



PORTRAITS OF EXCELLENT WOMEN ENTREPRENEURS IN EUROPE

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Conclusion to women entrepreneurship

1. Women's entrepreneurship matters. Women are creating and running businesses across a wide range of countries and under varying circumstances. Female entrepreneurship is an increasingly salient part of the economic makeup of many countries and is a key contributor to economic growth in low/middle-income countries, particularly in Latin America and the Caribbean.



WES - the European network to promote women's entrepreneurship

- The Commission launched **The European Network to Promote Women's Entrepreneurship (WES)**. It has members from 30 European countries (EU-27, Iceland, Norway and Turkey). The delegates in the network represent central national governments and institutions with the responsibility to promote female entrepreneurship. WES members provide advice, support, information and contacts regarding existing support measures for female entrepreneurs. They also help in the identification of good practices.



EUROPEAN NETWORK OF FEMALE ENTREPRENEURSHIP AMBASSADORS

- The aim of the Ambassadors Network is to have successful entrepreneurs campaigning on the ground to inspire women and young girls to become entrepreneurs and to set-up their own businesses. The Ambassadors will help to raise confidence in setting up and creating successful businesses. They will also be role models to inspire other women to become entrepreneurs by "telling their story".



EUROPEAN NETWORK OF FEMALE ENTREPRENEURSHIP AMBASSADORS

- The Ambassadors will be expected to promote entrepreneurship amongst women by engaging and speaking to groups in schools, colleges, universities, community groups and the media, as well as addressing conferences, business networks and employment initiatives.



EUROPEAN NETWORK OF FEMALE ENTREPRENEURSHIP AMBASSADORS

- The European Commission is planning to organise the inauguration event of the Network during the Swedish Presidency and in connection with the Charter/SBA conference. The inauguration event is scheduled to take place in Stockholm (Sweden) on 5 October 2009. Around 100 Ambassadors of female entrepreneurship that will be selected via the relevant call will meet to network and attend an induction and ceremony event.

UNECE Excellent Women Entrepreneurs

Six awards were given, notably:

- The Best Start-up Entrepreneur of the Year;
- The Most Innovative Entrepreneur of the Year;
- The Best Entrepreneur in Information Technology;
- The Best Entrepreneur in Craft;
- The Best Entrepreneur Facing Additional Challenges of Disability; and
- The Best "3Rs" Entrepreneur: Reduce, Re-use and Recycle

Winner of the Contest were

Six awards were given, notably:

- **Israilova Ratkan**, Chairperson of the Credit Union "Kairat-Bol", (Uzhen and Osh regions, Kyrgyzstan); The Best Start-up Entrepreneur of the Year
- **Feryal Menemenli**, Chairman and Owner of the Board of Doga Bitkisel Ürünler Sanayi ve Ticaret A.S. (Istanbul, Turkey); The Most Innovative Entrepreneur of the Year
- **Sanja Penic**, Manager of the Digera d.o.o. (Zagreb, Croatia); The Best Entrepreneur in Information Technology

Winner of the Contest were

- **Agamirzoeva Fatima Ayibkhan**, President and Owner of the Aygun company (Quba, Azerbaijan) and **Salimova Makhfuza Hamidovna**, Director and Owner of Sadbard company (Bukhara, Uzbekistan); The Best Entrepreneur in Craft
- **Leona Szy**, Owner and Managing Director of the Kiskapu Ltd (Budapest, Hungary); The Best Entrepreneur Facing Additional Challenges of Disability
- **Leonina Doromian**, Manager and Owner of SC "Cânepa Româneasca (Timisoara, Romania); The Best "3Rs" Entrepreneur: Reduce, Re-use and Recycle

ANITA RODDICK



Dame Anita Roddick was an entrepreneur, environmental campaigner and human rights activist whose claim to fame was the creation of **THE BODY SHOP**, a well-known cosmetics company.

„Business is not a financial science, it’s about trading: buying and selling. It’s about creating a product or service so good that people will pay for it.”

Owner and founder of the Body Shop

23. October 1942 – 10 September 2007

„If you do thing well, do them better. Be daring, be first, be different, be just.”

ANITA RODDICK



As a child she worked with her parents and had almost no time for leisure. She opened the first outlet of The Body Shop with the goal of earning money to support her daughters.

