

APEC Women and the Economy Forum (WEF)
Public-Private Dialogue on Women and the Economy (PPDWE)
Statement of Ms. Fumiko Hayashi,
Mayor of City Yokohama
September 6th, 2018

- Good morning Chairman Mr. David Toua, ladies and gentlemen. I am greatly honored to participate in the Public Private Dialogue on Women and the Economy with all of you.
- Ever since the first Women Leaders' Network meeting, which was held in 1996, the leaders of APEC economies have gathered each year to promote policies that encourage and foster women. I myself have been motivated and inspired by these dialogues since I first participated in 2010.
- Through the yearly discussions at APEC, specific actions have been emerging in each economy. In Japan, *the Act on Promotion of Women's Participation and Advancement in the Workplace* and *the Act for Gender Equality in the Political Field* were passed into law.
- The APEC BEST Awards recognizes the outstanding achievements of female entrepreneurs.
- I am confident that today's Dialogue will lead to even more women and girls getting a chance at success. Many economies are implementing policies focusing on the digital age, and in Yokohama, we have been proactively promoting the use of IoT. Working together with Accenture, we have been holding educational activities aimed at teaching programming to children at a number of elementary schools in Yokohama. Furthermore, in order to develop new businesses and solutions via IoT related technologies, we have established a platform bringing together the public, private, and academia sectors called "IoT Open Innovation Partners".
- The expansion of digital technologies has benefited teleworking and

entrepreneurship, both of which are useful in promoting the empowerment of women, but we also need to increase the number of female leaders, who can be role models for women everywhere.

- Women leaders can bring a new perspective, and bring innovation to organizations where decision making has been conducted only by male leaders.
- I have experienced this directly throughout my professional life of more than half a century. Whether as a manager or a CEO, as a woman, I was always a minority. However, through my own brand of management, which makes use of my feminine empathy and capacity to accept others, I was able to motivate my workers and boost their performance. If organizations can make use of both men's and women's distinct strengths, they can be revitalized and generate new solutions.
- As the mayor of Yokohama, I am presently implementing a variety of support initiatives so that more women can participate in the economy. These include career formation for young women, a program to train female managers, and support for establishing new businesses.
- Since last year, Yokohama and the Japanese government have been co-sponsoring executive training programs for women who have the potential to become future leaders.
- That being said, it is not enough to simply offer programs to train women leaders. In the current environment, many women face unique challenges which can make it difficult to take the first step forward. That is why we need to support them in an open-minded and loving way, nudging them forward and telling them, "You can do it".
- Each year, Yokohama holds a symposium for working women and female entrepreneurs, where participants can find inspirations for their future careers and meet new role models. In recent years, our support network has been expanding thanks to increasing participation of overseas entrepreneurs and supporters.
- APEC Economies were quick to respond to the need for women's empowerment.

This is why we have been able to build such broad support networks for working women.

- I look forward to hearing all of your ideas and work together with everyone here to create together a society where all women can flourish. Thank you.