其影響力，進而促進投資、協助女性企業近用市場及財務資源，例如：俄羅斯的「20委員會」(Committee of 20)及菲律賓的「女性企業委員會」(Women's Business Council of the Philippines, WomenBizPH)，是商業網絡連結女性領導力的最佳範例。

接著，Williams女士根據問卷研究結果，彙整分析商業網絡、私部門計畫及政府服務方案等3大要素的特色，並呈現21個經濟體目前投注在5大支柱領域相關資源的量化簡表。其中，商業網絡以提供市場進入、技能建構及領導力資源為主；私部門計畫與政府服務方案，投注資源均以技能建構及資本取得居多。基於WE-APEC「啟發(加值)」的倡議精神，訴求既存3大要素資源的共享、連結及相互學習。重要研究發現如下：

- 1、商業網絡方面：普遍面臨永續經營的挑戰，常出現停用網站、停發電子報、停刊新訊及停辦活動等問題，在會員為繁忙企業主的本質下，建議商業網絡建立明確任務目標，連結私部門計畫及政府服務方案，尤其加強連結

資本取得管道等資源，以加值網絡效益。運用WE-APEC 倡議平台，更能夠加速商業網絡間的相互學習與發展。

- 2、私部門計畫方面：協助婦女創業的私部門計畫可由非營利組織、跨國企業、大專院校發起，主要透過技能建構協助婦女經商貿易。產學合作為典範模式之一，例如，加拿大多倫多大學羅特曼管理學院(Rotman School of Management)提供持續教育/終身學習、導師機制及網絡結盟等機會，由「教室到董事會」(the classroom to the boardroom)培育女性青年發揮經濟影響力。非營利組織與本土及跨國企業的合作也能發揮連結供應鏈的效果，例如國際女性企業聯盟(WEConnect international)便是透過女性企業認證系統，與本土企業及跨國企業合作(並設有大中華區分部)，協助連結女性企業進入全球價值鏈市場環境。其他發展趨勢則包含：女性創投、社會企業等。研究建議增加本土企業的參與，鼓勵大型本土企業提出女性創業培力計畫及投資，是必要且值得發展的方向，而WE-APEC平台能夠分享提供私部門最佳範例、培力工具及創新想法。

- 3、政府服務方案方面：政府透過貸款、商業登記、貿易及稅務政策等形塑整體經商環境，而協助女性企業的服務方案通常融入中小企業部門及創業育成工作共同推

動，以兼顧政府方案的包容性。其他重要工作包含：提供友善女性企業和政府採購、進行新創事業及企業經營特性相關性別統計分析等。研究建議政府部門建立公私部門合作模式，以強化女性企業服務方案，另鼓勵蒐集符合國際比較標準的性別統計資料，以及建置線上資訊平台，以利政府資訊公開與交流。

### (三) 場次二：預見未來—WE-APEC女性企業線上網絡平台

本場次講者為負責美國亞太技術協助—促進區域整合(US-ATAARI)專案的南森公司(Nathan Associates Inc.)性別顧問Ms. Leanne Sedowski。

Sedowski女士展示WE-APEC線上網絡平台雛型，並說明本平台主要目的為連結既存資源，達到分享、學習及加值效果。由創業端、網絡端、政府端及企業端出發，匯流各端點資訊。其中，增進本平台經營永續性，以及減少與既存平台(如LinkedIn、BPW global)的重覆性尤其重要。預期在創業端能透過線上論壇的建立，提供問答交流；在網絡端能達到廣宣效果，增進網絡連結；在政府端能分享政府服務方案及主要聯繫資訊，達成政府資訊公開及典範學習；在企業端(或非營利組織、學校等私部門)能透過活動發佈與資訊連結，增加計畫推廣成效。



本年度APEC WEF主席—菲律賓貿易工業部次長Ms. Nora K. Terrado參與現場問答討論，認為本平台作為一項APEC倡議，或可責成各經濟體定期更新政府服務方案資訊；此外，如同本年度WEF訴求女性作為亞太地區包容性成長動能，增加瞭解不同世代女性參與創業與相關經濟活動特質，也能為本線上平台的永續經營建立利基。

#### **(四) 場次三：女性企業生態圈—觀點與機會**

本場次由亞洲基金會婦女培力計畫資深總監Ms. Carol Yost主持，4位與談人分別來自小企業行政署女性企業辦公室(美國)、遠東可口可樂公司(新加坡)、亞洲公益創投平台(新加坡)及東協女性創業網絡(越南)。

重申亞太地區因女性參與經濟障礙每年損失890億美元的關鍵數據，倡議女性驅動經濟成長的巨大潛能。與談議題包含：

- 1、 觀點層面：提出8成消費決策者為女性而9成商業銷售者為男性的失衡情形；女性企業侷限於申請微型貸款方案，而較少由大規模財政方案獲利；建立支持網絡重於接受慈善捐助，是女性企業經營的重要觀念與認知；不同經濟體的訓練計畫，可以進行典範複製與移轉；創投資金影響企業存活年限，前3年的資金來源尤其重要。

- 2、機會層面：跨國公司設立協助女性創業目標，透過女性帶動家庭與社區整體經濟發展，例如可口可樂公司發起「5by20」計畫，目標為在2020年前達成協助500萬名女性創業；公益創投挹注社會企業提供課後照顧、長期照顧等服務，也是支持女性創業的重要契機。

#### (五) 場次四：分組討論

與會者經主辦單位依5大支柱領域分組，討論商業網絡、私部門計畫及政府服務方案等3大要素資源，如何在國內或亞太區域有效支持女性創業精神。

我國與會代表參與的「女性領導力」支柱領域，討論重點如次：

女性創業者加入商業網絡成為會員、部分兼任行政管理職位，在分享與取用創業資源方面，存在網絡內永續經營與傳承、網絡間會員制度競爭，以及私部門計畫與政府服務方案等資訊不流通等問題。

政府則受制於經費管制與方案成效監督，服務方案的提供較不具彈性及申請友善性(申請文件繁複)。此外，由於女性企業領袖較少的現況影響，政府經濟與財政部門諮詢委員組成以男性為主，相關服務方案的制定與修正較難兼顧性別敏感度。

爰此，WE-APEC倡議建立平台連結商業網絡、私部門計畫及政府服務方案等3大要素資源，能夠創造更大程度的資訊分享與網絡連結管道，也能透過相關計畫方案的露出與相互學習，增進女性創業資源友善性，並識別與樹立更多女性企業楷模；此外，有效運用社群媒體及APEC秘書單位的資訊匯集整合功能，也是增進本倡議成效的重要工具。

## 二、 6月24日

### (一) 場次五：WE-APEC優先性—女性企業主觀點

本場次由女性新媒體BlogHer創辦人Ms. Lisa Stone主持，3位與談人分別創辦綠色產業連鎖店ECHOstore(菲律賓)、線上學習平台The Academy(新加坡)及綠色能源公司Clean Energy(智利)。

「揮舞魔杖」，本場次以此標題開場，說明女性企業主創造成功經營典範，需要在關鍵時點連結有效外部資源。與談議題包含：

- 1、 政府的助力或阻力：在亞太區域，部分政府透過補助消費端支持線上學習平台，提供資金與設定5%優先採購女性企業條件，建置經商貿易統計資料庫、法規與認證系統，以及經濟財政部門高階官員的支持與運用社群媒體

活化政策推廣，都是扶植女性企業主的有效助力；但也有部分貪腐的政商關係，成為區域經商的主要阻力。

- 2、可信的商業網絡連結關鍵人物：在國際貿易市場拓點，開拓階段必須找到合適的貿易夥伴，並且瞭解當地法規與投資貿易等條件。商業網絡如能兼具可信賴且有效率連結關鍵貿易夥伴的特質，將能有效協助女性企業進入市場。
- 3、金融知識、融資與品牌企業：女性受制於缺乏信用歷史，相較於男性而言較難取得資金。除了申請政府提供的微型專案貸款、接受金融知識培訓、瞭解如何撰寫財務報表，取得品牌企業的特許經銷權，是能夠增進取得融資的有利要素。此外，創投公司與女性企業的媒合連結，也是促進女性企業發展的重要契機。
- 4、社群媒體與點評制度：社群媒體與點評制度，能增進個別企業的曝光率、建立品牌形象，運用在商業網絡上，則能有效連結貿易夥伴資訊，同時識別不同網絡平台的可信程度。
- 5、WE-APEC平台的使用誘因：承上，WE-APEC線上網絡平台若能運用APEC責信建立平台聲望，並能善用社群媒體、線上論壇及點評制度等，建立商業網絡、私部門計畫及政府服務方案的資訊流通，增進關鍵聯絡人聯繫管道，

