



Internationalization – a possibility and a challenge for women entrepreneurs – seminar on Feb.14, 2005

Organizer: the FEM project

The **goal of the seminar** was

- to support the goals of the WP2 of the FEM project - Networks for training and exchange of experiences for the advisers and resource centre leaders and the WP5 - Internationalization of women's entrepreneurship and
- to enhance the readiness of the advisers to give information about internationalization as well as
- to offer ingredients for the development of operating models for the internationalizing of women's enterprises

Participants:

Delightfully, there were 43 participants at the seminar and they are business advisers and experts on entrepreneurship as well as entrepreneurs. Contact information of the participants is enclosed.

Introductions:

Business adviser Anne Pajalin from the Finnish-Russian Chamber of Commerce: **What does internationalizing demand from the entrepreneur? The different stages and forms of internationalization.** www.finruscc.fi

Internationalizing as a challenge for women entrepreneurs – experiences, practical pieces of advice and questions brought up by entrepreneurs:

Managing director Auli Partio, Silkkipartio, www.silkkipartio.com

Managing director Pirjo Karhu, Rödl & Partner Konsu Oy, www.roedlkonsu.com

Available advice for entrepreneurs about internationalization

Project manager Tuulikki Laine-Kangas from the Employment and Economic Development Centre of South Ostrobothnia www.te-keskus.fi and consultant Silva Paananen from Finpro ry www.finpro.fi.

Group work:

Some questions were enclosed to the seminar programme concerning the internationalization of women entrepreneurs from the business advisers' and women entrepreneurs' point of view. The questions were discussed in the groups. The issues that emerged from the discussions were:

From the advisers' point of view:

The importance of information sources / guide-book to internationalization, charting of expertise, productization of the advisory skills, a list of the advisers of internationalization, the know-how of different branches

From the entrepreneurs' point of view:

- Importance of own networks
- Need to increase the efficiency of the advisory services
- Need to develop networking models / a guide-book to internationalization for entrepreneurs is under preparation in the FEM

During the discussions we came to a unanimous conclusion that gender has a significance and influence even to the development of the internationalization of women entrepreneurs.