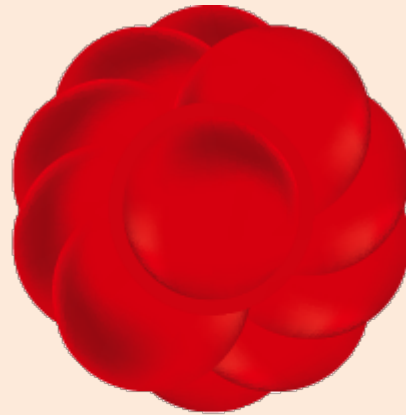


1st AJWELP in Manila
2nd AJWELP in Jakarta
... and in KL

Jan. 29, 2019
Le Meridien
Kuala Lumpur

ASEAN-Japan Women Entrepreneurs' Linkage Program



ASEAN-Japan
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October 2018

ASEAN-Japan Centre



The power of women

ASEAN/JAPAN





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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

- 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



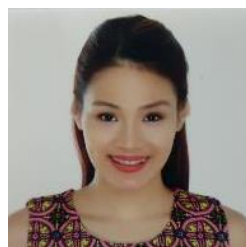
Malaysia

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..*





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Supporting Companies in AJWELP

A role of supporting companies is to support ASEAN women startups with own products/services

Example

- Provide their products and services to facilitate startups
- Set up a meeting to discuss a possibility of funding
- Free consultation
- Free air ticket
- Provide special discounted rate
- Arrange a luncheon meeting with executive
- Introduce women startups' products/service to your clients

Supporting companies are able to provide your support (prize) only to entrepreneur(s) whom you wish to support.



Benefits of AJWELP Supporting Companies



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- Able to show your company's policy to support women startups as a CSR activity
- Build network for business expansion or to establish new linkage with ASEAN women startups, companies, and government officials of ASEAN member states and Japan
- Your company's name will appear on flyers, back panel, handouts, SNS of the event in addition to the official report submitted to the governments and relevant agencies of ASEAN and Japan
- Distribute brochures and samples to participants / visitors



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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**





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



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Requests for AJWELP Supporting Companies

- Attend the AJWELP Business Presentation and Networking Reception on Jan. 29, 2018 at Le Meridien Kuala Lumpur to listen to finalists' presentation, and decide whether you will support them on the spot.
- Prepare your prize (support) to women startup(s)
- Provide necessary information including company logo data for publicity purpose to the organizers

The role of supporting companies

Attend the AJWELP business presentation event on January 29.

Listen to the business plans of finalists from ASEAN.

Choose startups you want to support. Fill in the sheet and hand it to the Secretariat on the spot.

No obligation!
You can choose all or none!

Attend the reception. We will announce your support by showing the list on the screen.

Announcement will be made by the Secretariat.
Not necessary to be on the stage or prepare voucher, or certificate on the stage.

Make the necessary arrangement directly with the entrepreneurs of your choice for the support you offered.



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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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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”







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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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