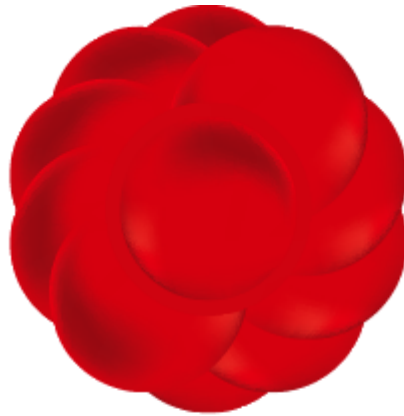


ASEAN-Japan Women Entrepreneurs' Linkage Program



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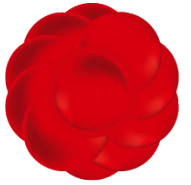
August 2017

ASEAN-Japan Centre

# The power of women

ASEAN/JAPAN





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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”
- Academic partner, Government and relevant agencies

to enhance their business



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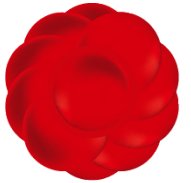
# Who is involved in AJWELP?

10 ASEAN women entrepreneurs

(Country Representing Participants : invited by organizer)

They are

- Starter woman entrepreneurs who have the ability to solve social problems and contribute to realize prosperous ASEAN
- Nominated by AMS government
- One entrepreneur per country
- Started her own business only after December 2012 (less than 5 years experience with current business)
- The first generation of the business
- Awarded at significant pitch contest / business presentation contest in her country on her current business
- Can be a role model to others



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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 the 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.



## Mentors

Successful women entrepreneurs  
give advice to junior fellow  
entrepreneurs





Showcasing products of  
participating women  
entrepreneurs





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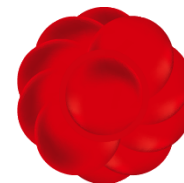
# Who is involved in AJWELP?

## 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 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)

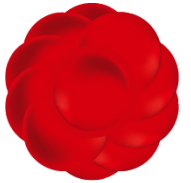
ASEAN Women Entrepreneurs Network (AWEN)

Ikatan Wanita Pengusaha Indonesia (IWAPI) and relevant agencies

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







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# AJWELP Programs

Day 1            Training Workshop on attitude as an entrepreneur and business leader

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

Day 2 (p.m.) Presentation practice for Country Representing Participants cum rehearsal of Business Presentation Event

Day 3 (a.m.) Program for Self-funded participants, if any

Day 3 (p.m.) Business Presentation Event

Networking reception

Day 4            Company visit (optional program)

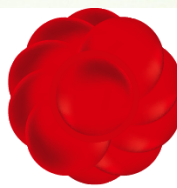
## Workshop by Asian Institute of Management (AIM)



• Aside from Corp. also Red Ribbon Zhuang Yu

• As of end-2 across brain 223 stores

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Cheers for AJWELP participants!





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



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# What is AJWELP Supporting Companies?

Supports ASEAN Women Entrepreneurs by using own products/services

## Example

- free consultation
- free air ticket
- applying special discounted rate
- luncheon meeting with executive
- introducing women entrepreneurs' products/service to your clients

You are able to provide your support (prize) only to entrepreneur(s) whom you want to support.





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# Requests for AJWELP Supporting Companies

- Participation in AJWELP Business Presentation, Program for self-funded participants (if any), and Networking reception
  - \* You are requested to attend and listen to entrepreneurs' presentation, and decide whether you will support them or not on the spot.
- Prepare your prize (support) to women entrepreneur(s)
- Provide necessary information including company logo data for publicity purpose



Inquiries



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CENTRE**

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