

CONCEPT PAPER



AJWELP

ASEAN-Japan
Women Entrepreneurs'
Linkage Program

August 2017

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Summary

The ASEAN-Japan Centre (AJC) has been implementing people exchange programs for women entrepreneurs. In FY2016, it held a business presentation event ASEAN-Japan Women Entrepreneurs' Linkage Program (AJWELP) in Manila to link novice women entrepreneurs with supporting companies, mentors and others in Manila, the Republic of the Philippines. This program was reported to the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME), and ASEAN member states proposed AJC to continue the program. In response, in FY2017 the AJC decided to hold the program in Jakarta with the cooperation of Indonesian Government and Kamar Dagang dan Industri Indonesia (Indonesian Chamber of Commerce and Industry, KADIN) from December 3 to 6, 2017, tentatively.

AJWELP provides a package of support to starter women entrepreneurs in ASEAN. The participating entrepreneurs will have an opportunity to learn to become right entrepreneurs, to improve presentation skills, and to create networking with companies, senior entrepreneurs and AJWELP peers through the AJWELP program, such as 1) Workshop, 2) Business Presentation Event, 3) Company visit (optional), and 4) Social program.

The program will be hosted by AJC together with the Indonesian Government and KADIN. The organizer will seek the support from ACCMSME, ASEAN Secretariat (ASEC), United Nations Conference on Trade and Development (UNCTAD), ASEAN Business Advisory Council (ABAC), ASEAN Women Entrepreneurs Network (AWEN) and other relevant agencies to implement second AJWELP.

AJC seeks assistance of supporters as follows:

ASEC: to contact ACCMSME.

ACCMSME: to request CCI to provide the names of potential candidates who meet the criteria AJC sets, and compile the list.

ABAC and AWEN: to nominate 10 potential candidates respectively (20 in total) who meet the criteria AJC sets.

Note: Please refer to the "Requirements of country representing participants" on page 6 for the criteria set by AJC.

Introduction

Gender equality and women's empowerment are one of the important issues in both ASEAN and Japan. Each country carries policies to support women's full participation in society, and consequently, there are schemes to support women's entrepreneurship. The ASEAN-Japan Centre (AJC) held "ASEAN-Japan women entrepreneurs exchange program" in FY2014 and FY2015 in Japan to promote this. In this project, we invited successful women entrepreneurs recommended by each ASEAN government to Japan. Through the discussion with Japanese women entrepreneurs, a conclusion has emerged that a mechanism that facilitates interactions among women entrepreneurs can help each other create a women-friendly business society. In addition, women entrepreneurs who have recently started their business need various support, not only to forge linkage with established companies, but also to socialize with mentors and peers.

Based on the experience and results of this project, AJWELP was held for the first time in November 2016 in Manila, the Philippines. The main program of AJWELP was a business presentation event. The presenters representing each ASEAN Member States (AMS) were women entrepreneurs who started their own business in the last five years, nominated by each AMS governments. At the event, presenters appealed directly to supporting companies and mentors for any possible help. Supporting companies offered their supports if they were convinced the presentation and wanted to support participating women entrepreneurs' business. Successful and experienced women entrepreneurs who wanted to give advice served as mentors and made useful comments as well. As a result, there were over 40 concrete support offers from 17 supporting companies to 10 presenters.

The main content of AJWELP is a business presentation event. Through this, AJC will provide the platform for women entrepreneurs of AMS to meet established companies to enhance their business interface and opportunities. Unlike other similar business linkage program and presentation events, the AJWELP business presentation event has following unique characteristics:

- The established companies which will be involved in the program will support entrepreneurs not only in the same industry but also in other or cross-sectional industries.
- This is not a competition style of event to choose winners, but all participating entrepreneurs are given equal opportunities to meet with and find their own business supporters/mentors through the program.

The whole program is in line with the Action Line E-2-2-2: "Promotion of women entrepreneurs through capacity building, market access, branding and packaging" under

Strategic Goal E: “Promote entrepreneurship and human capital development” of the ASEAN Strategic Action Plan for SME Development 2025.

Goals/Objectives

We aim to contribute to realization of a sustainable growth society and improving the status of women by supporting ASEAN startup women entrepreneurs.

In order to achieve this final goal, we will provide a program AJWELP to link ASEAN women start-up entrepreneurs with cooperating companies, mentors and a circle of supporters. AJWELP aims to expand participating entrepreneurs business, improve their skills and leadership.

The goals of AJWELP are:

- The participants will improve their skills and leadership as entrepreneurs.
- The participants will develop their business by linkages forged during the program.
- The participants will develop their business by knowledge and experience gained during the program.
- The participants will become role models of following women entrepreneurs.

