

APEC Women and the Economy Forum (WEF)
APEC Business Efficiency and Success Target Award 2020
Video Message of Ms. HAYASHI Fumiko,
Mayor of City of Yokohama
November 12th, 2020

- The Honorable Ms. Natalia Strigunova, Deputy Chief of the Department for Multilateral Economic Cooperation and Special Projects in the Ministry for Economic Development of the Russian Federation,
Women entrepreneurs and business leaders,
My dear friends!
- On behalf of the City of Yokohama, I offer my heartfelt congratulations to all of you on the opening of the 5th APEC BEST Award. I have had the pleasure of attending this event since its inception. I am very honored to speak to you again.
- The APEC Best Award recognizes the efforts of women entrepreneurs whose businesses inspire social change. Over 60 businesswomen in the first 4 contests competed for this meaningful award. I extend my deepest gratitude and respect to Ms. Strigunova and all the organizers and supporters. Their hard work, even during this challenging time of COVID-19, makes this event a reality each year.

- Today, after a career rising to executive leadership, I serve as mayor of Japan's largest municipality. I entered public service to help empower and involve more women in society.
- One of women's greatest advantages is their empathy for others. In management, I often found that greater success can be achieved when both women and men can leverage their strengths. That is why I have made it a priority to cut down daycare waiting lists and support women entrepreneurs to help women take on more active roles.
- Unfortunately, only 20 percent of entrepreneurs in Japan are women. Since I became Mayor, however, we have helped 901 people launch new businesses in Yokohama. 347 of those, nearly 40%, are women. Moreover, nearly 90% of those women-owned businesses have continued to find success. Key to success are the connections from networking. I hope all of you, with your passion and potential, will make use of this network built by the APEC Best Award. Look forward, and boldly blaze a path to a better future.
- I hope that we will have the opportunity to see you in person in the near future. I am looking forward to feeling your incredible energy and joining you for lively discussions.

Thank you.