

17 February 2020
ASEAN-Japan Centre

THE 4TH AJWELP IN BRUNEI DARUSSALAM SUPPORTS AND EMPOWERS WOMEN STARTUPS FROM ASEAN MEMBER STATES



SG Fujita and Chief Executive Officer of DARE Mr. Javed Ahmad with the finalists of the 4th AJWELP

“It was a great opportunity for me to meet amazing people from different countries in AJWELP. We gained lots of knowledge from each other experiences, got inspiration from our friends and mentors, and we also have a very nice friendship in AJWELP”

- Ms. Dalayphone Sayasithsena, AJWELP Finalist (Lao PDR)

“I am glad I participated in AJWELP as I could experience quality training program and have quality linkages as well”

- Ms. Ai Hasebe and Ms. Naeka Takayanagi, AJWELP Independent Participants (Japan)

The 4th ASEAN-Japan Women Entrepreneurs' Linkage Program (AJWELP) was organized by the ASEAN-Japan Centre (AJC) and co-organized by Darussalam Enterprise (DARE) in Bandar Seri Begawan, Brunei Darussalam from 10 to 13 February 2020.

The governments of ASEAN Member States and Japan are committed to promote the development of Micro, Small and Medium Enterprises (MSMEs) in the region, particularly startup women entrepreneurs to promote gender equality and women empowerment. To further boost this effort, AJC launched AJWELP, a support program to empower startup women entrepreneurs from ASEAN Member States, by linking them with companies, mentors and other AJWELP peers for their further business development.

The first AJWELP was organized in Manila, Philippines in 2016, followed by Jakarta, Indonesia in 2017 and Kuala Lumpur, Malaysia in 2019.

One of the highlights of the 4th AJWELP was the Business Presentation Event, where selected startups from the 10 ASEAN Member States (the finalists) delivered presentations on their businesses and challenges, in front of supporting companies and senior entrepreneurs (mentors). The result of the business presentation was announced at the Networking Reception later on the day by announcing supports offered by the supporting companies to the finalists. H.E. Eiji Yamamoto, Ambassador of Japan, H.E. Hok Sophea, Ambassador-Designate of Cambodia, H.E. Christopher B. Montero, Ambassador of the Philippines, H.E. Wanthanee Viputwongsakul, Ambassador of Thailand, in Brunei Darussalam and representatives of embassies of ASEAN Member States were also present. There were 78 supports/linkages offered to the 10 finalists by 24 supporting companies.

AJC also arranged a customized two-day workshop conducted by a trainer of World Startup Festival to fit the needs of the participating women entrepreneurs. The participants not only learned about entrepreneurship but also improved their presentation skills as the trainer offered consultation to the participants individually.

AJC believes that such linkages forged with and the support and mentorship provided at the event by companies and mentors, particularly in the early stage of business growth, will let women entrepreneurs further expand their business to become role models for other junior startups in the future.



Left: Business presentation by Ms. Nor Syariena, Brunei Darussalam AJWELP finalist

Below: The finalists and participants of the 4th AJWELP



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The ASEAN-Japan Centre is an intergovernmental organization established by ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

URL: <https://www.asean.or.jp/en/>

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The 4th AJWELP Finalists



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Brunei Darussalam



Srors Soun Hor
Rokhak Women Handicrafts
Cambodia



Anak Agung Ayu
Sri Utami Linggih
CV. Rosalie Kalyana Bali
Indonesia



Dalayphone Sayasithsena
SAYA Brand Lao
Lao PDR



Chen Le Leng
Langit Colletive (M) Sdn Bhd
Malaysia



Chaw Chaw Win
Win Together Group Co., Ltd.
Myanmar



Iloisa Diga
Session Groceries
the Philippines



Lee Jiaxin
bantu
Singapore



Suchada Kulmongkon
Fresh and Friendly Farm Co.,Ltd
Thailand



Nguyen Thi Nhu Ngoc
Wowmua
Vietnam