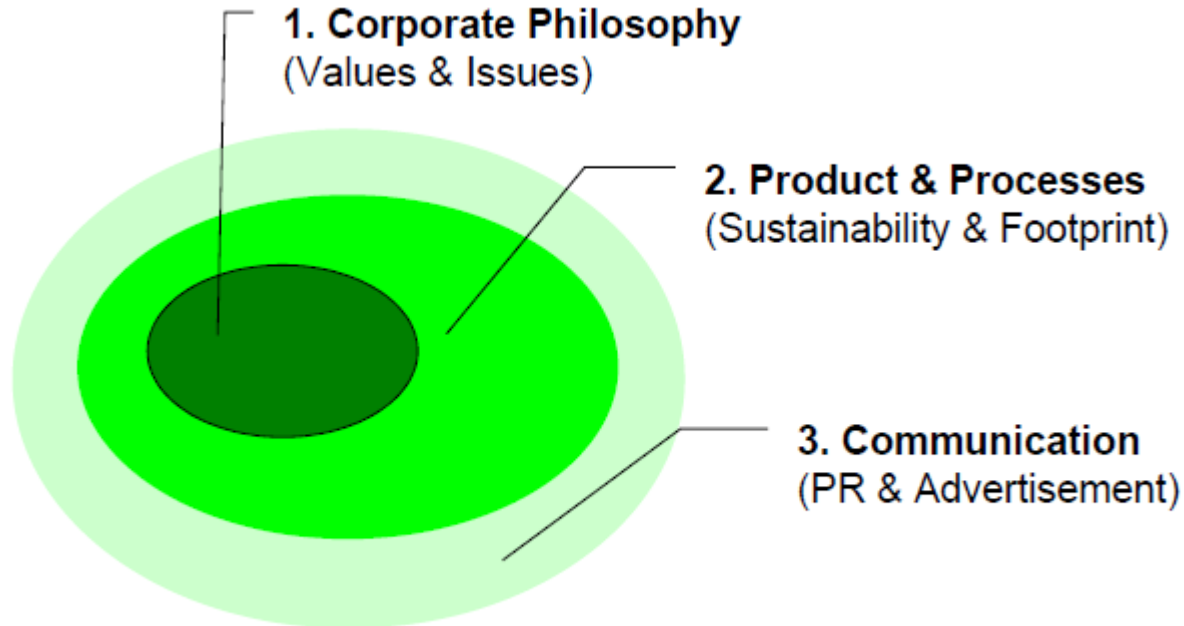
The idea was to provide really good skin care in containers that could be refilled. The business had expanded to 700 outlets by 1991.

The Body Shop started getting recognized and cool, funky and sophisticated. By 2004 there were 1980 Body Shop stores that served more than 77 million customers all over the world. The Body Shop is the second most trusted cosmetics brand in the UK and ranks 28th among the world's top most brands. In 2006, it was bought by L'Oreal for £652 million stirring some controversy because L'Oreal does animal testing whereas Anita was known for being environmental friendly and against animal testing.

ANITA RODDICK

- Roddick had deep empathy for the needy. She did a lot of philanthropic work. She established COTE which was Children on the Edge; an organization founded for de-institutionalize children and protect those affected by natural disasters, HIV/AIDS and disabilities.
- She authored a book called 'Take it Personally' that promoted equality and discouraged the mistreatment of children and workers in the underdeveloped countries. It was reported in the 'National Post' that Roddick had decided to give away most of her wealth estimated to be worth £51 million.
- She was knighted by the Queen in 1988.
- She received several awards and recognitions throughout her life including honorary Doctorate from the University of Sussex (1988), the Mexican Environmental Achiever Award (1993), the Women's Business Development Center's First Annual Woman Power Award (1995), the United Nations Environment Programme (UNEP) Honouree Eyes on the Environment (1997), the British Environment & Media Award (1999), Honorary Doctorate of Public Service from the Sage Colleges (2004) and the Spirit of the Rainforest Award from the Rainforest Action Network (2006).

THE BODY SHOP – CSR STRATEGY



The Body Shop – A pioneer in CSR- Management ?

