



Canada-Indonesia

Trade and Private Sector Assistance Project (TPSA)

Challenges Faced by Women-owned SMEs in Exporting: Public and Private Sector Strategies to Support Women

Presenter:
Kathleen Speake, Gender Equality Specialist, TPSA
Conference Board of Canada

Overview

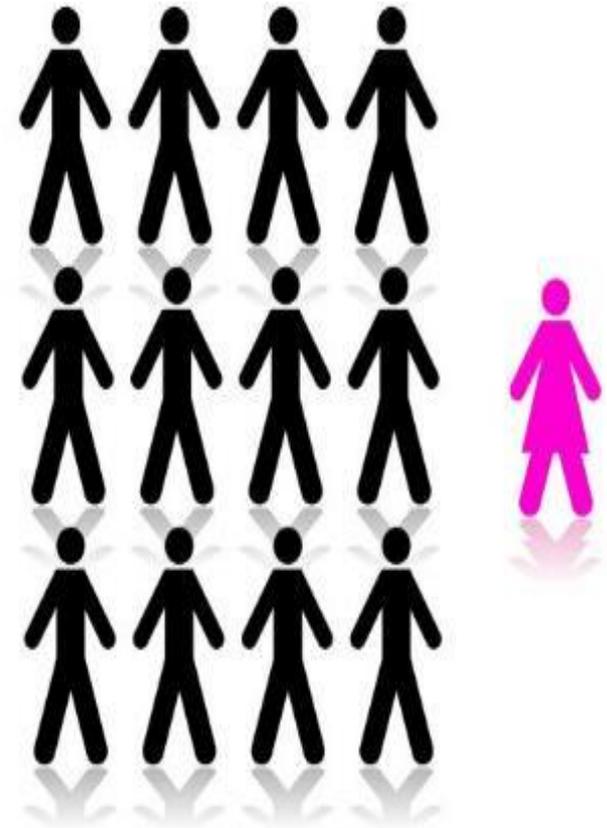
- Gender Equality Goal in the study visit
- Importance of women SMEs in Export
- Challenges in entering the Global Supply Chain
- Public and Private sector practices in Canada to promote women's market access
- What will TPSA do?
- What can Indonesian business associations and Government can do?

Gender Equality Goal in the Mission

- To promote gender-responsive trade opportunities for women
- Your areas of interest:
 - strategies in outreaching to women
 - trade development and responsible sourcing
 - creating women-only business associations
 - women in the creative industries, coffee, garments and footwear
 - sharing expertise with each other

The Need to Support Women Entrepreneurs

- Women own 1% of the world's wealth, have a 10% share in global income and occupy 14% of leadership positions in the private and public sector
- Of 1.4 billion people living on less than \$1 a day, 70% are women and girls
- Women do 2/3 of the world's work, but earn only 10% of the income
- Women invest 90% of their income into their families and communities



Women-owned SMEs: Canada and Indonesia

- **Canada** - 15.5 % of SMEs majority owned by women; 59.2% of majority women owned and 51.4% of majority male owned are micro; 92.7% of majority women-owned and 86.5% of majority men-owned had fewer than 20 employees
- **Indonesia** – 1/3 of SMEs are owned or operated by women; women-owned SMEs tend to be micro and small, sometimes informal

They 'punch above their weight'

- **In Canada:** contribute \$18 billion to economy (OWIT); more likely to innovate (IC); have the highest instance of average yearly revenue growth (over 20%) – BMO
- **In Indonesia:** key for sustainable growth, employment and poverty reduction (direct and indirect effects)

They DO NOT export

Challenges to Entering Global Supply Chain

- Multiple and significant barriers (ITC 2015a, Pozarny, 2016)
 - gender discriminating social cultural norms and legal barrier in legislation and regulation
 - inadequate access to productive resources
 - gender division of labour creates time pressures
- Lack of reliable data about women's knowledge and use of SME programs, by diverse groups of women

Women SMEs in Coffee

- Coffee employs 1.97 small holder families in Indonesia
- Women less visible, but play an important role in production
- Women are paid less, have less access to training, have less access to decision-making, and markets
- Certified sustainable and speciality coffees can improve the lives of women