對於亞太區域女性企業主參與國際貿易市場，將有實質幫助。此外，線上平台的刊載資訊是否能兼顧多元語言使用友善性或翻譯可行性，也是未來擴大平台使用效果的考量要素之一。

## (二) 場次六：分組討論

與會者自行選擇參與5大支柱領域分組，討論商業網絡、私部門計畫及政府服務方案等3大要素資源，如何促發WE-APEC網絡平台使用效能，以及如何運用該平台加值擴大既有資源的供給。

我國與會代表參與的「創新與科技」支柱領域，討論重點如次：

以整體WE-APEC生態圈概念為考量，建議在教育體系、研發中心鼓勵女性參與STEM領域，在科技職場增加聘雇女性，在私部門計畫增加科技輔助(如協助女性企業架設網站、提供科技知能訓練等)，在商業網絡增加科技人才與企業媒合，在女性企業鼓勵運用線上平台學習商業經營模式。

對於WE-APEC線上網絡平台精進效能，建議：

- 1、 區分女性企業規模、企業願景及產業類別等，以增進資訊與貿易夥伴媒合效果。
- 2、 增加露出政府服務資源，例如中華台北10年來推動建置

的APEC數位機會中心(ADOC)，可作為基礎建設資源納入平台資訊分享。

- 3、 設定行事曆，可分天、分週、分月等查詢公私部門相關計畫、方案與活動。
- 4、 提供特定資訊查詢功能，並能建立新的公私部門夥伴連結模式，除了政府與企業相關計畫方案，可將大專院校及其所能提供的科技人才加入搜尋要件。
- 5、 連結APEC跨論壇倡議活動，尤其是有助於資金媒合及網絡連結等企業競賽資訊，例如中華台北推動的APEC中小企業創業加速器計畫及APEC全球創業挑戰賽等。

### (三) 場次七、八：WE-APEC倡議展望及總結

經過2日工作坊分享交流，WE-APEC倡議結論如下：

- 1、 線上網絡平台目標使用者：鎖定準備好進行出口貿易的女性企業，平台使用語言為APEC官方語言—英語。至於與會者關心的擴大使用效益議題，例如扶植剛開始創業女性、使用翻譯軟體嘉惠語言能力受限的女性企業主等，則留待平台上線營運達一定使用規模後再行評估。
- 2、 媒合供需及增值既有資源：透過平台資訊公開，媒合資金流及產品，以增加女性企業使用誘因，同時增值既有資源(如增進商業網絡的永續發展、私部門計畫及政府

服務方案的使用效益等)。平台資訊公開連結投資者與女性企業主，立基於既存商業網絡及私部門計畫，以便尋求貿易拓點女性企業連結可信貿易夥伴。

- 3、社群媒體與同儕壓力：善用既有社群媒體及加入點評制度，使平台能夠發揮生態圈分享、學習、連結與啟發(加值)的互動效果，也能創造各經濟體間的同儕壓力，促進政府政策及服務方案。

## 參、觀察與建議

### 一、由「公私部門夥伴關係」到「婦女與經濟生態圈」， 深化APEC婦女與經濟5大支柱發展：

APEC向來倡議公私部門夥伴關係的建立，而在促進婦女經濟發展上，除了政府、企業、女性創業者外，大專院校、商業網絡也是重要的參與支持者。WE-APEC倡議提出「生態圈」與「平台連結」概念，可期加值既有計畫與服務資源，媒合女性創業者及投資貿易端。此外，以APEC婦女與經濟5大支柱為思考架構引導討論，進一步深化5大支柱對於婦女創業條件、挑戰與機會的實質運用。

#### (一) 運用「創新與科技」，支持「資本(金)取得」：

資本(金)取得被視為女性創業條件最不足的部分，即便在WE-APEC倡議問卷調查研究結果呈現私部門計畫、政府服務方案及商業網絡所提供的資金源項目達118項，女性創業者仍常因資訊不足而無法實質取用資金。上開挑戰在運用網絡平台的資訊連結後，能夠轉化為機會。透過刊登女性企業資訊與發展願景、增加曝光，有助於連結貿易(如代理經銷)與投資(如創投、群眾募資等)夥伴。因此，本倡議除積極建置



WE-APEC線上網絡平台，也鼓勵各經濟體建置國內線上平台連結商業網絡、私部門計畫及政府服務資源，建立友善婦女創業生態圈。

**(二) 擴散「女性領導力」及善用「創新與科技」，增加「市場進入」及改善「技能建構」：**

女性企業參與國際貿易市場，挑戰在於拓點時必須找到可信賴的貿易夥伴。而連結女性企業領袖與女性創業者成功典範，以及善用社群媒體、線上論壇與點評制度等，將能為網絡建立信賴感，在女性企業循求擴展出口貿易階段，發揮WE-APEC線上網絡平台連結效果，協助女性企業找到瞭解當地法規與投資貿易等條件的關鍵人物。同時，透過私部門計畫與政府服務方案在平台的相互分享與學習，也能創造各經濟體間的同儕壓力，改善加值所提供的能力建構等創業資源。

**二、發揮我國跨論壇合作影響力，豐富化我國多年期計畫：**

**(一) 發揮中小企業優勢，增進跨論壇合作：**

婦女企業經營特色有「結盟」重於「競爭」的特色，因此WE-APEC線上網絡平台訴求連結21個經濟體的商業網絡、私部門計畫及政府服務方案等資源，建構完善網絡為女性企業貿易建立利基。然而，在實質商

業利益取向，例如連結創投與女性企業主等資金媒合部分，APEC中小企業工作小組相關倡議所能提供的資源，能造就更大程度的連結與女性企業曝光率。我國在中小企業工作小組推動的APEC中小企業創業加速器計畫及APEC全球創業挑戰賽成效卓越，若能增加與PPWE的連結，將能成為我國在APEC跨論壇合作的優良範例。

## **(二) 奠基於數位建設資源，豐富化我國多年期計畫**

本年度APEC WEF主席—菲律賓貿易工業部次長Ms. Nora K. Terrado參與本工作坊結論討論與建議時，特別向與會者宣布將在WEF會期與我國合辦「運用ICT培力女性達到包容性成長」研討會，可見我國多年期計畫受PPWE的肯定與重視，也彰顯我國對於「創新與科技」支柱領域的貢獻。

我國獲APEC補助執行「女性創新經濟發展」3年期計畫，以建構婦女對資通訊科技的政策需求清單，找出APEC區域運用資通訊科技(ICT)提升女性生計發展的有效模式。將於本年度WEF會期提出第2年成果—知識工具包，以協助決策者擬定有利於女性企業主的政策與商業模式，推廣兼具創意與實用的學習途徑。目前也著手發展第3年計畫—研發女性創業學習應用軟

體。觀察本次工作坊與會者關心的倡議資源在地化與扶植偏鄉女性創業等議題，尚未列入WE-APEC倡議首要階段工作，卻是我國多年期計畫可聚焦倡議、豐富我國多年期計畫的重點議題。

我國10年來推動建置的APEC數位機會中心(ADOC)，已為偏鄉女性建立基礎數位資源，可作為我國多年期計畫在地推廣的重要平台。此外，若能將ADOC資源納入我國多年期計畫及後續提案，並包裹此2項倡議透過WE-APEC平台分享推廣，可期擴增亞太地區商業網絡、私部門及在地政府部門運用我國倡議的機會，增加我國對APEC創新經濟貢獻的延續性。

此外，本工作坊與會者背景多元，包含亞太地區政府、商業網絡與企業代表。因此參與本工作坊，為我國與國際社群交流婦女經濟議題，增加跨域公私部門聯繫管道、提升與會效益。例如，因本工作坊結識的日本政策投資銀行(DBJ)代表成為我國年度性別平等論壇洽邀日本講者的重要窗口；國際職業婦女協會(BPW)新加坡代表協助引薦辦理亞洲同酬日研討會的經驗及人員。此外，透過會後聯繫，IBM菲律賓代表也表示將參與我國多年期計畫研討會。