CSR STRATEGY

CORPORATE PHILOSOPHY

1. Corporate Philosophy (Values & Issues)

- Values (Since 1976) :
- Against animal testing
- Support community trade
- Activate self esteem
- Defend human right
- Protect our planet

- Corporate Culture as USP/Lifestyl.
- Internal Instructions about Corporate Philosophy
- Franchise as Idea-Supporter



THE BODY SHOP®

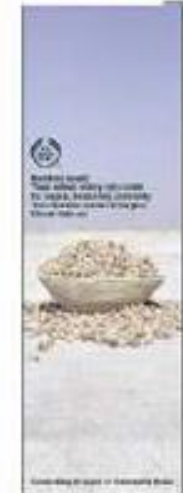


CSR STRATEGY

PRODUCT AND PROCESSES

2. Product & Processes (Sustainability & Footprint)

- Community Trade
 - Founded 1991
 - "Trade Not Aid" initiative – "creating trade to help people in poor regions utilize their resources to meet their own needs"
 - paper factory in Nepal
 - soap factory in Glasgow
- Forest(stry) Stewardship Council (FSC)
- Packaging recycling & renewable materials
- Sustainable sourcing



CSR STRATEGY COMMUNICATION

3. Communication

(PR & Advertisement)

- Supporting environmental and social organizations (i.E. Greenpeace, UNICEF, PETA)

Through

- web & store based surveys
- →asking for feedback on ideas

UCP (Unique Communication Proposition)

- = Fight for a better World!
- i.E. “Love Your Body”

