



Female Entrepreneurship in FEM-project WP 5

Wp 5 – internationalization of
Female entrepreneurship



Mission:

Increase social appreciation and significance of female entrepreneurship in the EU Structural Policy and its every Member State



Vision 2007

The FEM-project has started a common development programme for female entrepreneurship in the EU Member State in order to develop common information services, to create new partnership models within and between member states as well as to strengthen the Resource Centres to become conveying organisations for the contacts of small entrepreneurs



Duties:

1. The main duty of WP 5 is to make the central key issues that are connected with internationalization visible and to find out how the current business services function and how business service organisations answer the out coming problems and questions.



2. To get an overall picture of the internationalization of female entrepreneurs, it is important to find out the needs of entrepreneurs and to give the information to the other WPs of the project.
 - à It is therefore of utmost importance to get entrepreneurs to participate in the project



Objectives:

1. To encourage female entrepreneurs to seek new ways of developing business opportunities through internationalization.

This will be done by offering them training, lectures and seminars, by gathering peer groups, ideation- and mentoring groups and by arranging business-visits between partner countries.



2. To chart the actual requirements, wishes and obstacles of female entrepreneurs, the current services that different organisations have to offer and the equivalence between them.



3. To utilize the possibilities of IT-technology for broadening markets for small entrepreneurs by creating technical readiness for using e-store and the internet when creating business contacts as well as lower the threshold of entrepreneurs to use the internet.



4. To spread and convey positive information of good examples to female entrepreneurs, about development needs to the authorities as well as to produce material about functioning and non-functioning services when developing them to serve internationalization
à guide-book "The seven step toward internationalization"



5. To develop as a pilot experiment common business activities by creating business networks and business clusters of entrepreneurs in the partner countries and help them to start and continue cooperation



**Internationalization is a big opportunity
for female entrepreneurs in European
level**

à

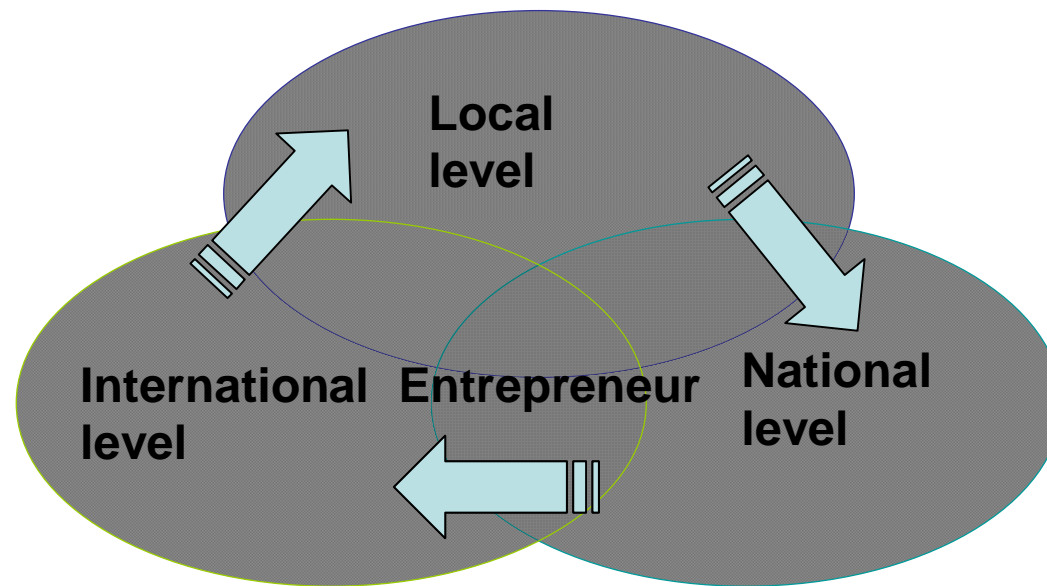
TOGETHER ARE WE STRONGER



Measures to achieve the objectives:

Internationalization is a development process which should be supported at the local, national and international level. This strategy-document include the measures which will be implemented during the project as well as the important questions that each WP 5 partners should solve at the local and national level considering the needs of the entrepreneurs of one's own country.