## 肆、附件

### ➤ 議程



## Agenda

### The Women Entrepreneurs in APEC (WE-APEC) Initiative: *Sharing the Foundation, Envisaging the Future*

23-24 June 2015

Pan Pacific Hotel

Singapore, Singapore

DAY ONE	
23 June 2015	
8.30 – 9.00 am	<b>Registration and arrival</b>
9.00 – 9.20 am	<b>Introducing the WE-APEC Initiative: Where we are and where we may go</b> <i>This session will provide an overview of the WE-APEC Initiative, including the status of the activity to date, options for moving forward, and objectives for the two-day workshop, including questions sought to be answered over the course of the workshop.</i> <b>Ms. Greta Schettler</b> , Senior Policy Advisor, Office of Women’s Global Issues, The United States Department of State
<b>Session 1</b> 9.20 – 10.30 am	<b>Sharing the Foundation: A walk through the research</b> <i>This session will introduce the material developed through the PPWE’s research on business networks, private-sector initiatives, and government services across 21 APEC economies. After a brief discussion of methodology, specific topics to be addressed in this session include definitions; common findings and trends among the economy ecosystems; success stories and best practices; unusual instances and surprises; outstanding questions; and more.</i> <b>Ms. Louise Williams</b> , Principal Associate and Gender Advisor, US-APEC Technical Assistance to Advance Regional Integration (US-ATAARI), Nathan Associates Inc. <i>Questions and Answers</i>
10.30 – 10.45 am	<b>Coffee Break</b>

<p><b>Session 2</b> 10.45 – 11.30 am</p>	<p><b>Envisaging the Future: the WE-APEC Platform</b></p> <p><i>This session will walk through the mock up for the WE-APEC platform so that participants have a vision of one of the end-goals of the workshop, which is to have concrete actions to move forward to support women’s entrepreneurship regionally.</i></p> <p><b>Ms. Leanne Sedowski</b>, Managing Associate, US-APEC Technical Assistance to Advance Regional Integration (US-ATAARI), Nathan Associates Inc.</p> <p><i>Questions and Answers</i></p>
<p>11.30 – 11.45 am</p>	<p><b>Wrap-up of morning sessions</b></p>
<p>11.45 am – 1.15 pm</p>	<p><b>Lunch</b></p> <p><b>Keynote Speaker: Ms. Lisa Stone</b>, Chief Community Officer @SheKnows, Co-founder @BlogHer</p> <p><i>Lisa Stone is a Co-Founder of BlogHer, a company that, since 2005, has inspired women to find their voices and turn their passions into online content, community and commerce, attracting some of the web’s best talent and top social sites, in topics from food and fashion to politics and parenting. Today BlogHer is part of SheKnows Media, reaching an audience of 80+ million monthly unique visitors across premium blogs, Web sites, and videos, and another 165 million social media fans and followers across Facebook, Instagram, Pinterest and Twitter. Using a powerful and unique cross-platform trifecta that Lisa originated, BlogHer helped pioneer the new women’s web — as a social publisher with a scalable technology platform, as a research hub, and with its in-person events. As Chief Community Officer, Lisa advises women all over the world how to use social media to build their interests and enterprises, whatever those may be.</i></p>

<p><b>Session 3</b> 1.15 – 2.30 pm</p>	<p><b>An Ecosystem for Women’s Entrepreneurship: Perspectives and Possibilities</b></p> <p><i>This session will introduce some examples of influential regional networks and cross-economy ecosystems found during the WE-APEC research. The discussion will include observations on efforts to improve local ecosystems for entrepreneurship, the results they have achieved and lessons learned. Panelists will be asked to share their advice for constructing networks and other systems that are accessible, relevant, and oriented toward strengthening conditions for women entrepreneurs at all levels.</i></p> <p><b>Moderator:</b> Ms. Carol Yost, Senior Director, Women’s Empowerment Program, The Asia Foundation</p> <p><b>Session Panelists</b></p> <ul style="list-style-type: none"> <li>• Ms. Erin Andrew, Director, Small Business Administration’s Office of Women’s Business Ownership, The United States</li> <li>• Ms. Naina Subberwal Batra, CEO, Asian Venture Philanthropy Network, Singapore</li> <li>• Ms. Amanda Lin, Corporate Affairs Region Manager at Coca-Cola Far East Limited, The Coca Cola Company, Singapore</li> <li>• Madam Nguyen Thi Tuyet Minh, Chairperson, ASEAN Women’s Entrepreneurship Network (AWEN), Viet Nam</li> </ul> <p><i>Questions and Answers</i></p>
<p>2.30 – 2.45 pm</p>	<p><b>Introduction to Breakout Sessions I</b></p> <p><i>Review of sessions’ purpose, objectives, and key questions.</i></p>
<p>2.45 – 3.00 pm</p>	<p><b>Coffee Break</b></p>
<p><b>Session 4 A</b> 3.00– 4.15 pm</p>	<p><b>Breakout Sessions I</b></p> <p><i>Participants will divide into five groups that align with the five PPWE priorities for the purpose of discussing key questions concerning how a domestic or regional ecosystem (consisting of business networks, private-sector initiatives, and government services) can best support women’s entrepreneurship.</i></p>
<p><b>Session 4 B</b> 4.15 – 5.00 pm</p>	<p><b>Reports from Breakout Sessions I</b></p> <p><i>Groups will report back on how they answered the key questions.</i></p>
<p>5.00 – 5.15 pm</p>	<p><b>Wrap up of Day 1</b></p>

DAY TWO		24 June 2015	
8.30 – 9.00 am		<b>Registration and arrival</b>	
9.00 – 9.15 am		<b>Introduction to Day 2</b> <b>Ms. Louise Williams</b> , Principal Associate and Gender Advisor, US-APEC Technical Assistance to Advance Regional Integration (US-ATAARI), Nathan Associates Inc.	
<b>Session 5</b> 9.15 – 10.30 am		<p><b>Priorities for WE-APEC: Perspectives from Women Entrepreneurs</b></p> <p><i>This session will provide an opportunity for several women entrepreneurs to talk about what women are looking for in terms of a regional ecosystem and how WE-APEC can evolve to meet those needs and fill critical gaps.</i></p> <p><b>Moderator: Ms. Lisa Stone</b>, Chief Community Officer @SheKnows, Co-founder @BlogHer</p> <p><b>Session Panelists</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Pacita Juan</b>, Social Entrepreneur &amp; Founder, ECHOstore, The Philippines</li> <li>• <b>Ms. Ayesha Khanna</b>, CEO, The Academy, Singapore</li> <li>• <b>Ms. Andrea Irarrazaval Olavarria</b>, CEO &amp; Founder, Clean Energy, Chile</li> </ul> <p><i>Questions and Answers</i></p>	
10.30 – 10.45 am		<b>Introduction to Breakout Sessions II</b> <i>Review of sessions' purpose, objectives, and key questions.</i>	
10.45 – 11.15 am		<b>Coffee Break</b>	
<b>Session 6 A</b> 11.15 am – 12.30 pm		<b>Breakout Sessions II</b> <i>Participants will divide into three groups that align with the three primary ecosystem components – business networks; private-sector initiatives; and government services – and discuss key questions concerning how, across APEC economies, they can respectively support or engage a dynamic, sustainable WE-APEC Network, and how specifically they recommend moving forward with the initiative.</i>	
12.30 – 1.45 pm		<b>Lunch</b>	
<b>Session 6 B</b> 1.45 – 2.30 pm		<b>Reports from Breakout Sessions II</b> <i>Groups will report back on how they answered the key questions.</i>	

<b>Session 7</b> 2.30 – 3.15 pm	<b>What's next: WE-APEC Initiative and Platform</b> <i>Structured discussion on tangible actions to be taken by economies to support a regional WE-APEC initiative, including the platform. In particular, this discussion will delineate a workshop consensus about next steps for the WE-APEC Initiative and Platform. The consensus statement will include specific commitments, and expectations from economies and partners, as well as incorporate a vision for sustainability.</i>
3.15 – 3.30 pm	<b>Coffee Break</b>
<b>Session 8</b> 3.30 – 4.00 pm	<b>Wrap Up Session: Capturing what hasn't been spoken</b> <i>A reporter will share a set of points shared in writing on the Action Posters that may supplement or diverge from points made in the breakout reports.</i> <b>Ms. Louise Williams</b> , Principal Associate and Gender Advisor, US-APEC Technical Assistance to Advance Regional Integration (US-ATAARI), Nathan Associates Inc.
4.00 – 4.30 pm	<b>Conclusion and Workshop Evaluation</b>



## ➤ 講者介紹



## Speaker Biographies

### **The Women Entrepreneurs in APEC (WE-APEC) Network:**

#### ***Sharing the Foundation, Envisaging the Future***

**23-24 June 2015**

**Pan Pacific Hotel**

**Singapore, Singapore**

**Ms. Marwa Abdou** is the Project Coordinator and Junior Trade Advisor at the USAID-funded US-APEC Technical Assistance to Advance Regional Integration (US-ATAARI) activity. She provides project management and technical support for activities in women's economic empowerment, human security and trade and investment facilitation for APEC economies. Ms. Abdou possesses six years' professional experience in international finance, trade policy, and international economic development. Before Nathan Associates Inc., Ms. Abdou worked as a Consultant at the OECD Trade and Agricultural Directorate in Paris and for Ernst & Young in Abu Dhabi. Ms. Abdou has her master's degree in international relations and international economics from the School of Advanced International Studies at Johns Hopkins University, concentrating in international trade and trade policy in transition and developing countries. She received her dual bachelor's degrees in finance and economics from Queens University School of Business in Kingston, Ontario, Canada.

