

## Supporting Women Entrepreneurs to Enhance Export Readiness and Access to Global Markets

### An Australia-led APEC capacity-building workshop for the Philippines Department of Trade & Industry

29 - 30 May 2018  
The Peninsula Manila

#### Why Support Women Entrepreneurs?

A 2015 McKinsey Global Institute study, “The Power of Parity”, found that global gross domestic product would be up to US\$28 trillion (26 per cent) higher in 2025 if women participated in the economy identically to men. Within the APEC region, several economies are already adopting measures to increase the number of women-led, owned and managed businesses in the global marketplace. They include ongoing efforts to improve women’s access to finance, markets, information, services and resources.

Despite being a priority for many APEC economies, the effective implementation of policies to lift the number of women entrepreneurs is still a challenge for some. Lack of resources, outdated regulations, weak support services, restrictive cultures, gender and unconscious biases, social pressures and general inequality are barriers that prevent women from starting, owning or leading businesses. These shortcomings also affect their ability to access export markets to trade products and services globally.

Trade Promotion organisations (TPOs) that struggle to effectively support women entrepreneurs typically consider the business of trading or exporting to be ‘gender neutral’. These TPOs do not sufficiently tailor their support programs to ensure that they are reaching or addressing the different needs of women-led, owned or managed businesses. They tend to provide a ‘one size fits all approach’ to services offered.

Whether these relate to the design of marketing materials, the handling of promotional activities, the facilities available at trade fairs, the composition of representatives in trade missions, the substance of capacity training programs or the distribution of market intelligence, the services provided by many TPOs often fail to meet the gender inclusive test.



#### The specific objectives of the workshop are to:

- review the importance of further developing women-led businesses, including Small to Medium Enterprises (SMEs), and the critical role these businesses play in driving economic growth
- consider and discuss the key constraints that may limit the Department of Trade & Industry’s (DTI’s) ability to promote women-led SMEs and their access to global markets
- generate possible solutions or options that DTI could potentially adopt or adapt in order to address the constraints identified
- understand unconscious biases that may still exist and prevent DTI from providing adequate export market support services to women-led SMEs
- explore practices to better position women-led SMEs in niche markets by adopting improved product or services branding strategies
- share perspectives on how some APEC economies (e.g. Australia, Malaysia and others) are transforming support programs to more effectively promote women-led SME’s.

## Workshop Participants

Workshop participants will be nominated by the Department of Trade and Industry, Philippines.

## Timings

Workshop session and break timings are approximate, to allow for flexibility and free flowing discussions.

## Format

This workshop will be a 2 day workshop including presentations, discussions, interactive exercises and an opportunity for participants to raise challenging questions with subject matter experts about how their trade promotion organisation can better tailor services to meet the specific needs of women entrepreneurs seeking to export. Participants are invited to put forward frank observations about the barriers their institution faces, with a view to feeding this information into an action plan to be designed in day 2 of the workshop.

Participants are requested to bring practical real life examples of products or problems to discuss during the workshop.



