



## **The entrepreneur of the month March 2006 in Sweden is**

### **Jenny Boije with the company Lipfish.**

In September 2005 contacts were taken from Jenny Boije with the Swedish FEM country lead. Jenny's wishes were to have business cooperation with women entrepreneurs in some of the Baltic countries. We used our transnational FEM-network to find "MTÜ Maadaam" in Ida-Virumaa, Estonia, a cooperative entrepreneurship with 12 women involved. And now the cooperation between Lipfish and this company has started.

Lipfish started 2004 as a company. Jenny Boije, the owner, is the designer of colourful and joyful baby toys and clothes, most of them in velour. Before she started her company she sewed the toys and gave or sold them to her friends. Today she has a huge market demand from the Swedish market and from England too. She has shown her products at several fairs and the parents and grand parents etc want to buy these toys to their babies. The toys have very high level of security, not to be a risk for the babies.

Jenny is married and has a young baby son, Max, who is 18 months old. She has still an employment at an organization except her company. She returned from her maternity leave in January 2006. Her intention is to be half time entrepreneur this summer. And full-time in close future?

The web-site [www.lipfish.com](http://www.lipfish.com) shows some of her products. In February 2006 an article about Jenny was published in Norrköpings Tidningar with this photo.



Photo: Matz Glimhed, [www.nt.se](http://www.nt.se)