**Ms. Erin Andrew** is the director of the U.S. Small Business Administration's Office of Women's Business Ownership. She oversees the agency's efforts to promote the growth of woman-owned businesses through advocacy and programs that provide business training and counseling, access to credit and capital, and multiple business and networking opportunities. Ms. Andrew manages a nationwide network of women's business centers that provide training, counseling and mentoring to hundreds of thousands of entrepreneurs in every state and two U.S. territories. Her office also works with representatives in every SBA district office to oversee operations of the women's business centers and to coordinate services for women entrepreneurs. Most recently, she served as director of the Innovation Clusters and Skills Initiatives in the SBA's Office of Entrepreneurial Development, which works to meet the counseling and training needs of America's small businesses. She focused on supporting entrepreneurship skills initiatives, regional innovation clusters, and entrepreneurship

training for America's transitioning military service members, women, youth and 50+ Americans. Prior to her work at the SBA, Ms. Andrew was a senior policy analyst at the National Governors Association, focusing on workforce and economic-development issues. She has held positions at different levels of government, including working in the Governor of Iowa's Office as a policy advisor on economic development and workforce-development issues; and at a local/regional development authority in Pittsburgh, PA. Ms. Andrew holds a bachelor's degree in business administration and ethics, and a master's degree in public policy and management, both from Carnegie Mellon University.

**Ms. Naina Subberwal Batra** joined Asian Venture Philanthropy Network (AVPN) as CEO in September 2013. Prior to joining AVPN, Ms. Batra was a member of the senior leadership team of a purpose driven unit of The Monitor Group, a leading global strategy consulting firm, aimed at catalyzing markets for social change. Ms. Batra was also partner and Co-Founder of Group Fifty Private Ltd, curating contemporary Indian art with a view to provide a medium for upcoming and established Indian artists to showcase their work directly to a large and diverse audience. Ms. Batra has a master's degree in industrial and labor relations from Cornell University where she graduated at the top of her class. She also holds a bachelor's degree in economics and international relations from Mount Holyoke College and a General Course Diploma in economics from The London School of Economics.

**Ms. Deanne De Lima** is a Foreign Affairs Officer in the Office of Economic Policy, Bureau of East Asian Affairs, U.S. Department of State, where she works full time on U.S. engagement in APEC. She supports the U.S. Senior Official for APEC and coordinates U.S. engagement on a number of issues including women's economic empowerment, labor, education, anti-corruption, economic development and others. She also coordinates closely with USAID on technical assistance through the US-APEC Technical Assistance to Advance Regional Integration (US-ATAARI) project, as well as the predecessor project, the APEC Technical Assistance and Training Facility (APEC TATF). Since joining the State Department in 2011, Ms. De Lima also worked on bilateral trade and entrepreneurship in North Africa, and has served at USAID's Regional Development Mission for Asia in Bangkok and the U.S. Consulate in Quebec City, Canada.

**Ms. Pacita Juan** is a social entrepreneur, a green advocate and promotes women's empowerment through business. Pacita runs a social enterprise called the ECHOstore sustainable lifestyle ([www.echostore.ph](http://www.echostore.ph)), established in 2008, the first specialty store of its kind in the Philippines.

Speaker Biographies - 2  
WE-APEC Workshop

ECHOstore (Environment, Community, Hope and Organization) sources all its merchandise from marginalized communities around the country – providing essential market access - while also promoting environment-friendly and upcycled artisanal crafts. ECHOstore works with international aid agencies, government agencies, finding markets for their enterprise development beneficiaries. She is the President of the Women’s Business Council of the Philippines (WomenbizPH). She also is the Founder of the PH chapters of International Women’s Coffee Alliance (IWCA) and the Women Corporate Directors (WCD), and Slow Food Manila. Ms. Juan writes a regular column in *The Manila Times* called Green Space, is a contributor to *Starweek* magazine, the Philippine *Tatler’s Traveller* magazine, and writes a weekly commentary in [www.manilaspeak.com](http://www.manilaspeak.com). You can find her on Linked In: Pacita Juan or as @chitjuan in Facebook, Twitter and Instagram. She is a branding and marketing specialist and brings her vast experience in branding to Great Women, a women’s empowerment platform now going regional in ASEAN.

**Ms. Ayesha Khanna** is an education, technology and urbanization expert with over 15 years of experience at the leading edge of innovation from smart city development to brand strategy. She is the CEO and Co-Founder of The Academy, an innovative enrichment hub whose unique model of “externships” with leading companies provides secondary school students the opportunity to apply their skills to critical 21st century industries. Ayesha is Chairman of Applied Skills, which operates digital platforms to train skills across the services sector. The company’s flagship platform Smart Work provides cloud-based vocational training curricula. She is also Chairman of Factotum, a boutique content marketing agency that creates thought leadership branding for companies and governments. In 2014, Ayesha also served on the Singapore Ministry of Education’s ASPIRE Steering Committee on higher education reform and applied learning. Ayesha previously co-founded the Hybrid Reality Institute, a research and advisory group established to analyze emerging technologies and their social, economic and political implications. She directed the Future Cities Group at the London School of Economics and has been a Faculty Advisor at Singularity University. She has been published and quoted on technology, innovation and smart cities in *The New York Times*, *BusinessWeek*, *TIME*, *Newsweek*, *Forbes*, *Harvard Business Review*, *Strategy+Business*, and *Foreign Policy*. She is author of *Straight Through Processing* (2008) and co-author of *Hybrid Reality: Thriving in the Emerging Human-Technology Civilization* (2012). Ayesha is the Founder of 21C GIRLS, which provides free coding and robotics classes for underprivileged girls in Singapore. She is on the Board of Advisors for Humanity+ and a Fellow at the Institute for Ethics and Emerging Technologies. Ayesha has a bachelor’s degree (honors) in Economics from Harvard University, a master’s degree in

---

operations research from Columbia University and is completing her doctorate on urban information infrastructures at the London School of Economics.

**Ms. Amanda Lin** is the Corporate Affairs Region Manager at the Coca-Cola Company Far East Limited. She graduated with honors in Business from Nanyang Business School, with a major in marketing. Prior to making the Coca-Cola Company her corporate home, she started her career at Ogilvy Singapore, where she attained the opportunity to work on regional and global accounts for brands such as Kodak, Motorola and Yahoo. At Coca-Cola, Ms. Lin makes it her mission to help integrate sustainability in everything they do, both internally and externally.

**Ms. Nadira Mailewa** joined the USAID supported US-APEC Technical Assistance to Advance Regional Integration project as the Economic and Human Security Specialist in March 2015. In this role, she provides technical direction for the effective implementation of initiatives in areas such as food security, travel facilitation, and fisheries and health. Prior to this, Ms. Mailewa worked as the Director of the Project Management Unit within the Asia Pacific Economic Cooperation (APEC) Secretariat in Singapore, seconded by the Australian Department of Foreign Affairs and Trade. In this capacity she oversaw the management of a unit providing support to APEC members in selecting, managing, implementing and evaluating APEC projects. Ms. Mailewa has 14 years' experience as a development specialist having worked for Australia's aid program (formally AusAID) in a range of projects in South Asia, Southeast Asia and the Pacific. Her key areas of focus included post-conflict reconstruction assistance, humanitarian aid, rural and community development and aid for trade approaches. Ms. Mailewa received her master's in development administration from the Deakin University, Victoria, Australia and her bachelor's (honors) in development studies from the Australian National University, Canberra, Australia.