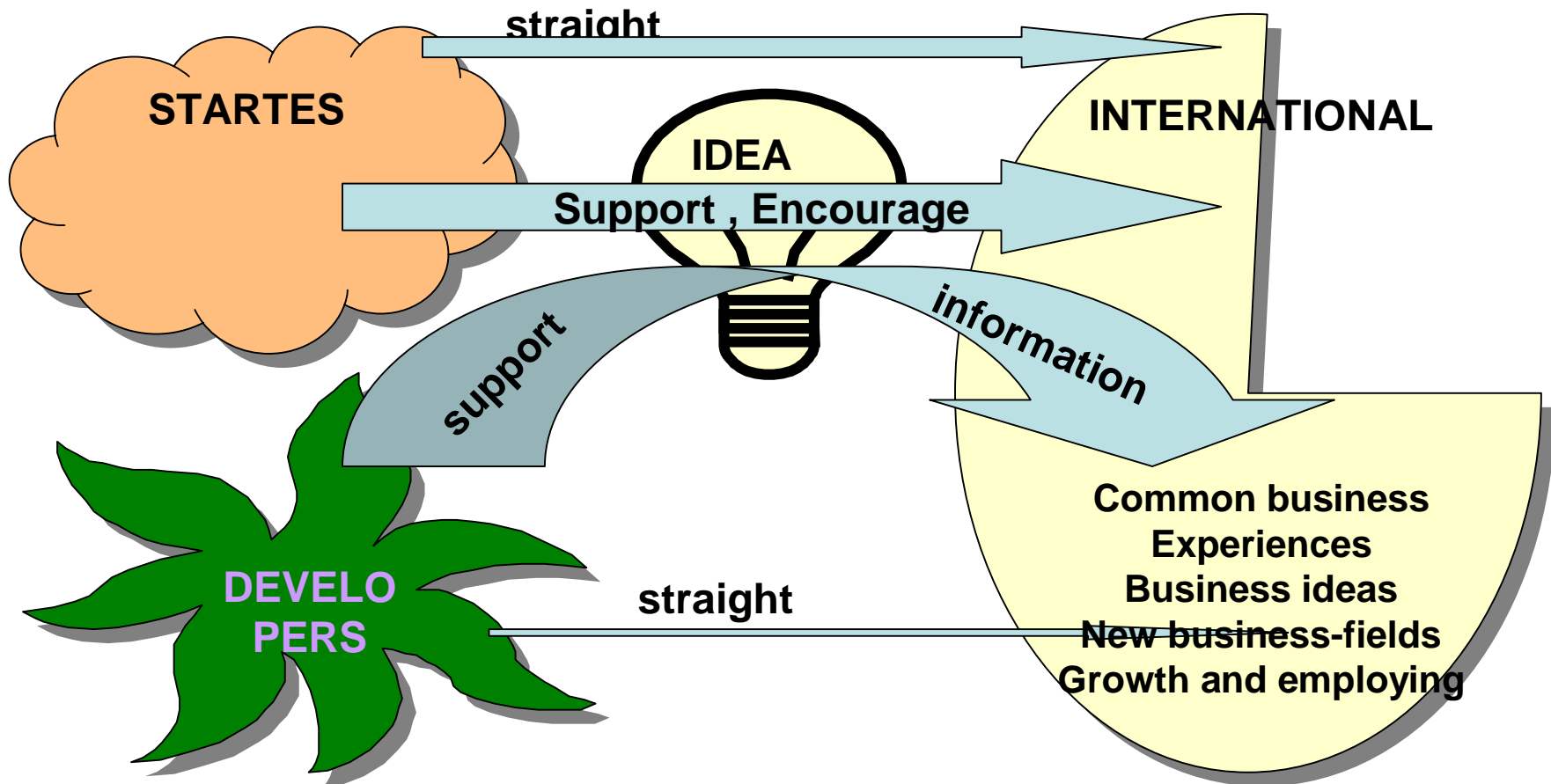
Toward internationality



What kind of supporting and advising womens need in different levels? à Situation and history
Womens own needs and benefits – how they are notice?

TARGET GROUP

Needs and benefits are depending on





International level

Models of practical internationalization

- à Visits between partners
- à Guidebook – The seven step toward...
- à Web-site and e-business
- à Exchange of entrepreneurs
- à Common seminars, fairs

Visits

Why it is the first and most important step toward internationalisation ?

- à New experiences, which give you new ideas using in your own business
- à You see other cultures (business-cultures)
- à **You can feel, that all womens have same problems (less money, small business, self-confidence?)**
- à You get new contacts à new business-ideas

Web-site and e-business - portal

- Correspondence between partners, entrepreneurs, between organisations
 - à It is a new opportunity – don't expect fast answers, take contacts only
 - à Use web-site – it gives you new ideas
 - à **No one knows you, if you don't tell about yourself and your business à it is marketing (-place)**

Exchange of entrepreneurs

1. One example from North Karelian

- à The dressmaker want come to Norway for 2-3 weeks. She want to make contacts with other dressmakers, boutiques, handicrafswomens, change experiences about her own business-field
- à A young, starting business-women in consulting-sector want come to Sweden for 2-3 weeks. She want get to know more about swedish business-advising for young/yourth and in schools
- à The business-trainer want come to Poland for one month to find new business-contacts and give experiences about resource centers in Finland



Exchange of entrepreneurs

2. Karellicenter, the Resource Center in North Karelian, will receive women entrepreneurs from other FEM-partners.

à We offer a place, where you can get to know our culture, social network of the entrepreneurs in our regional, personal growth, business contact, co-operation with other public organisation etc.



