

FOR MEDIA RELEASE

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WOMEN AT WORK CONVERSATION SERIES 1 ADVANCING WOMEN ENTREPRENEURS

A selected group of businesswomen today congregated at the inaugural Women At Work Conversation Series. Themed *Advancing Women Entrepreneurs*, the event was hosted by the Women Economic and Entrepreneur Development Secretariat; supported by Matrade and the Office of the Special Advisor to the Prime Minister on the Development of Women Entrepreneurs and Professionals.

The Women At Work Conversation Series is a platform intended to engage with key stakeholders of the entrepreneurship ecosystem. The objective is to discuss on matters related to policies, regulations, incentives and/or programs that will support the development and growth of women entrepreneurs and their businesses.

The program of the first Conversation Series featured 3 successful entrepreneurs in F&B, apparels and creative services respectively; where they shared their experiences in their entrepreneurship journey. The audience then took centre stage to discuss on ideas and potential solutions that can address some of the gaps in the system. The discussion focused on 5 key areas, which were, Market Access, Human Capital, Financing, Technology and Information.

Apart from Matrade, representatives from selected government agencies, such as SME Corp, PEMANDU and TERAJU, were also present at the event. YBhg Datuk Seri Shahrizat Abdul Jalil also delivered a luncheon talk entitled "The Power of Investing in Women Entrepreneurs", which emphasized the importance of empowering and investing in women to increase their participation in the economic value chain to drive the economy, promote economic vitality and security.

"Majority of the participants is from Klang Valley and approximately 25% from the region. Participants can openly highlight the challenges that they are facing and propose suggestions for improvements," said Dato' Noraini Ahmad, Chairman of Women At Work and Chairman of Matrade. She added, "We hope to continue the conversations with these entrepreneurs as women continue to play a major role in the business and economic ecosystem. Data from the 2011 Economic/SME Census and Department of Statistics shows that women-owned enterprises account for 19.7% of SMEs."

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ABOUT Women At Work

“Women At Work” or W@W is an NGO formed to develop and implement strategies and initiatives for women entrepreneurs. The programs are intended to empower, nurture and motivate women entrepreneurs in developing and attain the necessary skill sets and knowledge to address business challenges to grow their businesses. W@W will also initiate programs to create globally competitive businesswomen through innovation and creativity. For further information about W@W, kindly contact Ms Sid Tamrin at (tel) 012-6145700 or (email) sidtamrin@gmail.com.