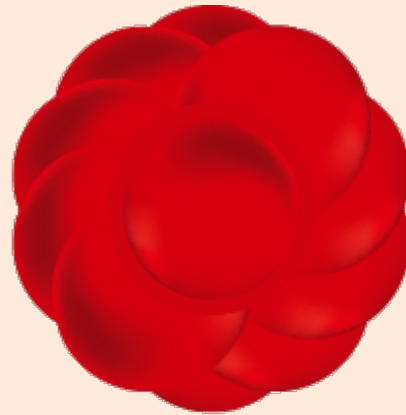


1<sup>st</sup> AJWELP in Manila  
2<sup>nd</sup> AJWELP in Jakarta  
3<sup>rd</sup> AJWELP in Kuala Lumpur  
... and in

**Bandar Seri Begawan**

**Feb. 12, 2020**

ASEAN-Japan Women Entrepreneurs' Linkage Program



**ASEAN-Japan  
Women Entrepreneurs'  
Linkage Program  
| AJWELP |**

(August 2019)

ASEAN-Japan Centre



# The power of women

ASEAN/JAPAN





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Women Entrepreneurs'  
Linkage Program  
| AJWELP |

# What is AJWELP?

AJWELP aims to empower ASEAN women startups by linking them with supporters and mentors as follows:

- Established companies as “supporting companies”
- Successful women entrepreneurs as “mentors”
- Participants from other ASEAN countries and Japan as “AJWELP peers”
- Workshop partner, government and relevant agencies



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# Who joins AJWELP?

## 1) 10 AJWELP Finalists (AJC will invite 1 person from each ASEAN member state)

They are

- Social entrepreneurs who support SDGs and in particular aims to improve the living standard of her community by developing / installing her new product / service / system with newly created value
- Doing activity / business which has a social impact
- Started her own business after 2014
- The first generation of the business
- Having the ability to solve social problems and contribute to realize prosperous ASEAN
- Excellent English speakers



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# Who joins AJWELP?

AJWELP Finalists (Representatives from each ASEAN Member State in the 3<sup>rd</sup> AJWELP)



Brunei

Saedah Binti Haji Hasnal  
Co-Founder  
XTRARIA Enterprise  
Online shopping mall



Cambodia

Ry Thany  
Managing Director  
Norea Angkor Handicrafts Co.,  
Interior decorative products



Indonesia

Apni Olivia Naibaho  
Owner / Marketing  
Siantar Sehat (Sise)  
Organic farming advisor



Laos

Douangmany Heuangkhamsene  
Founder  
Her Works  
Handicraft



Malaysia

Nik Suzila binti Nik Hassan  
Co-Founder  
Kloth Malaysia Sdn. Bhd.  
Fabric recycling





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# Who joins AJWELP?

AJWELP Finalists (Representatives from each ASEAN Member State in the 3<sup>rd</sup> AJWELP)



Myanmar

San dar Win  
Founder  
Gift Of Nature  
Natural bathroom products



Philippines

Angelica M. Querubin  
Founder  
BINHI  
Environmental friendly market



Singapore

Rebecca Annabel Paranjothy  
Co-founder  
Freedom Cups  
Sanitary product



Thailand

Sirvimol Kitaphanich  
Founder  
SAVE LIFE PRODUCTS CO.,LTD.  
( Rai Ruen Rom Organic Farm, Chiang Rai)  
Farm and hospitality service



Vietnam

Nguyen Thanh Huong  
Founder  
CoXplore  
Hospitality



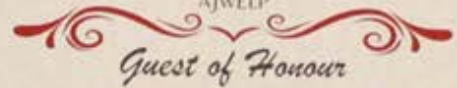
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# ASEAN-JAPAN WOMEN ENTREPRENEURS' LINKAGE PROGRAM



AJWELP



*Guest of Honour*

**YAB Dato' Seri Dr. Wan Azizah Dr. Wan Ismail**  
Deputy Prime Minister of Malaysia

29 JANUARY 2019  
KUALA LUMPUR, MALAYSIA

Organised by :



Co-organised by :



AJWELP Finalists (country representing participants) make presentations on their business and challenges they are facing with.



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# Who joins AJWELP?