**Madam Nguyen Thi Tuyet Minh** is the Chairperson of the ASEAN Women Entrepreneurs Network (AWEN). Mrs. Nguyen Thi Tuyet Minh is also the Chairwoman cum Party Cell Secretary of Vietnam Women Entrepreneur Council (VWEC); Executive member of The Executive Board of Vietnam Women's Union XI (2012-2017); Member of Executive Board of VCCI Course V (2008-2015) and Course VI (2015-2020), Member the Standing Committee of VCCI's Labour Union, Head of the department on women issues of VCCI Trade Union. She has nearly 35 years working in different fields such as trade, investment promotion, tourism, supporting SMEs; support and protect legal and legitimate rights of employers in labor relationships; support and protect legal and legitimate rights

Speaker Biographies - 4  
*WE-APEC Workshop*

of women entrepreneurs; policy recommendation and consultation, etc. With remarkable achievement during her working years, she has received various noble titles, awards, and medals: Certificate of Merit awarded by the Prime Minister, various Certificates of Merit given by VCCI Chairman in multiple years, Campaign Medal on "For the development of business community" awarded by VCCI Chairman, Campaign Medal on "For the Young Generation" in 2012 awarded by the Executive Board of Ho Chi Minh Youth Union, Medal on "For the Development of Vietnamese Women" awarded by the Chairwoman of Vietnam Women's Union.

**Ms. Véronique Salze-Lozac'h** is a Chief Economist and Senior Director, Economic Development at The Asia Foundation. She joined The Foundation in 2003, after working for both the public and the private sector on private sector development, foreign investments, business environments and policy reforms. Based in Thailand, she oversees strategic planning for the Foundation's economic activities and provides support to programs across 18 Asian countries. She designs and implements research and programs in three core areas: policy reform and business environment, regional economic cooperation, and support to entrepreneurship (including women entrepreneurship), with a special focus on micro, small and medium enterprises. She graduated from the University de la Sorbonne and the Institute of Political Studies in Paris (Sciences-Po Paris) and pursued her PhD studies in the United States, at the University of Pittsburgh.

**Mrs. Andrea Irarrazaval Olavarria** is a social entrepreneur and CEO and founder of Clean Energy ESB SA ("Clean Energy") based in Chile. Clean Energy is a project-based company dedicated to the reduction of CO<sup>2</sup> and greenhouse gas emissions. Mrs. Irarrazaval founded and patented a process and technology that uses micro-algae to reduce gas emissions from energy plants and produce a series of bio-products such as biomass and biofuel. Clean Energy holds patents in over 38 countries including the European Union and operates one plant in Ventanas, the most contaminated area of the Chile. Presently, Clean Energy is working to establish projects in Mexico, Turkey and the Dominican Republic. A social worker by training, Mrs. Irarrazaval is dedicated to the advancement of communities that have been affected by neighboring power plants, metal foundries, petroleum and cement industries, and the lack of entrepreneurial progress of the female population in such communities and Chile in general. Prior to founding Clean Energy, Mrs. Irarrazaval advised several banking institutions, such as Banco Santander and Banco de Chile, to develop and implement lending better practices for small businesses and women entrepreneurs. Andrea has over 20 years of experienced in advocating and promoting women entrepreneurship and small business development in Chile. Mrs. Irarrazaval is part of WEAmericas, sponsored by the U.S. Department of

State. In addition, she has advised the OECD on public policy for green and inclusive development and is part of the consulting group Sustainable Energy for All Americas (AMERICAS SE4ALL) for energy programs of the World Bank and the United Nations. Mrs. Irrazaval has a bachelor's degree in social sciences and a graduate degree in social work from the Santo Tomas University in Chile, and a master's degree in human resources from the University of Buenos Aires, Argentina.

**Ms. Greta Schettler** is a proven executive and entrepreneur with 14 years of experience in conceptualizing and executing strategic operations, driving innovation, and delivering products to market across both the public and private sector on six continents. Ms. Schettler is currently the Senior Economic Policy Advisor for the Secretary's Office of Global Women's Issues (S/GWI) where she leads the U.S. Department of State's global efforts to advance women's economic participation. She is a recognized expert on issues related to financial inclusion, entrepreneurship, technology, and development and works across U.S. government agencies, with international counterparts and the private sector to improve women and girls ability to fully participate in the economy. Before joining State, Ms. Schettler worked for USAID/Tanzania on health system assessment and for the Inter-American Development Bank's Multilateral Investment Fund on climate change initiatives. She also worked as a consultant in the United Arab Emirates where she focused on local workforce development, business process improvement, and ICTs in the Middle East, North Africa and Asia. Ms. Schettler received her master's degree from Georgetown University in international economic development and conducted post graduate work in economics at John Hopkins School of Advanced International Studies and the London School of Economics. She has a post graduate certificate in entrepreneurship and received her bachelor's degree in business administration degree from the University of Texas at Austin.

**Ms. Leanne Sedowski** is a gender advisor with the USAID-funded US-APEC Technical Assistance to Advance Regional Integration (US-ATAARI) activity, implemented by Nathan Associates Inc. At Nathan, she is the head of the Gender@Nathan Initiative, an internal learning initiative focused on the integration of women's economic empowerment and policy initiatives. With experience working in 20 countries, Ms. Sedowski specializes in women's economic empowerment, trade policy, value chain development, and food security. Ms. Sedowski is the Project Director for the USAID-Maximizing Agricultural Revenue through Knowledge, Enterprise Development, and Trade (MARKET) and the project's focal point for aquaculture and gender. Before joining Nathan Associates, Ms. Sedowski provided technical assistance in value chain development, gender, and microfinance on development projects in Mali, Mozambique, Egypt, and Afghanistan with the Aga

Khan Foundation. She was previously with the Global Development Program at The William and Flora Hewlett Foundation. She has her master's (honors) in development studies from the University of KwaZulu-Natal in Durban, South Africa and her bachelor's in liberal arts from the University of Arizona. She was the recipient of a Rotary International Ambassadorial Scholarship in 2004.

**Ms. Lisa Stone** became Chief Community Officer (CCO) in November 2014, when SheKnows Media acquired BlogHer Inc., which she co-founded with Elisa Camahort Page and Jory Des Jardins in 2005. As CEO, she charted BlogHer's path from a grassroots conference into a leading cross-platform media company reaching 100+ million unique visitors monthly and powered by a proprietary scalable technology platform. The combined enterprise is now the #1 women's lifestyle digital media company, reaching 81.5 million unique visitors each month on web sites and blogs, and another 165 million across social media. As CCO, Ms. Stone moderated an April 2015 Town Hall meeting in North Carolina between President Barack Obama and 250 American working women and oversees the BlogHer conference series, the world's largest for women in social media.

Previously, Ms. Stone launched the first sponsored blog network for Law.com and blogged about the 2004 Democratic National Convention for LATimes.com. She was the first Internet journalist to receive a Nieman Fellowship by Harvard University in 2002 after helping to grow start-up Women.com into a top-30 site. There, she oversaw all original programming, integrated with Hearst and Rodale magazines and worked with E! Television/ Online, HBO's "Sex and the City," Bloomberg and Gallup, among others. She left the traditional newsroom (Oakland Tribune, CNN) in 1997 but continues to write regularly about gender and digital storytelling (New York Times, LATimes.com, The Huffington Post, among others). An experienced speaker and start-up advisor, Ms. Stone also has been honored with a Fortune Most Powerful Entrepreneur Award and as one of the 100 Most Creative People in Business by Fast Company.