1986



1990



1995



1997

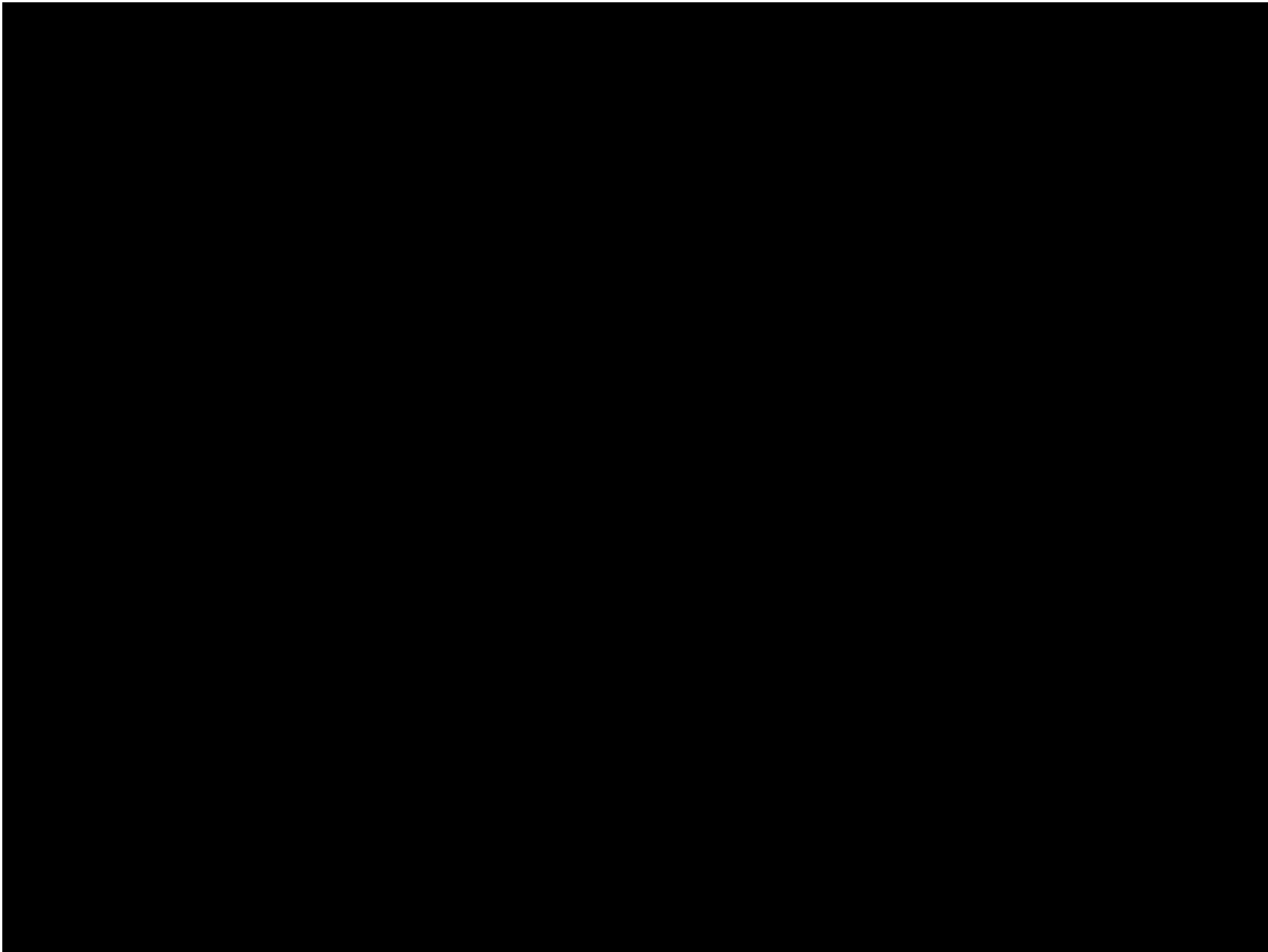


2000



2007







Giselle Rufer Delance

CEO, President, Inventor, Artists of the **Delance Switch Watches for Women.**

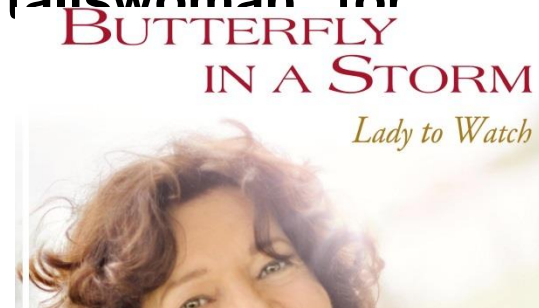
Delance is a brand of Swiss watches for women. The company was founded in 1996 by Giselle Rufer.

<https://www.youtube.com/watch?v=w3Rja-fQ-tI&feature=youtu.be>

Unlike any in the world, these elegant watches combine exquisite French design with high precision Swiss craftsmanship. In just a few short years, the Delance watches have become a talisman, or if you will, a "talism~~woman~~" for femininity.

„Giselle’s story is one of determination, courage, resilience and just plain smarts. Her saga portrays an extraordinary individual who also embodies the traits women have exhibited over time – not only to survive, but to excel.”

erenet





LIFE - HARMONY – SPIRITUALITY

The diamond shape: universal
symbol of life and prosperity

At the zenith, a spiral: water,
moon, femininity

The stone at the nadir: south, sun,
masculine energy as the infinity
symbol links femininity and
masculinity in the eternal flow of
the cosmos

DELANCE VISION

Think globally and act locally

That is the brand's keystone philosophy for an entrepreneurial model providing the means to realizing a vision, which was born of the necessity to ensure worldwide, lasting development.

Company strategy, as conceived on a global level, is based on simple and universal values and depends on local know-how. Delance offers products that reflect the very particular genius of a small region of the country. The company embodies in its smallest details, the values of the watch industry:

- **Economically involved**
 - **Socially equitable**
- **Ecologically respectful**

