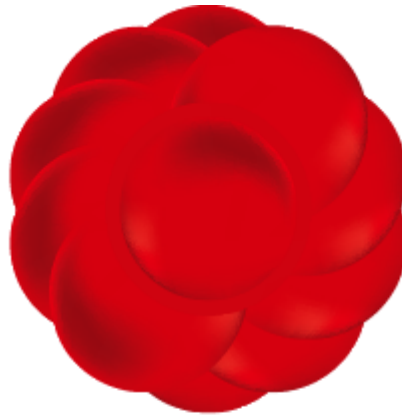


ASEAN-Japan Women Entrepreneurs' Linkage Program



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| AJWELP |

August 2017

ASEAN-Japan Centre

# The power of women

ASEAN/JAPAN



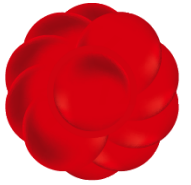


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# Who is ASEAN-Japan Centre(AJC)?

The ASEAN Promotion Centre on Trade, Investment and Tourism (ASEAN-Japan Centre) 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.





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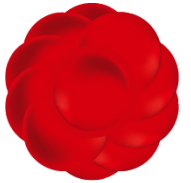
# What is AJWELP?

Empowering fresh starter ASEAN Women Entrepreneurs by linking with

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

to enhance their business





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# Who is involved in AJWELP?

10 ASEAN women entrepreneurs representing her country  
(1 person from respective country : invited by organizer)

They are

- Having the ability to solve social problems and contribute to realize prosperous ASEAN
- Doing the activity / business which has a certain social impact
- Started her own business only after December 2012 (less than 5 years experience with current business)
- The first generation of the business
- Doing business which is their original and not like a franchise business
- Determined to improve the living standard of her community by developing / installing her product / service / system.
- Can be a role model to others
- Able to communicate in English fully



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# Who is involved in AJWELP?

## Supporting companies

They are

- Successful companies who wish to support fresh starter women entrepreneurs directly by providing their own service, network etc.
- Interested in being a part of the ecosystem to support fresh starter women entrepreneurs

## Mentors

They are

- Successful women entrepreneurs who are interested in mentoring junior fellow women entrepreneurs
- Also act as supporting companies, if they are interested in

Country Representing Participants make presentation on their business and challenges they are facing with.





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

The expected support will be like as follows;

- financing
- free consulting
- providing discounted rates etc..

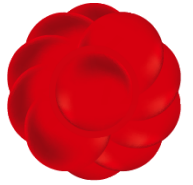




## Mentors

Successful women entrepreneurs  
give advice to junior fellow  
entrepreneurs





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# Who is involved in AJWELP?

## Self-funded participants

They are

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





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# Program Outline

Dates: December 3 - 6 2017

Venue: Jakarta

Organizer: ASEAN-Japan Centre

Co-organizers: Ministry for Cooperatives and SMEs, KADIN, Relevant government sector from Indonesia

Supporters (to be confirmed):

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

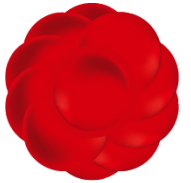
ASEAN Secretariat      ASEAN Business Advisory Council(ABAC)

ASEAN Women Entrepreneurs Network (AWEN)

Ikatan Wanita Pengusaha Indonesia (IWAPI) and relevant agencies

Workshop Partner: United Nations Conference on Trade and Development (UNCTAD)





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# AJWELP Programs

The core of the AJWELP is Business Presentation Event which country representing participants make presentation to supporting companies, mentors etc. on Dec. 5.

Dec. 3            Training Workshop on attitude as an entrepreneur and business leader

Dec. 4 (a.m.) Training Workshop on making presentation

Dec. 4 (p.m.) Presentation practice for Country Representing Participants cum rehearsal of Business Presentation Event

Dec. 5 (a.m.) Workshop on self producing (including make-up) (optional program)

Dec. 5 (p.m.) Business Presentation Event

Networking reception

Dec 6            Company visit (optional program)





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# AJWELP Testimonial

“The launching of the AJWELP was very timely and perfect for MSMEs, especially now that there is a massive outpouring support for women entrepreneurs in ASEAN. Japan being known as our Big Brother gave women who have the same passion in life.”

Sandy Sanchez-Montano, CHEERS Founder, Philippines

“ASEAN-Japan Centre joints people from ASEAN together. A wonderful experience of cross culture learning and best practices especially during the AJWELP.”

Dk Kemariah Pg Hj Duraman, Owner, Kunyit 7 Lodge, Brunei Darussalam

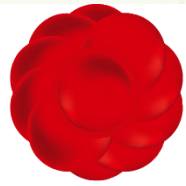
“I got so much inspiration from the participants and mentors. And I met many wonderful, amazing fellow women in Asia. The true impact of such event will not come in just one time. Continuing this to create larger network and community of AJWELP for 5 to 10 years can certainly make a difference. ”

Tae Abe Abion, President, SpiceWorx Consultancy, Japan



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## Workshop by Asian Institute of Management (AIM)



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Cheers for AJWELP participants!





Supporting companies, mentors, general audience, and others enjoyed business presentation event

Inquiries



**ASEAN-JAPAN  
CENTRE**

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