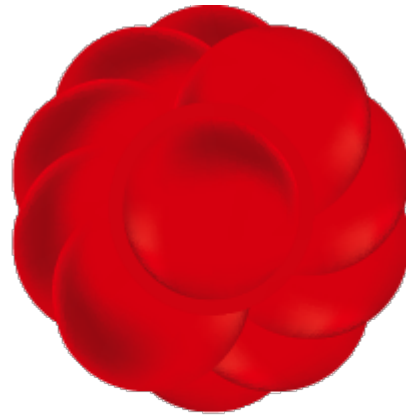


1st AJWELP in Manila
2nd AJWELP in Jakarta
... and in KL

Jan. 29, 2019
Le Meridien
Kuala Lumpur

Outline of
ASEAN-Japan Women Entrepreneurs' Linkage Program



ASEAN-Japan
Women Entrepreneurs'
Linkage Program
| AJWELP |

October 2018

ASEAN-Japan Centre



The power of women

ASEAN/JAPAN





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| 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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AJWELP Program Outline

Dates : January 27-30, 2019

Jan. 27-28 Training Workshop on attitude as an entrepreneur / business leader, and to improve presentation skill

Jan. 29 (a.m.) Session with AJWELP Mentors

Jan. 29 (p.m.) Business Presentation Event and Networking Reception

Jan. 30 Company visit (optional program)

Venue : Le Meridien Kuala Lumpur

Organizer : ASEAN-Japan Centre

Co-organizer : SME Corporation, Malaysia

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: United Nations Conference on Trade and Development (UNCTAD)





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Who joins AJWELP?

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

They are

- Women entrepreneurs who wish to improve her community by introducing / developing new product / service / system in a sustainable manner
- Doing activity / business which has a certain social impact
- Started her own business after December 2013 (less than 5 years' existence)
- The first generation of the business
- Doing business that is original one and not franchise like business
- Having the ability to solve social problems and contribute to realize prosperous ASEAN
- Excellent English ability for effective communication



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Who joins AJWELP?

AJWELP Finalists (Representatives from each ASEAN Member State in 2017)



Brunei Darussalam

System development
for MNCs



Cambodia

Traditional textile
involving
local community



Indonesia

Modern designed clothes
with traditional textile



Lao PDR

Book reading
project



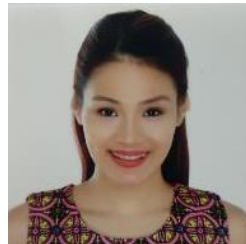
Malaysia

Recycling
products



Myanmar

Web TV program
production



The Philippines

Education enrollment
system for isolated
area



Singapore

Social enterprise
for persons
with disabilities



Thailand

Driver on demand
service



Vietnam

Matching site
for selected people



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

Women Entrepreneurs' Linkage Program





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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 2017



Japan
Career counseling



Lao PDR
Handicraft



Vietnam
Education & Trading



Vietnam
Education



Vietnam
Education



Indonesia
Agritourism
& Ecotourism



Indonesia
Education



Indonesia
Leather bag



Indonesia
Health promotion



Indonesia
Apparel





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Who joins AJWELP?

*We expect to have
energetic and amazing
startups
in the upcoming
3rd AJWELP in K.L..*



Who joins AJWELP?

Supporting Companies



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



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Supporting companies in 2017

NEW LIFE • NEW YOU
AEON
STORE

一般社団法人
アジア経営者連合会
Asia Leaders Association



facebook



Panasonic



**RENATO
SANTOS**





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Who is involved in AJWELP?

2017 Mentors



Ms. Pacita Juan
Chair, ASEAN Women
Entrepreneurs Network
(AWEN)

Founder, ECOH Store,
(Retail)
The Philippines



Ms. Chenda Khay
Vice President
Cambodia Women Business
Federation (CWBF)

Founder & CEO
Terres Rouges Collection
(Eco-tourism & Hospitality,
Agriculture & Textile)
Cambodia



Ms. Tya Adhitama
Co-founder and
board member
Association of
Philanthropy
Indonesia (PFI)

Founder & CEO
PT Navigadhi
(Consulting)



Ms. Tae Abe Abion
Director, Philippine Software
Industry Association

President
SpiceWorx Consultancy, Inc
(Training, Research and
Consulting Services)
Japan / The Philippines.



Ms. Jully Tjindrawan
Founder & CEO
PT Robotic Explorer
(Education)
Indonesia.



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AJWELP testimonials by past participants

“It was truly such a good and unforgettable experience. It’s a brilliant idea to give the change and encourage ASEAN women Entrepreneurs to scale up the business and increase their skills by linking to supporting companies and mentors.”

“It’s a good opportunity to network with many talented business women from other countries and learn many things from them.”

“It was an incredible moment in the event. Meeting with many entrepreneurs from many countries and many kind of business giving me new knowledge and more experience... and also make me more confidence.

Comment from the mentors:

“AJWELP is a well thought-out program and model that can help entrepreneurs take that next step in growing their businesses – establishing links and expanding their network”





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



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CENTRE**

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