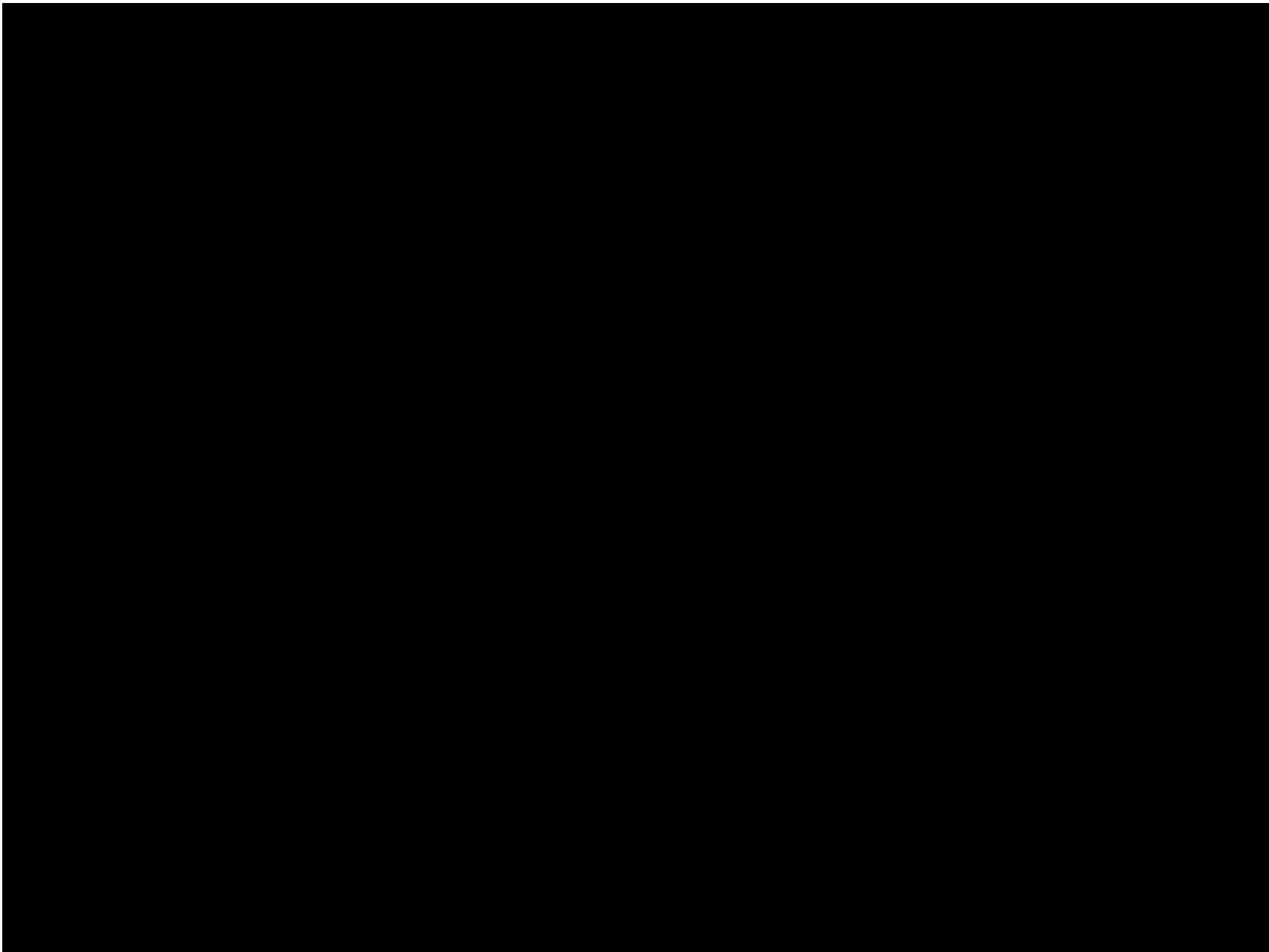
The world of high-end watchmaking is, by its nature, elite, perilous, and exclusionary.

Acceptance, if at all, comes with a high price. A price Giselle Rufer Delance has paid. She not only defied the entire industry, she redefined it.

Like a magical butterfly, she has weathered the darkest of storms and emerged to enjoy the most vibrant of rainbows.

From her challenging childhood in the picturesque watchmaking town of Porrentruy, Switzerland, to her rise as a powerful entrepreneur and the founder of the ultra chic Delance Swiss Watches, this is her inspiring story.





Fatima Aghamirzayeva

President, “World of Carpets” Associations

Fatima Agamirzeyeva founded the Aygun Carpet Factory in 1989. It was one of the first businesses to be created in the post-Soviet, independent AZ.



She was nominated to be considered for the Secretary of State's Award for International Women of Courage in 2008.

The traditional art of carpet weaving in Azerbaijan is listed by UNESCO as a Intangible Cultural Heritage of Humanity, but in danger of being lost. Aygun's mission is to preserve Azerbaijani heritage by creating exquisite carpets that embody our culture.

Fatima Aghamirzayeva

There are not too many people now producing handmade real carpets from naturally dyed wool and silk. These are the products you can be proud of that they are Made in AZ.



She is fully devoted to the art of creation of good that will for centuries, passed from one generation to another. This is why she was awarded in Geneva with the Excellent Women Entrepreneur in Craft by the **UNECE**

Aygun Quba Carpets-Azerbaijani Cultural Heritage



Highest quality traditional world famous Azerbaijani carpets. The business also benefits community as it employs women mostly in a region where unemployment for them is very high.





