



The logo for the 2010 APEC Women Leaders' Network (WIN) Plenary Session 2, featuring the text '2010 APEC WIN' and 'Plenary Session 2'.

15th Women Leaders' Network
Plenary Session 2

The Power of Women as Entrepreneurs

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Japan

Outline

- A path
- A story
- A lesson
- A vision

The background of the slide features a faint, sepia-toned illustration of an open book. The pages of the book are visible, showing a detailed landscape scene with trees, a path, and a body of water. The book is open, with the pages fanning out, creating a semi-circular shape. The overall tone is warm and historical.

A Path

We have come a long way ...

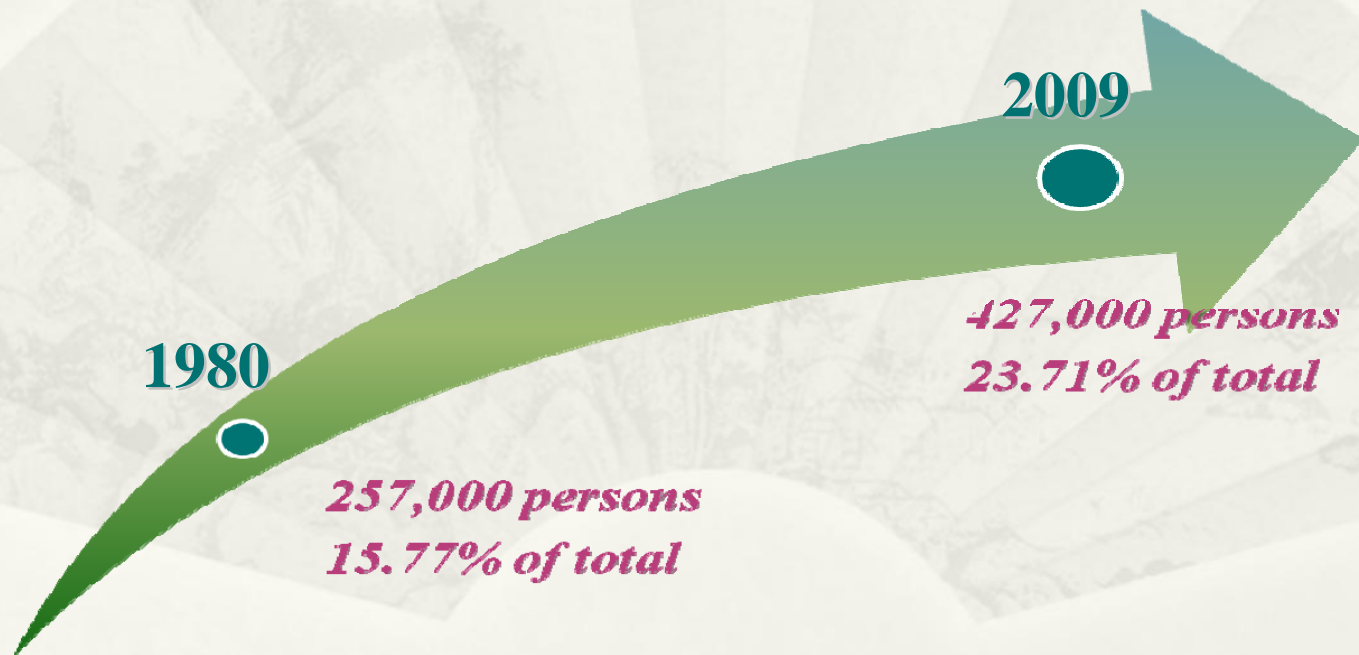
Women as...