Women SMEs in Garments/Footwear

Rapid Assessment

- Both are employers of women
- Opportunity for women's empowerment –40% of firms have women in top management; 59% owned by women
- Gender Equality Issues: Labour conditions, wage gap, access to training, low productivity of women-owned firms
- Opportunities in high value niche markets



Women SMEs in Creative Industries

- Indonesia 7.1% of GDP from creative economy in 2014
- Creative industry has huge potential for social economic development (Mari Pangestu)
 - women play a major role –mostly SMEs
 - economic activities are inclusive
 - offer inspiring environment for women leaders
- Importance of policy support

How Canada Supports Women Entrepreneurs

The Women's Entrepreneurial Ecosystem in Canada



Women Entrepreneurs

Visit www.womenbusiness.ca to view the full up-to-date version of this presentation.

Women's Enterprise Support Organizations

Women's Enterprise Councils	Business
<ul style="list-style-type: none"> • Women's Enterprise Council (WEC) • Alberta Women Entrepreneurs • Women Entrepreneurs of Saskatchewan • Women's Enterprise Centre Manitoba 	<ul style="list-style-type: none"> • Access, offers all information in Quebec • Women's Enterprise Councils
Industry	Atlantic Canada Opportunities Agency
<ul style="list-style-type: none"> • Northern Ontario Heritage Fund Corporation - FORD Centre for Women's Enterprise (Northern Ontario only) • Toronto Business Development Centre, Business Program 	<ul style="list-style-type: none"> • Centre for Women in Business (WIB) - Simon Fraser University • Prince Edward Island Business Women's Association • Newfoundland and Labrador Organization of Women Entrepreneurs (NOWE) • PEI Business Women's Association • NB Association of Women Business Owners

Women's Enterprise Support Organizations

National and Provincial WBN's

Major National and Provincial Organizations

<ul style="list-style-type: none"> • Women's Enterprise Councils of Canada (WECOC) • Canadian Association of Women Executives & Entrepreneurs • Canadian Business Women's Network • Canadian Coalition of Women in Engineering, Science, Trade and Technology • Canadian Women's Communication • Canadian Women's Foundation • Canadian Women in Technology Forum (Canadian Advanced Technology Women in Tech Forum) • Centre of Entrepreneurship for Women in Quebec • Company of Women • Centre of Entrepreneurship • Organization of Women in Trade • Quebec Business Women's Network Inc. 	<ul style="list-style-type: none"> • Quebec des Femmes d'affaires de Québec (WECOC) • RMC Canadian Women Entrepreneurs Club • Society for Women in Science and Technology • The International Alliance for Women? • The WBE Alliance (WBE) • WBE Canada? • WBEConnect (WBEConnect?) • Women's Executive Network? • Women in Leadership Foundation • WOCB Women of Distinction • Women of Influence • Women's Executive Organization? • Women in Film & Television • WomenBusiness.com
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Government Agencies & Initiatives

- Status of Women Canada
- BC Premier's Women's Economic Council (PWEC)
- Industry Canada
- Global Affairs Canada
- Finance
- Economic Development Corporation
- Business Development Bank of Canada

Government Agencies

Canadian SME Policy & Status Reports

Canadian SME Policy & Status Reports

- The Foundation of Canadian Women Entrepreneurs (2000)
- Prime Minister's Taskforce on Women Entrepreneurs (2003)
- Sustaining the Momentum (2006)
- Canadian Women Entrepreneurs, Research and Public Policy (2006)
- CBC Women Entrepreneurs Lead the Charge (2007)
- Canadian Taskforce for Women's Business Growth (2008)
- Small and Medium Enterprise & Entrepreneur Sector (2008)
- Industry Canada Women Entrepreneurs Profile (2008)
- WBE Canada (2009)

Other International Councils

- Global Banking Alliance for Women
- Global Entrepreneurship Monitor
- The Status Project, PROGRESS (200)
- WBE Women Global Partnership
- Women's Business Initiative International
- WBEI System on Women and the Economy
- World Economic Forum Women's Initiative
- WFCampus International
- Women's Business Enterprise National Council (WENC)