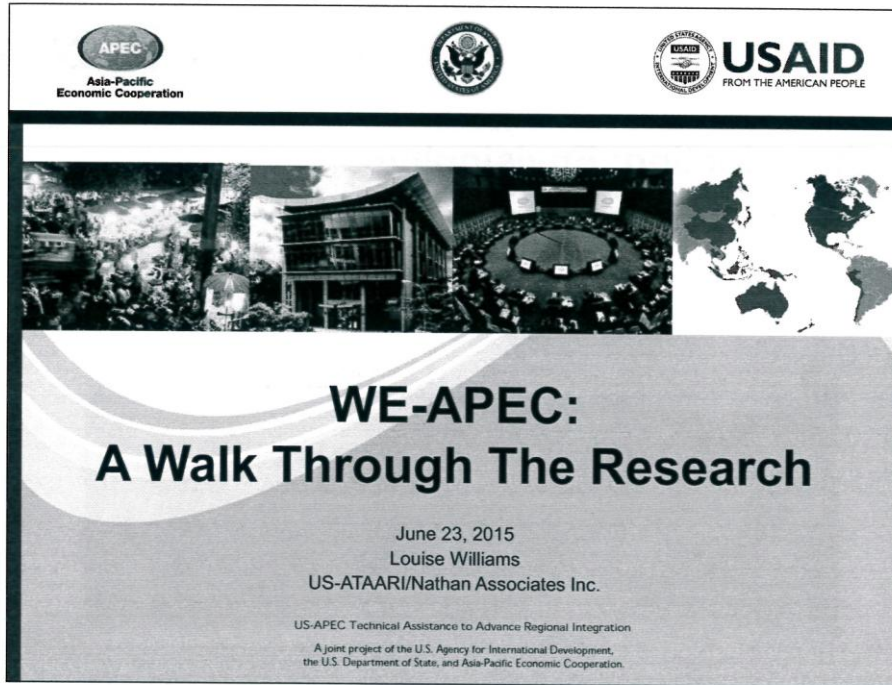
**Ms. Louise Williams** is the lead gender advisor on the USAID-funded US-APEC Technical Assistance to Advance Regional Integration (US-ATAARI) activity. She is an attorney and international development professional with extensive experience analyzing, implementing and evaluating initiatives that support access to economic opportunity and the rule of law. Her expertise includes commercial law reform, judicial systems, labor and employment, women's economic participation, and aid effectiveness. Across more than 30 economies on five continents, Ms. Williams has assisted government agencies, private-sector associations, and international development organizations supporting effective and reliable systems of economic development, law and governance. She is a primary architect of the USAID Business Climate Legal and Institutional Reform (BizCLIR) initiative

and the APEC Women and the Economy Dashboard. Previously in her career, Ms. Williams served as an Attorney/Advisor for the Committee on International Judicial Relations where she was responsible for managing the Committee's relationships with outside agencies including USAID, U.S. Department of State, the World Bank and numerous other non-profit and international for-profit contractors. After earning her law degree, Ms. Williams joined Weinberg and Green as an Associate and then the U.S. Department of Commerce as a General Attorney. A published author and a distinguished speaker, Ms. Williams earned an LL.M in labor law from Georgetown University and her J.D. from the University of Maryland.

**Ms. Carol Yost** has been with The Asia Foundation since 1986. In 1993, she designed and launched a dedicated program to increase women's participation in public decision-making and political processes to address their priority issues. In her current position as senior director of the Women's Empowerment Program with The Asia Foundation, she oversees all of the Foundation's programs to advance women across the Asia-Pacific region in conjunction with the Foundation's country field offices and local partner organizations. Based in Washington, DC, Ms. Yost travels to Asia regularly to collaborate with the Foundation's expert staff to develop programs that further women's political participation, legal rights, education, and economic opportunity and to support efforts that combat violence against women and trafficking of women and children. Ms. Yost works closely with women leaders and women's organizations throughout Asia to build networks and create sustainable resources for women. She is an experienced speaker on the challenges facing women and strategies and programs that address women's priority issues. For over a decade, Ms. Yost has been directly involved with all of the Foundation's programs to expand opportunities for Asian girls and women including educating poor rural girls in Nepal, Bangladesh, Pakistan, and Cambodia; health and legal rights education for Chinese migrant women workers in the Pearl River Delta manufacturing zone; and micro-credit and vocational training in Pakistan, Cambodia, and Viet Nam.



➤ 會議簡報



The slide features logos for APEC (Asia-Pacific Economic Cooperation), the U.S. Department of State, and USAID (From the American People) at the top. Below the logos is a collage of images including a modern building, a large conference room with a round table, and a world map. The main title is "WE-APEC: A Walk Through The Research". Below the title, it lists the date "June 23, 2015", the presenter "Louise Williams", and the organization "US-ATAARI/Nathan Associates Inc.". At the bottom, it states "US-APEC Technical Assistance to Advance Regional Integration" and "A joint project of the U.S. Agency for International Development, the U.S. Department of State, and Asia-Pacific Economic Cooperation."

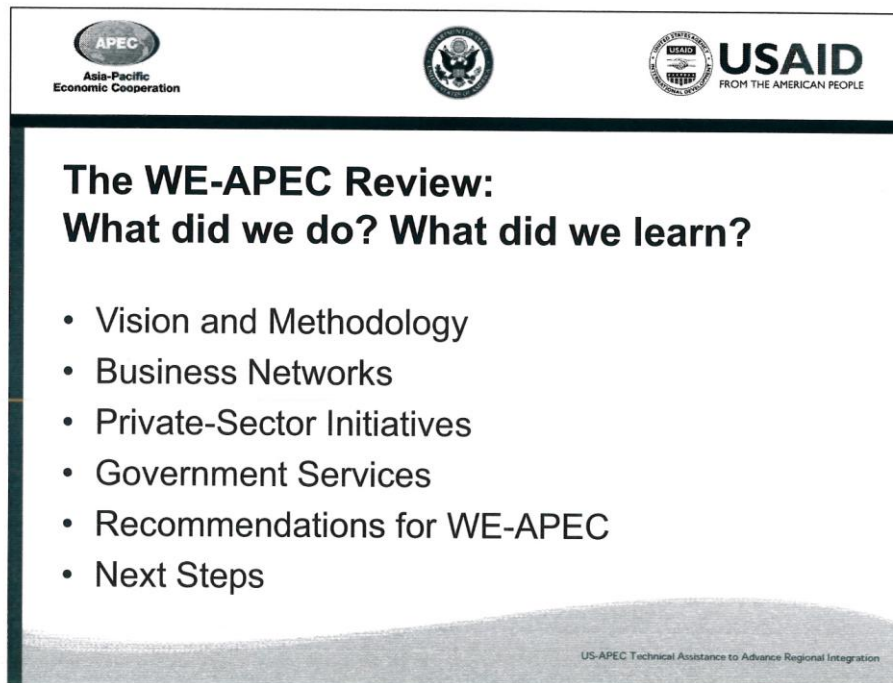
**APEC**  
Asia-Pacific  
Economic Cooperation

**USAID**  
FROM THE AMERICAN PEOPLE

## WE-APEC: A Walk Through The Research

June 23, 2015  
Louise Williams  
US-ATAARI/Nathan Associates Inc.

US-APEC Technical Assistance to Advance Regional Integration  
A joint project of the U.S. Agency for International Development,  
the U.S. Department of State, and Asia-Pacific Economic Cooperation.



The slide features logos for APEC (Asia-Pacific Economic Cooperation), the U.S. Department of State, and USAID (From the American People) at the top. The main title is "The WE-APEC Review: What did we do? What did we learn?". Below the title is a bulleted list of topics: Vision and Methodology, Business Networks, Private-Sector Initiatives, Government Services, Recommendations for WE-APEC, and Next Steps. At the bottom right, it states "US-APEC Technical Assistance to Advance Regional Integration".




**APEC**  
Asia-Pacific  
Economic Cooperation

**USAID**  
FROM THE AMERICAN PEOPLE

## The WE-APEC Review: What did we do? What did we learn?

- Vision and Methodology
- Business Networks
- Private-Sector Initiatives
- Government Services
- Recommendations for WE-APEC
- Next Steps

US-APEC Technical Assistance to Advance Regional Integration




**USAID**  
 FROM THE AMERICAN PEOPLE

**Introduction: Envisioning an ecosystem ...**





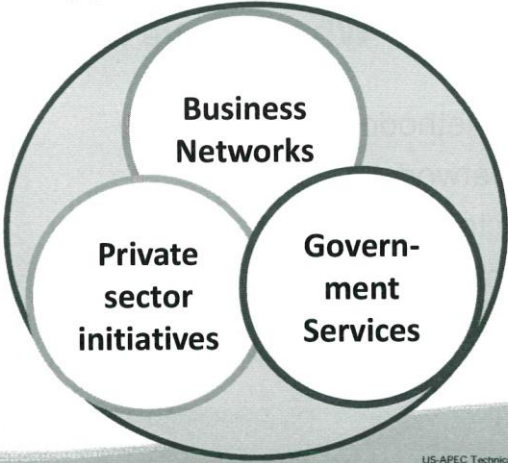





Illustration by Jeff Grader / property of Delta Education
US-APEC Technical Assistance to Advance Regional Integration