Meltem Kurtsan

Shareholder of Kurtsan Holding
Vice President of Kurtsan Science,
Art and Education Foundation

- Niyazi Kurtsan, pharmacist, was a successful entrepreneur who devoted himself to developing medicines and health-care products from herbs in the period of 1950's when the “natural life” and “alternative medicine” concepts were not that prevalent.
- In 1969, he established his first factory “Kurtsan Laboratory”.
- In 1980, the “Otaci” brand had been taken with production of first “Herbal Throat Pastilles” of Turkey. Pastille production was then followed by shampoos and other herbal products under “Otaci”



Meltem Kurtsan

Shareholder of
Kurtsan Holding



- After Niyazi Kurtsan passed away in 2004, Meltem Kurtsan - who had been active in Kurtsan Family Business Group since 1984 - was elected as the President of Board at Kurtsan Group for the period of 2004-2013.
- Being a successful entrepreneur like his father, she was nominated as Global Leader for Tomorrow by World Economic Forum in Davos in 1999; elected as Woman Entrepreneur of the Year by the UNECE in 2002. She was the Founding President of KAGIDER (Women Entrepreneurs Association of Turkey) in 2002 and was subsequently elected President for 4 years running



Meltem Kurtsan

Shareholder of Kurtsan Holding



- In 2013, Family Members who are shareholders as well assigned Professional Board at Kurtsan Group of Companies to guarantee and maintain the continuous improvement of the Family Business. The 3rd generation consists four members got their Bachelor Degrees from the reputable Universities and are working now as professionals in other companies in order to improve their management skills.
- Now, Ms. Kurtsan works as an Effective Shareholder and Vice President of Kurtsan Family Foundation; believing the importance and necessity of the institutionalization in Family Business and looking at the macro level in order to create added value. She believes the most important challenge that Family Business Companies face is transferring the business from generation to generation. Her focus is to create the healthy environment for sustainable continuous improvement throughout the generations.

NEW TREND: MOMPREENEUR

New name created to describe a multi-tasking mother who can balance both the stresses of running a home-based business as an entrepreneur, and the time-consuming duties of motherhood at the same time.

Read more:

