



## **WP 5 working-group meeting in Pärnu 13.10.2006**

### **SUMMARY**

**Present:** Mirja Erlund, Finland  
Kaja Kesküla, Estonia  
Solweig Eriksson, Sweden  
Elisabeth Gullner, Norge

#### **1. Situation in every country**

**In every country, small business (female entrepreneurs) have same big problems;**

- **lack of business knowledge**
- **they have products, but not clients and markets à more marketing knowledge**
- **more business contacts à who make business contacts?**
- **Chamber of Commerce à what kind of role they would have?**
- **womens use too little internet à why?**

#### **2. After discussion and end of the FEM-project WP 5-group decided to do next points:**

**2.1. Every country sent a short list about these organisation, who are advising and supporting female entrepreneurs in internationalization process? The list include co-operation organisations too ex. Chamber of Commerce Internationalization process means advising in export, import, taxes, main rules.**

**Responsible:** WP 5 leader in every country  
**Timetable:** End of November

#### **2.2. How female entrepreneurs use more Internet as an marketing-place?**

**Elisabeth Gullner make a simply model about Internet using FEM-project/WP 5 need more good examples and experiences, results and benefits if you are using Internet/e-business à is it possible to pick up a small pilot internet learning group about female entrepreneurs? Mirja ask it to Laura**

**Internet learning group: 2 female entrepreneurs in every WP 5 country Meets 2 – 3 times during end of the project à needs and banisters, recommendations for a new projects for ex. training-courses**

**Responsible:** Elisabeth/Internet-model  
Mirja/Pilot-group  
**Timetable:** End of November

### **3. Self-evaluation**

**Every country make self-evaluation about WP 5 experiences:**

- **problems, good examples**
- **results**
- **recommendations**
- **what else?**

**Responsible: WP 5 leaders**

**Timetable: End of November**

### **4. Next meeting ?**

**Group hope, that WP 5 need 1 – 2 meetings.**

**Mirja inform others, she ask to Laura and Leena the situation about money.**