To achieve the above goals, the following outcomes of AJWELP are expected:

- At least 10 ASEAN start-up women entrepreneurs representing respective countries (Country representing participants) and 10 self-funded women entrepreneurs, 15 established companies act as supporting companies, 10 established women entrepreneurs act as mentors will be participated in the program.
- Participants will fully complete the workshop on the business attitude as entrepreneur and effective presentation skills. They must pass the certain requirement set by the trainer.
- Percentage of linkage offer from supporting companies to participating 10 ASEAN women entrepreneurs (country representatives) : at least 43%
- Participants build a network among themselves to support each other.
- There will be supports offered by cross-industry, cross-country supporting companies.

In order to have the above outcomes, the objectives of this program are set as follows:

- Provide country representing participants with the opportunity to make a presentation on their business and direct interaction with supporting companies. The selected 10 women entrepreneurs will make a presentation in front of the supporting companies, mentors, etc., and other women entrepreneurs (if any) will do a different kind of presentation eg video presentation. All of them have an opportunity to forge a linkage with supporting companies /mentors.
- Provide the opportunity to network among all participating women entrepreneurs (country representing participants / self-funded participants), supporting companies, and mentors.
- Provide a two-day lecture by the UNCTAD on right business attitude as an entrepreneur and practical skills on making presentation.
- Provide a company visit to one of the successful start-up companies in Jakarta, which will inspire the entrepreneurial mind.

Procedures/Scope of Work

AJWELP is a comprehensive program to support starter entrepreneurs. The program consists of the followings:

Day 1: Workshop on the necessary attitude as an entrepreneur and business leader

Day 2 (a.m.): Workshop on making presentation

Day 2 (p.m.): Presentation practice for country representing participants (this is also a rehearsal of Business Presentation Event)

Day 3 (a.m.): Workshop on self producing (including make-up) (optional program)

Practice of presentation for country representing participants

Day 3 (p.m.): Business Presentation Event (country representing participants make presentation)

Networking Reception

Day 4: Company visit (optional program)

The participants of AJWELP and their recruitment will be done by following methods:

- 10 ASEAN start-up women entrepreneurs (country representing participants);

They are representing each of ASEAN member states and they will be presenters at the business presentation event of AJWELP.

1. AJC will request the ministries / agencies in charge of SME development / entrepreneurs development through the ASEAN Secretariat to prepare the list of 30 candidates. The 10 candidates are nominated by CCI, ABAC and AWEN each; therefore, there will be 30 candidates from one country.
2. AJC will send an invitation letter to those candidates nominated by each AMS. Those who are interested in participating in AJWELP will send an application form to the organizer.
3. AJC will select the country representing participants from the applicants.
4. The application is also open for public.

- Participating women entrepreneurs from Japan will be selected by AJC.
- Supporting companies

The organizer (AJC), KADIN, ABAC and relevant agencies/organizations will work together to find appropriate supporting companies in ASEAN. The supporting companies are to offer supports to participating women entrepreneurs.

- Mentors

AJC will find the mentors with the cooperation of KADIN, AWEN as well as using own network.

- Workshop partner

UNCTAD will provide its training methodology to AJWELP.

Requirements of country representing participants

It is conceivable that the quality of the program depends on the representatives from each country. The organizer requests all nominated participants to ensure the followings:

- She is determined to improve the living standard of her community by developing / installing her new product / service / system.
- Her activity / business has a certain social impact.
- She started her business only after December 2012.
- She should be the first generation of that business.
- Her business should be their original one and not like a franchise business.
- She must have the ability to solve social problems and contribute to realize prosperous ASEAN.

- She is able to communicate in English fully.

It is likely that such entrepreneurs would gain empathy from supporting companies and be able to receive support from them to help solve the challenges. With this in mind, it is highly important to make the list of right candidates.

Timetable and Activities

	Description of Work	Start and End Dates
Phase One	Designing outline	Aug. 2017
Phase Two	Selection of participants Recruiting supporting companies and mentors	Aug. – Nov. 2017
Phase Three	Implementation of AJWELP	Dec. 3-6 2017(tentative)
Phase Four	Follow-up	Jan. 2018-

ACTIVITY
1.1 Design the outline and sharing among counterparts
1.2 Design the presentation event
1.3 Design the workshop modules
1.3.1 Contacting UNCTAD
1.3.2 Exchange contract with UNCTAD
1.3.3 Finalize/coordinate contents
1.3. Design the activity for self funded participans
1.3.1 Brainstorm with stakeholders
1.3.2 Choose the appropriate partner to coordinate
1.3.3 Finarize/coordinate the contents
1.4 Design the optional day activity (company visit)
1.4.1 Brainstorm with stakeholders
1.4.2 Choose the appropriate partner to coodinate
1.4.3 Finarize / coodinate the contents
1.4.4 Final arrangement with companies to visit
2. Preparation of AJWELP
2.1 Country representing participants
2.1.1 Preparing document/request letters
2.1.2 Disseminate info to AMS Government
2.1.3 Receiving list of potential candidates
2.1.4 Preparing application sheet

