



FEM ADVISER NETWORKING EVENT Pärnu October 12, 2006

Rural Women's Advisory Organisation, Finland

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Rural Women's Advisory Organisation

A nationwide organisation for advice

- enterprises in rural areas
- directed at households and consumers and
- promotion of landscape management

One of the largest women's organisations in Finland.



ORGANISATION

About 60 000 members (women)

16 Regional Centres in provinces

Centre for the whole organisation in Vantaa

About 70 – 80 professionals in different fields;
entrepreneurship, household, landscape
management



Project actions in FEM

- Participation in creating an analysis of corporate counselling
- Promotion of networking between councillors and promotion of exchange of information and tried and found practices at the national and international level
- Participation in planning structure and content of the web pages and producing content
- Participation in national and international seminars, workshops and meetings



Training, advice and planning services for female and family entrepreneurs in rural areas

Business advising develops female entrepreneurship and family entrepreneurship in rural regions and makes the companies more versatile.

With the help of these services, entrepreneurs can evaluate, plan and develop operations of their companies in order to improve quality, profitability and competitive ability of their companies, for example.



The business advisors of the Rural Women's Advisory Organisation operate in the ProAgria Rural Centres in close cooperation with the ProAgria Corporate Counselling department.

Therefore, our strength is versatile services offered for the entire lifecycle of a company.



Training, advising and planning services for female and family entrepreneurs in rural areas

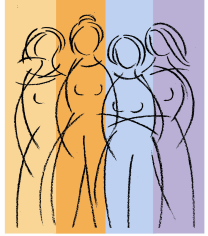
Services of the Rural Women's Advisory Organisation assist entrepreneurs in:

- developing internal operations processes
- developing professional activity
- developing unique products and services based on the needs of customers and personal culture of the entrepreneur
- securing quality
- optimising price /quality ratio



Advising, planning and training services for development and evaluation of quality:

- Quality training and consulting as well as quality auditing
- Personal supervision and hygiene training and consulting
- Testing of hygiene expertise
- Classification for rural tourism accommodation facilities (Malo)
- Environmental systems for rural enterprises



Advising, planning and training services for development and evaluation of operations

- Rural tourism training and consulting
- Food service training
- Food service planning
- Product development plans for rural enterprise culture
- Training and consulting in processing of foodstuffs
- Training in the natural product field (collection product field): expertise, collecting, refining, sales
- Refinement of organic foodstuffs
- Inspection of manufacturing and import of organic foodstuffs



Business planning and calculation services:

- Investment calculations
- Calculations of operating costs
- Business operations planning
- (Yritystutka, Yrityskunto, Simulo etc.)

Study trips

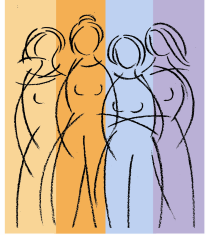


Main areas in the business advisory services

Training, advising and planning services

- in quality issues
- product development
- in business planning

Some services are based on legal requirements as for example food legislation.



EXSAMPLS OF THE SERVICES

The Quality System of rural enterprises

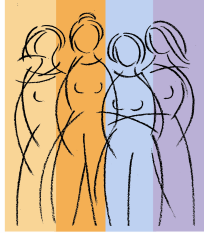
- The development of quality ; training, consultancy and audit
- Planning of the HACCP system; training, consultancy (legal)
- Training and testing of knowhow in food hygiene (legal)
- National Classification of Country Holiday Accommodation
- Uniquely Finnish – The national quality sign



BUSINESS COUNSELLING TARGET GROUPS

- Rural Tourism Entrepreneurs
- Catering Entrepreneurs
- Foodstuff Entrepreneurs
- Programme Service Entrepreneurs
- Ecological Sector Entrepreneurs
- Home and Care Service as well as Wellbeing Entrepreneurs
- Persons Planning to Establish a Business or Companies Starting Their Operations
- Rural Area Entrepreneurs / Other Entrepreneurs
- Female Entrepreneurs / Family Businesses

MAA- JA KOTITALOUSNAISET



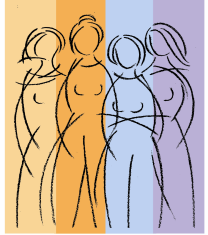
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PROJECT ACTIONS OF THE CENTRE FOR RURAL WOMEN'S ORGANISATION AND THE REGIONAL CENTRES IN 2003 – 2005 (See the list)





- FEMALE ENTREPRENEURSHIP / ENTREPRENEURSHIP PROJECTS
- RURAL TOURISM PROJECTS
- FOODSTUFF / FOOD PROJECTS
- WELLBEING AND CARE SECTOR PROJECTS
- NATURAL FOOD PRODUCT PROJECTS



TRAINING ARRANGED FOR CORPORATE COUNSELLORS, examples

Training for planning business operations

E.g.,

- Training preparing for business plan guidance
- Marketing training
- Training for price setting
- Training for financing

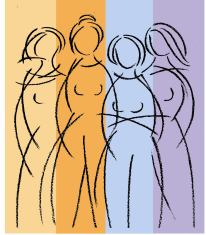




Quality training

E.g.,

- Training for quality system guidance (2 + 2 + 1 days)
 - basic total quality management (TQM) training programme for all the advisors
 - ISO 9000-standards and auditing of quality management system
 - Environmental management system and ISO 14001
 - Quality awards as a tool for continuous improving
 - Different techniques for problem solving
- Training for quality system auditing (3 days)

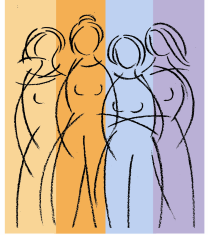


Training for tourism sector

E.g.,

- Bed & Breakfast training (2 days)
- Long-term training for tourism advisors
- Basic and further training for persons classifying accommodation facilities for rural tourism
- Further training for tourism advisors in various sectors
- Training Palvelua sydämellä ('Heartfelt service') in cooperation with external party
- Training Tunne turvaa ('Knowledge about safety') in cooperation with external party





Training for foodstuff sector

E.g.,

- Training for planning the HACCP system / self-checks; training, consultancy, legal (4 days + 1 day of further training)
- Hygiene expertise training (Act of Hygiene of Foodstuffs)

- **Training for product development of goods and services**
- E.g.,
- Training for investment, cost and pricing calculations (2 days)
- “Classical or trendy” – training for productification culture (2 days)
- Training for entrepreneurship in care sector (2 days)
- Training for product development of goods and services (2 days)



A so-called NeuvojaAkademia ('Academy of Counsellors') is being used to gather the offered training in one place every year. Training is being offered in cooperation with the ProAgria Group. The counsellors will also participate in training arranged by other parties when necessary.