**USAID**  
 FROM THE AMERICAN PEOPLE

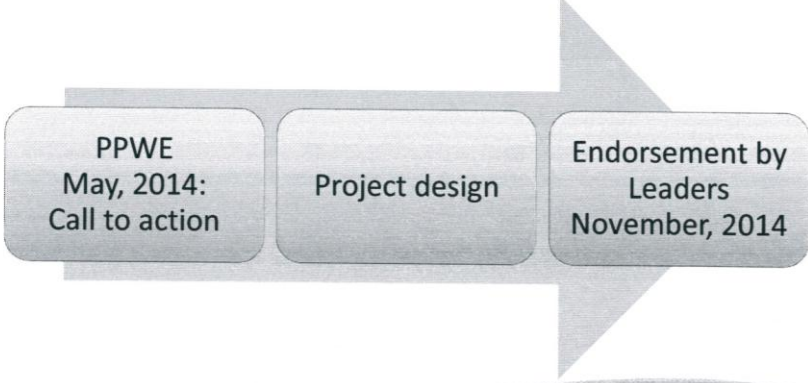
**... as it applies to WE-APEC:**



US-APEC Technical Assistance to Advance Regional Integration







**USAID**  
 FROM THE AMERICAN PEOPLE

## Methodology (Part I)

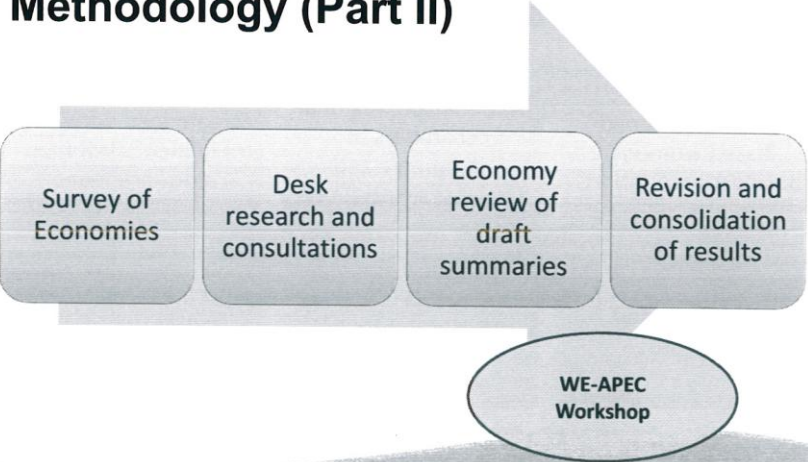


- PPWE  
May, 2014:  
Call to action
- Project design
- Endorsement by  
Leaders  
November, 2014

US-APEC Technical Assistance to Advance Regional Integration




**USAID**  
 FROM THE AMERICAN PEOPLE

## Methodology (Part II)



- Survey of  
Economies
- Desk  
research and  
consultations
- Economy  
review of  
draft  
summaries
- Revision and  
consolidation  
of results

WE-APEC  
Workshop

US-APEC Technical Assistance to Advance Regional Integration



**USAID**  
FROM THE AMERICAN PEOPLE

## The WE-APEC survey: In Brief

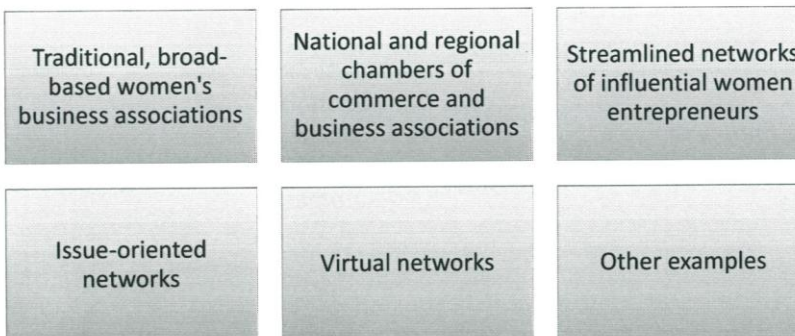
PPWE Priority	Business Networks	Private-Sector Initiatives	Government Services
Access to Capital and Assets	14	55	49
Access to Markets	63	16	34
Skills and Capacity-Building	57	70	54
Leadership, Voice, and Agency	54	26	31
Innovation and Technology	28	26	28

US-APEC Technical Assistance to Advance Regional Integration



**USAID**  
FROM THE AMERICAN PEOPLE

## Business Networks: What do they look like?



US-APEC Technical Assistance to Advance Regional Integration

## Business Networks: What do they do?



US-APEC Technical Assistance to Advance Regional Integration

## *Potential recommendations for Networks*

- Train network leaders in governance, stewardship, and sustainability
- Connect to new or non-traditional sources of funds or programming
- Engage with domestic governments on the importance of programs focused on woman-owned growing businesses
- Prioritize markets and trade
- Link with key players to promote understanding of quality standards and key certifications
- Exchange ideas, tools, best practices and opportunities across economies and APEC

US-APEC Technical Assistance to Advance Regional Integration



## Private-Sector Initiatives: Creative, Inclusive, Smart

- ✓ Source from women (and make sure everyone knows)
- ✓ Seize opportunities in design and integration of other creative works
- ✓ Help women meet standards for quality, consistency, and communication
- ✓ Support educational programs, particularly in STEM-related fields
- ✓ Partner with governments
- ✓ Include cities outside of the capital and rural areas

US-APEC Technical Assistance to Advance Regional Integration



## Private-Sector Initiatives: Trends

- ✓ Orienting initiatives toward economy conditions (status of income and development)
- ✓ Intensive business start-up activities
- ✓ Conditioning funding on skill-building and other indicia of commitment
- ✓ Women's venture capital
- ✓ Social entrepreneurship
- ✓ *Needed:* Initiatives and investments by large domestic enterprises

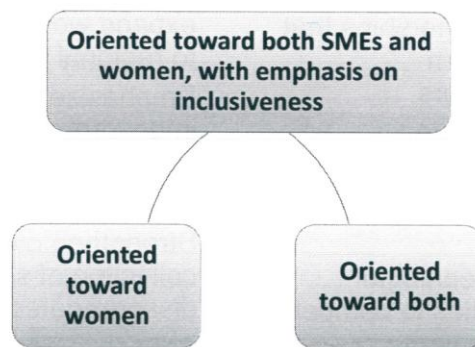
US-APEC Technical Assistance to Advance Regional Integration

## Potential recommendations for Private Sector

- Connect multinationals with large regional and domestic counterparts
- Target small and growing woman-owned businesses, particularly for access to finance
- Extend initiatives into smaller cities and rural areas.
- Integrate gender issues into business school curriculums
- Invest in creative, unexpected ways
- Work with business associations to emphasize quality standards
- Integrate women into corporate supply chains
- Access WE-APEC to share ideas, tools, best practices and opportunities

US-APEC Technical Assistance to Advance Regional Integration

## Government Services: A variety of activities and approaches



US-APEC Technical Assistance to Advance Regional Integration

## Government Services: Observations and Opportunities



US-APEC Technical Assistance to Advance Regional Integration

## *Potential recommendations for Governments*

- Create effective public-private partnerships that serve women entrepreneurs
- Map domestic ecosystems
- Prioritize M&E and share results
- Ensure meaningful opportunities to compete for government procurement opportunities
- Seize opportunities to expand women's access to regional markets
- Emphasize inclusiveness in government programs
- Track formal registration of new businesses by sex
- Strengthen overall collection of sex-disaggregated data
- Adhere to international systems of data collection

US-APEC Technical Assistance to Advance Regional Integration





**USAID**  
FROM THE AMERICAN PEOPLE

## Recommendations for WE-APEC

- Organize the information-sharing process across APEC to help improve programs that assist women entrepreneurs in expanding their opportunities for international trade.
- Using dynamic online portal, connect business networks with government and private sector actors
- Organize tools and events that provide actors in ecosystem to connect and share ideas
- Address gaps in programming, develop best practices, and guide economies in developing responsive and targeted programs through capacity building and integration of best practices applied throughout APEC.

US-APEC Technical Assistance to Advance Regional Integration



**USAID**  
FROM THE AMERICAN PEOPLE

## WE-APEC: Next Steps

- Consolidate ideas and commitments from *Sharing the Foundation; Envisaging the Future workshop*
- Follow-up with partners to confirm their commitments
- Continue development of an online platform
- Official launch of the WE-APEC platform at APEC's Women and the Economy Forum in the Philippines in September 2015.