2.1.5 Sending invitation with application sheet to potential candidates
2.1.6 Receiving application sheet and check the contents
2.1.7 Select the country representing participants
2.1.8 Preparing guideline of power point presentation
2.1.9 Travel arrangement for country representing participants
2.1.10 Collecting presentation material and finalize
2.1.11 Preparing General Rules and Guidelines for country representing participants
2.1.12 Guidance on presentation
2.1.13 Preparing certificate
2.1.14 Preparing SNS group to communicate among country representing participants
2.2 Recruiting self-funded participants
2.2.1 Preparing document/request letters
2.2.2 Disseminate info to AMS Government
2.2.3 Preparing application sheet
2.2.4 Finalize self-funded participants and collect application sheet
2.2.5 Preparing General Rules and Guidelines for self-funded participants
2.2.6 Collecting self-taken video
2.2.7 Arranging necessary arrangement for an event for them
2.2.8 Preparing certificate
2.3 Marketing supporting companies
2.3.1 Preparing marketing material
2.3.2 Recruiting SC /market calls
2.3.3 Preparing application sheet
2.3.4 Calling SC to confirm their role
2.3.5 Preparing material for SC
2.3.6 Preparing invitation and material to the event
2.3.7 Preparing format for expressing support during the event
2.3.7 Thank you letter
2.4 Mentors
2.4.1 Preparing marketing material
2.4.2 Request AWEN's cooperation
2.4.3 Recruiting mentors
2.4.4 Confirming roles with mentors
2.4.5 Confirming travel arrangement
2.4.6 Confirming program to attend
2.4.7 Preparing material for mentors
2.4.7 Preparing Certificate
2.5 Workshop
2.5.1 Structuring workshop contents
2.5.2 Appointing lecturer(s)
2.5.2 Coordinate with lecturer(s)
2.5.3 Travel arrangement of lecturer(s)
2.5.4 Choosing venue
2.5.5 Arranging equipment
2.5.5 Preparing material
2.6 Recruiting audience

2.6.1 Preparing marketing material
2.6.2 Preparing registration website
2.6.3 Recruiting audience
2.7 Announcement/PR
2.7.1 Preparing fb
2.7.1 Press release (ASEAN/Japan)
2.7.2 Contacting media
2.7.3 Preparing PR material
2.7.4 Preparing invitation for VIPs and stakeholders
2.8 Business Presentation Event
2.8.1 Choosing venue
2.8.2 Floor arrangement incl. waiting room/ secretariat
2.8.3 Working lunch/dinner arrangement
2.8.4 Banners/decoration
2.8.5 Sound/Lighting
2.8.6 MC/Host of the event
2.8.7 Production/effect
2.8.8 PC/projection and other technical matters
2.8.9 Showcasing (if any)
2.8.10 Give aways for participants/audience
2.8.11 Travel arrangement of AJC staff
2.8.12 Preparing speech draft
3.1 Conducting Business Presentation Event
3.1.1 Check venue/equipment
3.1.2 Receiving VIP
3.1.3 Registration of audience
3.1.4 Operation of event
3.1.5 Handling VIPs
3.1.6 Handling participants
3.1.7 Handling SC
3.1.8 Handling mentors
3.1.9 Handling stakeholders
3.1.10 Handling audience
3.1.11 Recording (photos)
3.1.12 Recording (video)
3.1.13 Recording (note)
3.1.14 Conducting survey (country representing participants)
3.1.15 Payment to facility
3.2 Conducting Workshop
3.2.1 Check venue/equipment
3.2.2 Coordinating workshop
3.2.3 Recording (photos)
3.2.4 Recording (video)
3.2.5 Recording (notetaking)
3.2.6 Payment to facility
3.3 Conducting optional day activity (company visit)

3.3.1 Arrangement with companies to visit
3.3.2 Time management
3.3.3 Lunch arrangement (if necessary)
3.3.4 Transportation
3.3.5 Payment to transportation
3.4 Conducting activity for self-funded participants *preparation and implementation is depending on the contents
3.4.1 Venue/equipment
3.4.2 Participants
3.4.3 Coordinator
3.4.4 Payment to facility
3.5 Report/post program activities
3.5.1 Compling report
3.5.2 Compling video record
3.5.3 Report to stakeholders
*Activities will be added accordingly.

Evaluation

- Targeted number of participants: Country representing participants 10, Self-funded participants 10
- Targeted number of linkage between the Country representing participants and Supporting Companies: 43%

Program partners

Co-organizers: KADIN, Ministry for Cooperatives and SMEs, Ministry of Economic Coordination

Supporters (to be confirmed): ACCMSME, ASEAN Secretariat, ABAC, AWEN

Workshop partner: UNCTAD

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