- What about exchange advisors?



- Together we are stronger, but we all need

à ENTHUSIASM

à ENCOURAGEMENT

à EFFORD

Internationalization of female entrepreneurship need influential persons in all level / WP 2 and WP 5 cooperation

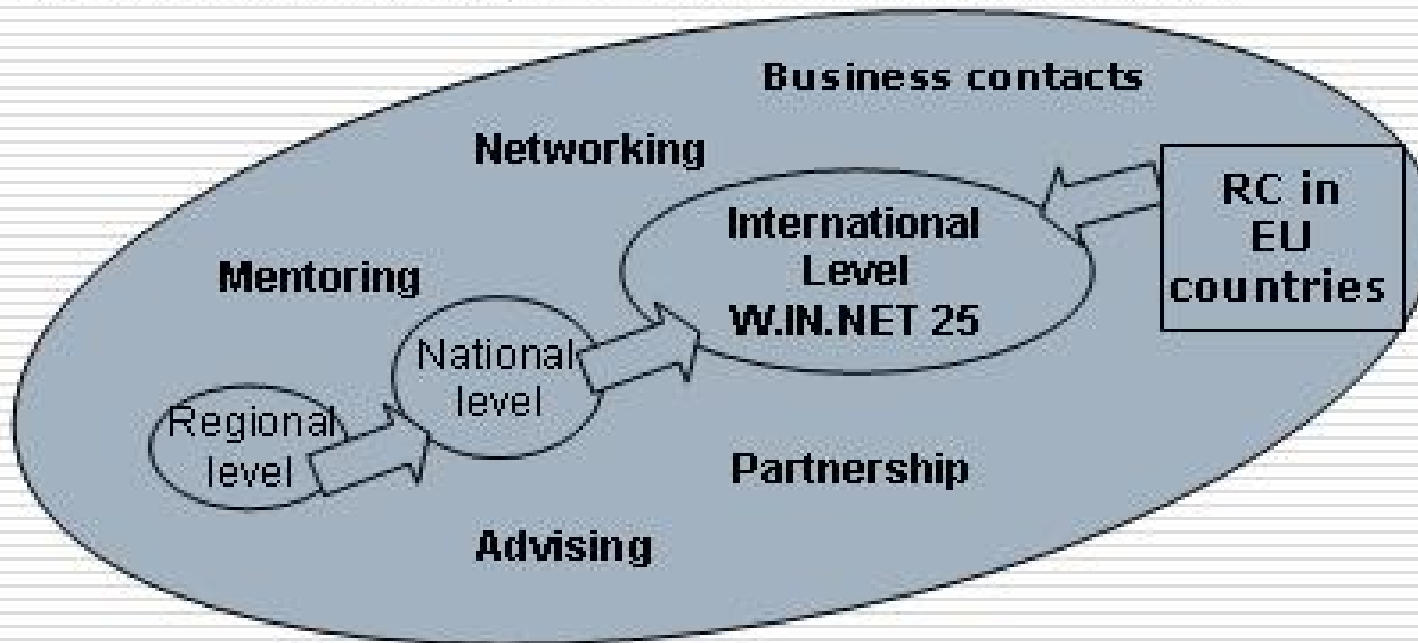
- 1. Key persons** – they work in decision making position for region government, local political parties, etc key organisations.
- 2. Firehearths** – they are goal oriented, skilled professional with experience and they are working full-heartedly to they goals and can easily inspire other peoples
- 3. Actionaries** – they promotes co-operation and creates networks at local level, they also know well own professional fields and locality

Situation today and needs end of the project

- What kind of results and experiences you have just now?
- What kind of problems you have met?
 - à What kind of help we all needs?
 - à How we can support each others?
- Remember evaluation !
 - à Which questions is important

1. **Money** is not obstacle or is it?
.. It is very easy to say "we have no money"
2. **All depends our Attitude – how much?**
3. **We need small steps**
4. **Values; equality, trust, respect, women benefit, personal growth, have fun**

Growth and internationalisation in European level



One exempel



Values and principles:

1. Experience

Practical knowledge and experiences of the entrepreneurs should be the starting point when assessing current situation and the necessary development measures. This starting point guarantees the best prerequisites for the project to succeed and be productive and concrete.