<http://www.businessdictionary.com/definition/momprenneur.html>

MOMPREENEUR®

CANADA'S BUSINESS RESOURCE FOR WOMEN

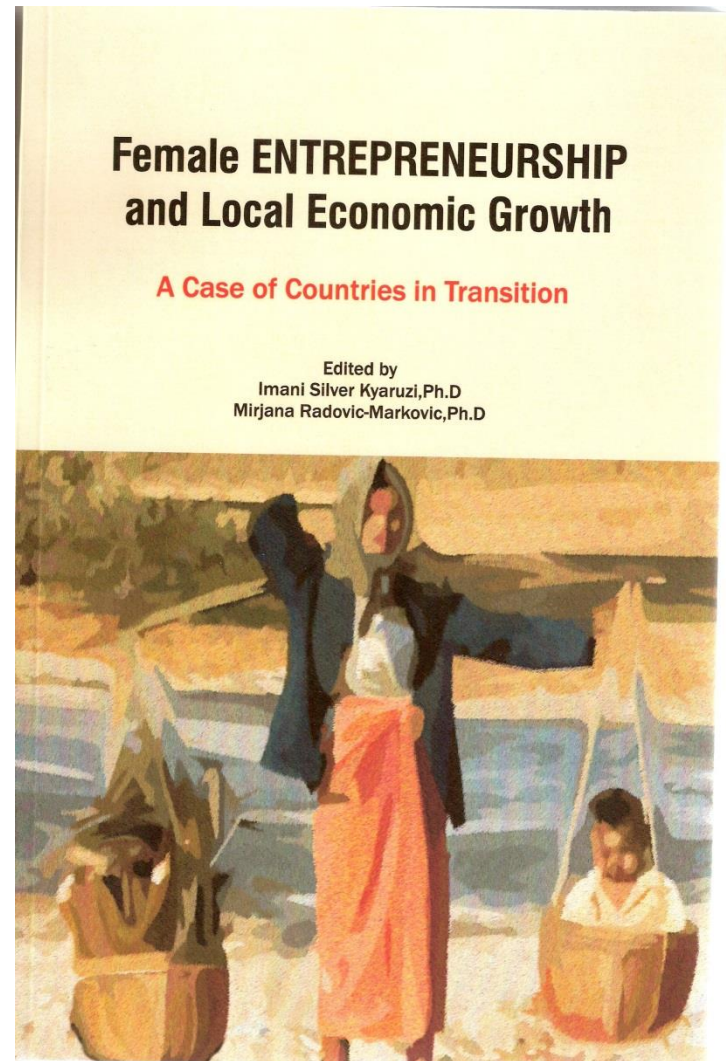
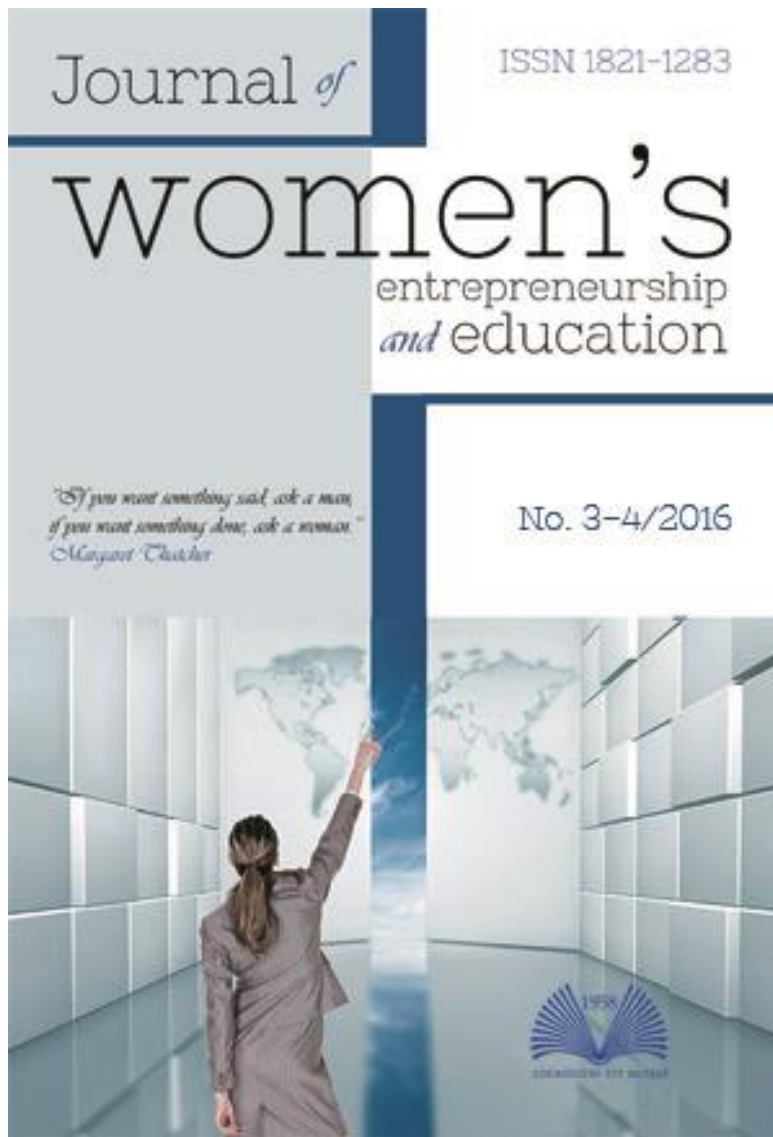
Our Unique Group of Women.
Our Collective Voice.

Our Magazine



A quarterly publication featuring articles that matter to female entrepreneurs and the many hats they wear!

<http://themomprenneur.com/magazine/>



INSTITUTE OF ECONOMIC SCIENCES - BELGRADE

Topics to be discussed

<http://www.ien.bg.ac.rs/en/publishing/journals/journal-jwe>

- Cross-cultural aspects of Women's entrepreneurship
- Female contributions to the global market
- Barriers faced by women doing international business
- Factors affecting performance of women entrepreneurs
- The effect of personality characteristics and the cultural context on female entrepreneurial activity
- What skills do women as entrepreneurs need to learn?
- History in female entrepreneurship education
- Teaching entrepreneurial concepts
- Female entrepreneurship promotion at educational institutions
- Role of entrepreneurship education in fighting poverty and unemployment among women
- Entrepreneurial learning at the work place and action learning research
- How to boost female entrepreneurship
- Women's business associations
- Case studies & entrepreneurial practice

**My wish for all women: do not hide
your talents, enter the world and
share your experiences with others**