US-APEC Technical Assistance to Advance Regional Integration

## ➤ 與會名單

### The Women Entrepreneurs in APEC (WE-APEC) Initiative: Sharing the Foundation, Envisaging the Future Breakout Sessions Day 1 Assignments

	#	Name	Economy	Title, Organization
Access to capital and assets Facilitators: Leanne Sedowski + Patty Alleman	1	Mr. Carlos Kuriyama	APEC Secretariat	Senior Analyst, Policy Support Unit , APEC Secretariat
	2	Ms. Fumiyo Harada	Japan	General Manager, Development Bank of Japan
	3	Ms. Margarita Maria Diaz Picasso	Peru	General Director of Gender Equality and Non-Discrimination, Ministry of Women and Vulnerability Issues
	4	Mr. Gioianni Peirano Torriani	Peru	Addvalora-Wmoller, W Moller – Cámara de Comercio de Lima
	5	Ms. Naina Subberwal Batra	Singapore	CEO, Asian Venture Philanthropy Network
	6	Ms. Quynh Do Nhu	Singapore	Government Affairs and Public Policy Manager, Visa (Singapore)
	7	Ms. Georgina Romero	Singapore	Managing Director, The Athena Network (Singapore)
	8	Ms. Nora Kakilala Terrado	The Philippines	Undersecretary/ Chief of Staff/ Chair, APEC WE 2015, World Economic Forum (WEF)
	9	Ms. Cindy Ramos Davidson	The United States	CEO, El Paso Hispanic Chamber of Commerce
	10	Mr. Bruce Purdy	The United States	Deputy Assistant Administrator, Office of Women's Business Ownership at U.S. Small Business Administration
	11	Ms. Lisa F. Crites	The United States	Corporate Healthcare Consultant & Media Strategist, The SHOWER SHIRT Co., LLC,
	12	Ms. Luong Thi Loi	Viet Nam	Managing Director and Executive, Linh Linh Joint Stock Company
Access to markets Facilitators: Louise Williams + Erin Andrew	1	Ms. Irene Sim	APEC Secretariat	Chief of Staff, APEC Secretariat
	2	Ms. Olga Barquero Alpizar	Chile	Economic Advisor, North America, Central & Caribbean Department
	3	Ms. Nining W Pernama	Indonesia	President of Tupperware Indonesia; Vice President Sales Development Asia-Pacific, PT. Tupperware Indonesia
	4	Ms. Tae Yamada	Japan	Senior Manager, Development Bank of Japan
	5	Ms. Mary Nawah Balavue	Papua New Guinea	Policy Development and Monitoring Branch, Department of Trade, Commerce & Industry
	6	Ms. Rocio Cathia Casildo Canedo	Peru	Advisor on APEC Matters, Ministry of Foreign Affairs
	7	Ms. Clair Wee	Singapore	Committee Member/Honorary Treasurer, Federation of Business & Professional Women (Singapore)/ Business and Professional Women (Singapore) – Third Chapter
	8	Ms. Amanda Lin	Singapore	Corporate Affairs Region Manager at Coca-Cola Far East Limited, The Coca Cola Company, Singapore
	9	Ms. Andrea Escalona	The Philippines	Manager, Corporate Citizenship & Corporate Affairs, IBM Asia Pacific and GCG
	10	Ms. Jeannie Javelosa (Marie Jeanne)	The Philippines	President, Business and Professional Women (BPW)- Makati Chapter
	11	Ms. Marcelina Alcantara	The Philippines	Provincial Director/DTI national coordinator for the GREAT Women Project 2
	12	Mr. Leo Abruzzese	The United States	Director of Public Policy and Executive Editor, Economist Intelligence Unit
Skills, capacity-building, and health Facilitators: Nadira Mailewa + Carol Vost	1	Ms. Galuh Sotya Wulan Suhargo	ACTI	Senior Program Manager, ASEAN Connectivity through Trade and Investment (ACTI) Activity;
	2	Ms. Huanli Zhu	APEC Secretariat	Researcher, APEC Secretariat
	4	Ms. Duenas Mateo Maria Loreto	Chile	Industrial Engineer, Venetto Chile
	5	Ms. Philippa Zainoeddin (Pippa)	Indonesia	Chief of Staff, Community Affairs, PT Freeport Indonesia
	6	Mrs. Nurlaila Hidayaty	Indonesia	Senior Marketing Manager, PT. Tupperware Indonesia
	7	Ms. Linda Sincha Paru	Papua New Guinea	Executive Director, Focus on APEC Women's Economic Empowerment , Human Resources, HR Business Solutions, Limited
	8	Ms. Wallis Yakam	Papua New Guinea	Executive Officer, Consultative Implementation & Monitoring Council (CIMC)
	9	Ms. Sia Sheau Chwen (BPW)	Singapore	Executive Coach/Facilitator, Human Capital Development (S) Pte Ltd
	10	Ms. Ayesha Khanna	Singapore	CEO and Co-Founder , The Academy
	11	Ms. Nadiyah Ridzuan	Singapore	Women's Development Executive, Office for Women's Development (OWD), Ministry of Social and Family Development (MSF)
	12	Ms. Cheera Thongkrajai	Thailand	Social Development Officer, Bureau of Gender Equality Promotion, Office of Women's Affairs and Family Development, Ministry of Social Development and Human Security (MSDHS)
	13	Ms. Trinh Thi Hoang Anh	Viet Nam	Policy Advisor, Program Officer and coordinator for development projects, Gender Equality Department, PPWE focal point, Ministry of Labour, Invalids and Social Affairs
	Leadership, voice, and agency Facilitators: Greta Schettler + Marwa Abdou	1	Ms. Andrea Irarrazabal	Chile
2		Ms. Lin Kuan-Hsuan	Chinese Taipei	Executive Officer, Department of Gender Equality
3		Ms. Nani Dwi Wahyuni	Indonesia	Assistant Deputy Director for Foreign Cooperation, Ministry of Women's Empowerment and Child Protection (MOWECP)
4		Ms. Dayang Hilfee Siqdiqqa Binti Mostali	Malaysia	Administrative Officer, Ministry of Women, Family and Community Development
5		Ms. Janet Wan	Malaysia	Assistant Director, Center for Economy and Politics, NAM Institute for the Empowerment of Women (NIEW)
6		Ms. Yolanda Torriani del Castillo	Peru	General Director of Lima Chamber, Development Comission of Entrepreneurial Women Telephones, President, W. MOLLER SAC Loss Adjuster, President Y.T. Associates SAC. - Loss Prevention Consultants and Surveyors, Addvalora-Wmoller
7		Ms. Peggy Kwong	Singapore	Honorary Secretary/Vice President, Federation of Business & Professional Women (Singapore)/ Singapore Business & Professional Women's Association - Mandarin Chapter
8		Ms. Martina Mettgenberg-Lemiere	Singapore	Assistant Director, KC, Asian Venture Philanthropy Network
9		Ms. Meena Dafesh	Singapore	Treasurer, PrimeTime Business and Professional Women's Association
10		Ms. Jeannie Javelosa (Marie Jeanne)	The Philippines	President, Business and Professional Women (BPW)- Makati Chapter
11		Ms. Nguyen Thi Hoang Lan	Viet Nam	Head of Division, Finance and Accountancy/ Women Affairs of the Labour Union, Ministry of Labour, Invalids and Social Affairs
Innovation and technology Facilitators: Deanne De Lima + Veronique Salze-Lazach	1	Mrs. Maria Gigih Setiarti	Indonesia	Business Owner, Winner Perkasa Indonesia UNGGUL
	2	Ms. Valentina Gintings	Indonesia	Head of Bureau of Planning, Ministry of Women's Empowerment and Child Protection (MOWECP)
	3	Ms. Andrea Lane	People's Republic of China	Executive Director, Foundation for Youth Social Entrepreneurship (FYSE)
	4	Ms. Cecilia Tan	Singapore	Associate Manager of Government Relations & Public Policy, Proctor & Gamble (Singapore)
	5	Ms. Pamela Phua	Singapore	Managing Director and Founder, Freshen Group Pte Ltd
	6	Ms. Shakilla Shahjihan	Singapore	Regional Director, Government Affairs, Asian Pacific, Abbott Laboratories, Singapore
	7	Ms. Pacita Juan	The Philippines	President, Women's Business Council of the Philippines, Social Entrepreneur & Founder, ECHOstore
	8	Ms. Zorayda Amelia 'Mel' Alonso	The Philippines	President, SPARK! Philippines
	9	Ms. Lisa Stone	The United States	Chief Community Officer; Blogger Co-Founder and CEO, Sheknows Media and BlogHer
	10	Mr. Luis Eduardo Marquez Fernandez	The United States	Women's Economic Empowerment Senior Consultant, Market Innovation Lab, Inter-American Development Bank