## 2) Independent participants

They are

- Woman entrepreneurs who join AJWELP on self-funded, self-nominated basis
- Interested in building network with supporting companies, mentors and other woman entrepreneurs



Independent participants in the 3<sup>rd</sup> AJWELP





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# Who joins AJWELP?

## 3) Supporting companies

### Supporting companies in the 3<sup>rd</sup> AJWELP

accenture

アジア経営者連合会  
Asia Leaders Association

A To Z  
language centre

BEAM

Brahim's

b  
BIZTORY

CHEERS

Co.

eeevo

iFull  
On-Demand Mobile Payment Services

tiarasa  
ESCAPED  
CLAMPING RESORT

KAGOME

KAIZEN<sup>™</sup>  
INSTITUTE

MaGIC

MALAYSIA SME  
THE SME PAPER

MAHAYANA

MBAN  
MALAYSIAN BUSINESS  
ANGEL NETWORK

MOAI

MONEYMATCH

SUSV  
THE ACCELERATOR VC  
MOX

MAWENT

ONE ASIA LAWYERS

ORO  
MALAYSIA


PlatCOM  
Ventures

sewingworld  
gallery

VELVETRY

WSF  
WORLD STARTUP FESTIVAL

ASEAN-JAPAN  
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A woman with dark, curly hair, wearing a white blazer and a necklace, is speaking into a microphone. She is seated at a table with several water bottles. In the background, a man in a dark suit and glasses is looking towards her, and other people are visible, some looking at their phones. The scene appears to be a professional conference or meeting.

Supporting companies offer their support if they are convinced with the presentation and want to support participating women entrepreneurs' business.



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# Who joins AJWELP?

## 4) Mentors

### AJWELP Mentors in the 3<sup>rd</sup> AJWELP



Ms. Lin Kobayashi

School Founder  
UWC ISAK Japan  
Japan



Ms. Cindy Chaw Khin Khin

Group CEO  
Myanma Computer Co., Ltd  
Myanmar



Ms. Anna Teo

Group CEO  
Hernan Corporation  
Malaysia



Ms. Pacita Juan

Founder  
Earth Life Store Supply Inc.  
(DBA ECHOSTore)  
the Philippines



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# AJWELP Program Outline

Dates : February 10-13, 2020

Feb. 10-11 Training Workshop on attitude as an entrepreneur / business leader, and to improve presentation skill

Feb. 12 (a.m.) Session with AJWELP Mentors

Feb. 12 (p.m.) Business Presentation Event and Networking Reception

Feb. 13 Company visit

Venue: Bandar Seri Begawan, Brunei Darussalam

Organizer: ASEAN-Japan Centre

Co-organizer: DARE (Darussalam Enterprise)

Supporters (to be confirmed):

ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME)

ASEAN Secretariat      ASEAN Business Advisory Council (ABAC)

ASEAN Women Entrepreneurs Network (AWEN) and relevant agencies

Workshop Partner: To be confirmed





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# AJWELP testimonials

## Comments from the participants:

"It made me realize there are so much more ways to take to realize the goal"

"I can't deny the way women and men do business varies. I've had experience in accelerators program before and I can say that the experience in AJWELP is different, because of the cultural aspects brought into it up to the energy and discussions."

"All in all, I am overwhelmed with the excellent quality of the program, the effort that the facilitators and organizers contributed to making this happen, and the incredibly powerful network formed throughout the program. Well done!"

"The network that I've managed to achieve as part of AJWELP participant is priceless and may have been harder to achieve if I was not part of AJWELP."

## Comments from the mentors:

"AJWELP have progressed greatly and the dynamism of all the participants during the presentation were very impressive and have become a two way learning platform for both the finalist as well as the mentors."

"I think this is such a promising and worthy initiative!"



# AJWELP 2019

ASEAN - Japan Women Entrepreneurs' Exchange Program



Cheers for  
AJWELP participants!



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# About ASEAN-Japan Centre (AJC)

ASEAN-Japan Centre (ASEAN Promotion Centre on Trade, Investment and Tourism) is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN Member States to Japan while revitalizing investment and tourism, as well as people-to-people exchanges between the ASEAN Member States and Japan through showcasing ASEAN products, organizing seminars and workshops, undertaking missions, publication and information service, among others.



Inquiries



**ASEAN-JAPAN  
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