International Agencies

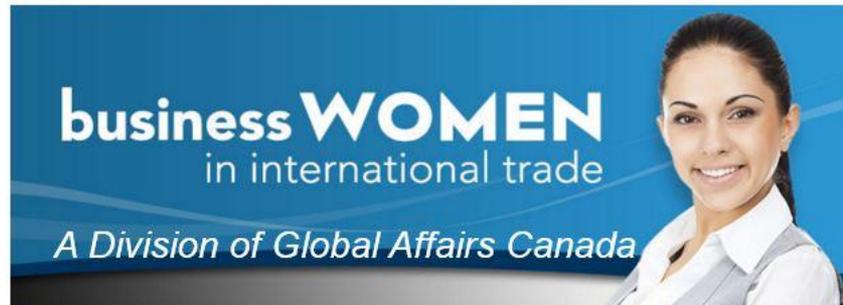
International SME Policy & Status Reports

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- Global Entrepreneurship Monitor (2005)
- The Women Business & Gender's Status (Changes Everything) (2006)
- Kaufman Foundation, "The Anatomy of an Entrepreneur: Are Successful Women Entrepreneurs Different From Men?" (2006)
- UK PROGRESS: State of Women's Enterprise in the UK (2007)
- WBEI Women's Enterprise Taskforce (2008)
- Irish Association for Women's Business Centre
- Women Influencing Public Policy Economic Blueprint (2009)
- The Economic Intelligence Unit, "The SME Business in 2009" (2009)



How Canada Supports Business Women in International Trade



Private Sector Networks

- OWIT (www.OWIT.org) is a global NFP promoting women doing business in international trade through networking and educational opportunities
- WBE Canada (www.wbecanada.org) is a network that certifies women business enterprises as diverse suppliers, and offers training and access to corporate supply chains
- **WeConnect** (www.weconnect.org) is a global network that connects women-owned businesses to qualified buyers (supplier diversity)
- GroYourBiz™ (www.groyourbiz.org) networking model where businesses can draw upon the skills, expertise, inspiration and energy of like-minded entrepreneurs
- Women Enterprise Organisations of Canada (www.weoc.org) programs and services for women business owners
- ITC www.SheTrades.org to connect 1 m. entrepreneurs to markets
- Start up Canada (www.startupcan.ca) - a grassroots network of entrepreneurs working together to build an environment for entrepreneurship in Canada

How TSPA Supports Women

- **Gender Equality Strategy** - to ensure equitable access to the opportunities that will increase exports from Indonesia
- Identify and raise awareness of barriers; build awareness with stakeholders on how to promote women's market access
- The GES is **fully mainstreamed** into TSPA

Key Interventions

- Rapid Gender Analysis
- Gender and Trade Survey
- Gender and Trade Dialogue Group
- Gender-specific technical assistance
- Gender-sensitive training and research
- Policy dialogue, dissemination



What Business Associations Can Do

- Remove entry barriers to your association
- Engage with government on advocacy issues for women
- Share good practices on enhancing women's market access (particularly access to finance)
- Provide support targeted to the needs of women's entrepreneurs
- Promote certified and sustainable products and women's cultural production

Voluntary Standards Benefit Women

Gender equality - concern for women at work and in the community - is a metric in most voluntary standards



www.fairtrade.ca

Cocoa, coffee, cotton, flowers, fruit, grains (rice/quinoa), spices and herbs, nuts, oilseeds, coconut, sports balls, sugar, tea, wine



www.rainforest-alliance.org

Bananas, cocoa, coffee, ferns and cut flowers, palm oil, tea, forestry, tourism



[Canadian EcoLogo Program](http://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02742.html)

www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02742.html

Environmental Sustainability



www.iso.org

International Organisation for Standardization



Learning from Women-only Associations

They place importance on:

- Capacity building and confidence building
- Mentoring, networking, information sharing, connectivity and advocacy
- Spotlight on women's production
 - supplier diversity programs
 - women's profile (stories, awards)

What Government Can Do

- Policy – create the evidence base; gender-sensitive policies for SME, cooperatives, rural development and creative economy
- Skill development, export-readiness support, access to finance for women
- Engagement across government, with the private sector and globally

Discussion

- Q and A
- Can you share some examples of challenges and strategies?