employees



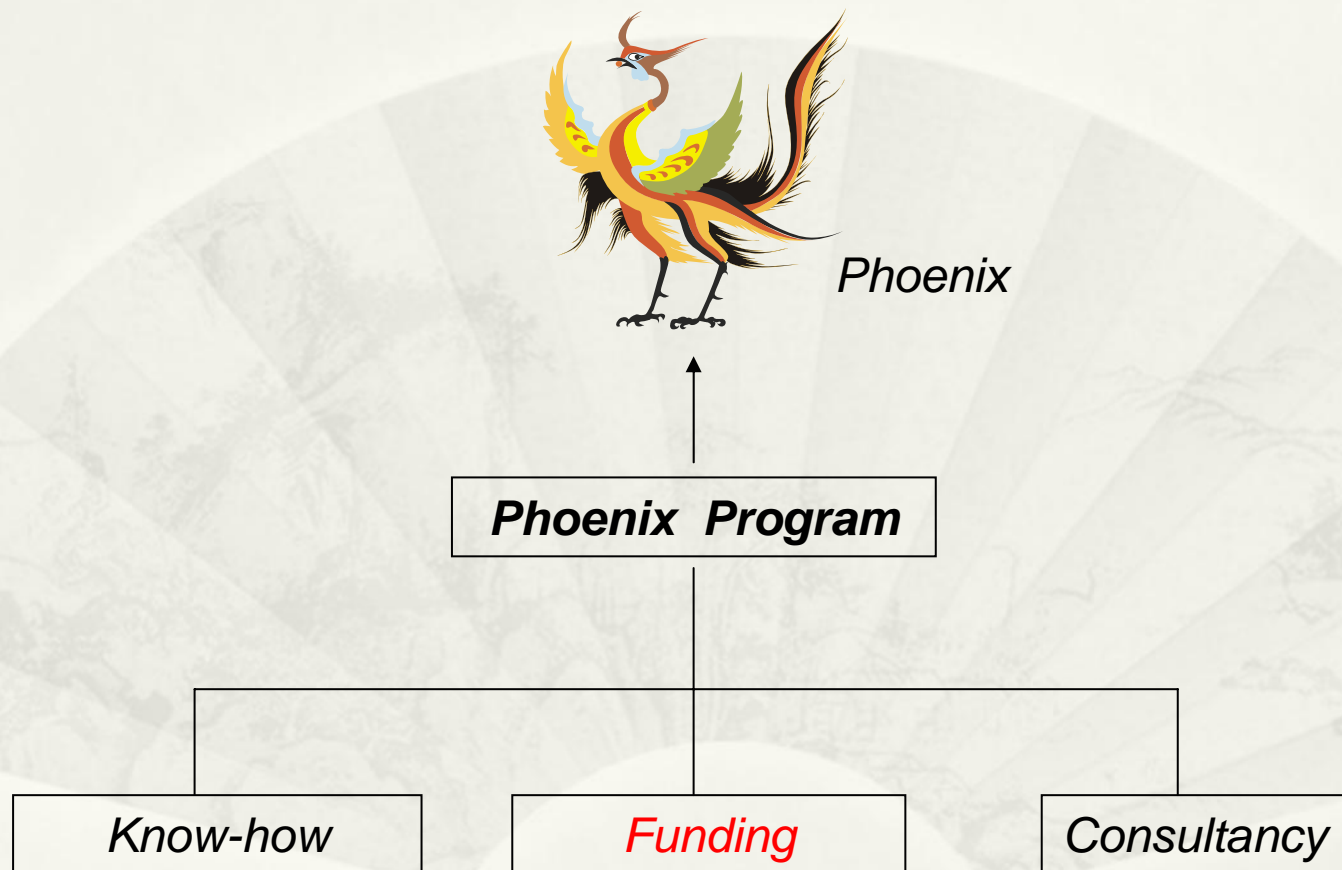
employers

Percentage of women who own their business and are self-employed in Chinese Taipei



Source: Directorate General of Budget, Accounting and Statistics, Executive Yuan, 2009

Phoenix Program



Financial struggle



Government funding

- **No collateral**
- **No guarantor**
- **Serving as their husband's guarantors**
- **Lack of sufficient funding**

**Micro-Business
Start-up Phoenix
Loan**

A Story



From participation to transformation

Who is Ms Taipei?

- Traditional woman
- Full-time housekeeper with 2 young children
- No job
- No income
- No resources



Turnaround

- Survived a failed partnership
- Received the Micro-Business Start-up Phoenix Loan



The Taste of Success



- She now is...
 - A happy mother with her grown-up, well-educated children
 - US \$25,000/ month
 - Able to help others
 - An entrepreneur

A Lesson

A large, semi-circular fan is the central background element. It is open, showing a traditional East Asian landscape painting. The painting depicts a river or path winding through a valley, with mountains in the distance and trees along the banks. The fan's ribs are visible, creating a radial pattern across the scene. The overall color palette is muted, with greens, browns, and greys.

Inspiration from Ms Taipei...

Chapter 1: Success Formula

- Know-how + Consultancy
 - Access to funding

Chapter 2 : Spiritual Mentor

- * Share experience
- * Offer opportunities to single mothers
- * Be a role model



“Phoenix Program 2010,
helping women to
succeed”

A Vision

We need to do more to help ...

Planning for the next milestone

- Day care centers (work-life balance)
- Start-up Venture Consultancy Team
 - step-by-step mentor
 - long-term support
 - simulation store for training
- Intellectual rights
- Global trading
 - build supply chain

*Thank you for
your attention.*

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