2. Effectiveness

Listening to the entrepreneurs and answering to their needs and solving their problems motivate the entrepreneurs to participate in the project and its measures. The results of participation can be measured at once, usefulness of contacts, becoming aware of new business ideas and their suitability.



3. Participation in decision-making

Low organisation of the project and getting acquainted with the cooperation partners in different countries strengthen mutual relations and help creating such common operating models that suit the business culture and political atmosphere of all partners.



4. Equality

All entrepreneurs are equal, the current situations and starting points of all partners are taken into account. In entrepreneurship small is valuable and to create opportunities for growth for all branches



5. Joint responsibility

- The complex of problems and everyday entrepreneurship are the same kind regardless of the country. Joint responsibility is divided and received when visiting the partner countries and meeting entrepreneurs. Joint responsibility is also appreciation and awareness of another culture when creating and establishing new business contacts.

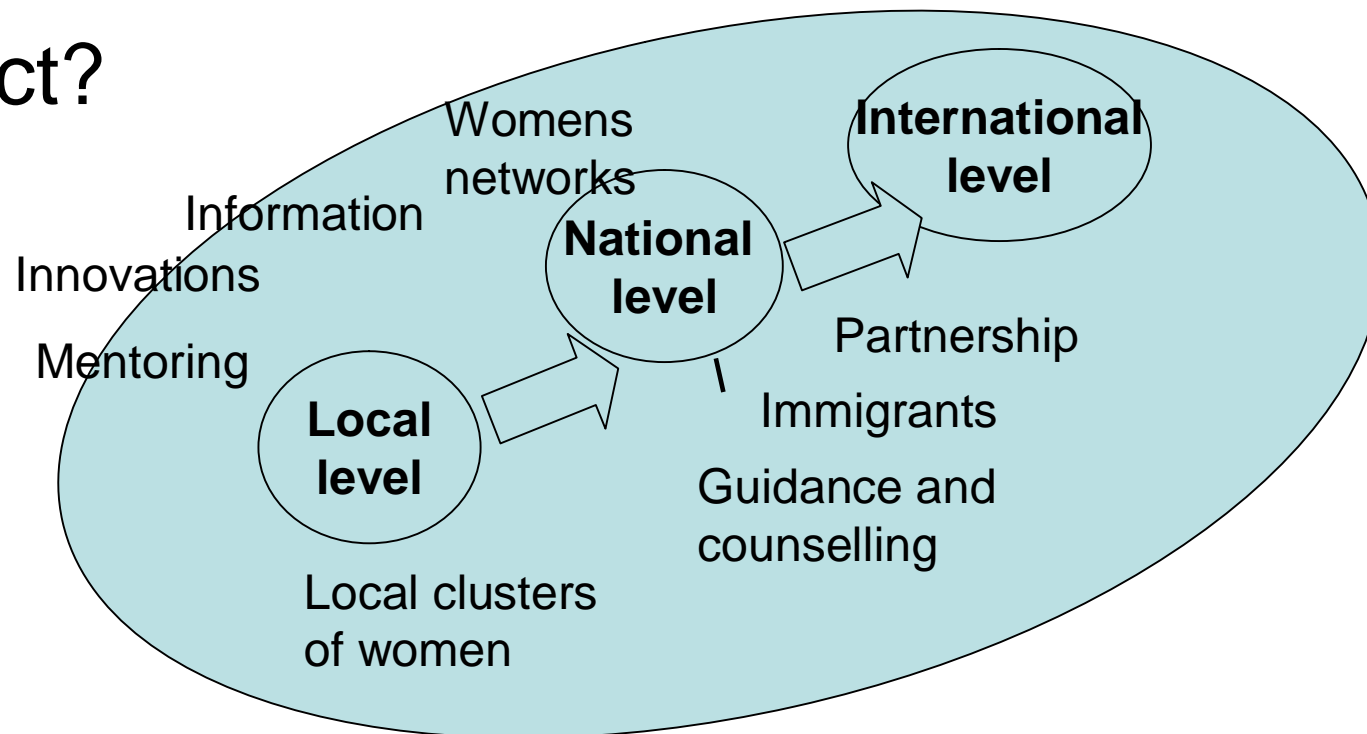


6. Cooperation

- Enhancing entrepreneurship means cooperation between many different actors from which benefit the entrepreneur herself, the developing organisation and even society. The entrepreneur commits herself to give time and experience for the development of common social issues and in the end the whole nation benefits from it all.

Resource Centers – innovative environments

- What kind of role centers could have and take about internationalisation and in Fem-project?





Resource Centers/WP 1

International tasks – important role

à International business-groups

à Arrange visits

à Business-contacts (register)

à Advise and consult

à Exchange of entrepreneurs, advisors

à Networking between resource centers

à Common training-courses, coaching