<b>DAY ONE: Tuesday 29 May 2018</b> <b>The Peninsula Hotel: Balagtas &amp; Balmori Rooms</b>	
<b>8.45 – 9.00am Arrival &amp; Registration</b> <b>Tea &amp; Coffee</b>	
<b>Day 1 Session One</b>	
<b>9.00am to 10.30 am (90 minutes)</b> <b>Opening remarks and scene setting: Australian Department of Foreign Affairs and Trade</b> (10 minutes) Mr Leslie Williams, Director APEC Governance and Reform, Multilateral Economic Branch Department of Foreign Affairs and Trade, Australia  <b>Welcoming Remarks: Philippine Department of Trade &amp; Industry</b> (10 minutes) Director Lydia R. Guevarra Resource Generation and Management Services (RGMS), DTI  <b>Program Overview</b> (15 minutes) Mr Kula Subramaniam, Workshop Facilitator, Managing Director, Just Change Management Consultants, Malaysia  <b>Analysis of DTI's pre-workshop survey results</b> (5 - 10 minutes) Ms Sharon Ben-Porat, Policy Officer, Multilateral Economic Branch Department of Foreign Affairs and Trade, Australia  <i>Note: only 2 or 3 topics will be addressed in detail in this workshop. The rest may be taken up in future capacity-building initiatives.</i>  <b>Overview of DTI's Export Development Programs and Response to the Pre-workshop Survey</b> (15 minutes) Assistant Director Agnes Perpetua R. Legaspi, Export Marketing Bureau Department of Trade & Industry, Philippines  <b>Introduction of DTI Participants</b> (30 minutes) Participants will be invited to introduce themselves and their work areas.	
<b>Group Photo</b>	
<b>Morning Tea Break 10.30 – 10.50am</b>	
<b>Day 1 Session Two</b>	
<b>Timing: 10.50am – 12.00 (70 minutes)</b> <b>Barriers to Access Export Markets for Women Entrepreneurs</b> Led by Ms Susila Devi, Principal Consultant, SDK Trade Consultancy, Malaysia (Former Deputy CEO MATRADE) Drawing on insights of other speakers & guests  <b>Objective:</b> To discuss various barriers that Women entrepreneurs face when they try to access export markets. It will help identify approaches DTI could take to overcome barriers specifically faced by women entrepreneurs in the Philippines.  <b>Learning outcomes:</b> For participants of the workshop to be able to differentiate between the <b>before the border</b> and <b>across the border barriers</b> that hinder access to export markets for women -led business. To understand the need to develop appropriate measures to address domestic hindrances that are within the control of DTI and local agencies and those that are global in nature. To develop the necessary skills and knowledge of DTI staff to assist women entrepreneurs overcome the barriers to access export markets.  <b>Format:</b> 30 minutes – Susila will discuss common barriers faced by women entrepreneurs in relation to exporting and accessing global markets.  20 minutes – Open interactive discussions with guests and participants on their views with regard domestic barriers that hinder women business (local problems) and global barriers to export markets so that DTI can focus on what are the main barriers that need immediate attention that are within their control and those which will need further capacity building efforts to address the problems identified.  20 minutes – Participants to summarize domestic barriers in Philippines and global barriers that women entrepreneurs face to access markets and propose possible intervention by TPO and skill sets required by DTI staff to address the barriers, in the Action Plan that will be developed at the end of the workshop.	
<b>Lunch 12noon – 1.30pm</b>	

**Venue: Escolta Restaurant**

**Day 1 Session Three**

**Timing: 1.30pm-3.00pm (90 minutes)**

**Facilitating Women Businesses in Export : Approach taken by Australia and Malaysia (other economy TBC)**

Led by Susila Devi Malaysia, Principal Consultant, SDK Trade Consultancy, Malaysia

Drawing on insights from Elodie Journet, Senior Trade Commissioner & Counsellor - Philippines & Micronesia, Australian Trade and Investment Commission (Austrade) & guests

**Objective:** To share best practices and practical solutions offered by TPOs to support women entrepreneurs to access global markets.

**Learning outcomes:** For participants to be able to analyse the various approaches and interventions taken by other TPOs to overcome barriers faced by women entrepreneurs to access global markets including upgrading the skills sets and knowledge of TPO staff to advise and facilitate women-led Business.

**Format:**

20 minutes – AUSTRADE insights on the basics of exporting from an Australian perspective.

30 – 40 minutes – Views by Malaysia and Guests: Focus areas: Barriers, Coaching & Mentoring for women business; Customised Women Exporters Development Programs; Leveraging on Technology for Women-led Business and Skills; Knowledge and Skill building for TPO staff.

20 minutes – Open discussion between participants and all TPO representatives to draw on key common cross cutting issues and approaches adopted to facilitate women in export and capacity building for TPO staff. Participants have to be able to assess which among the best practices shared can be adopted to suit the local conditions and constraints.

**Afternoon Tea 3pm – 3.20pm**

**Day 1 Session Four**

**Timing: 3.20 pm – 4.00pm (40 minutes)**

**Developing Capacity to support Women Entrepreneurs - Adoptable & Adaptable Practices**

Led by Kula Subramaniam, Change Management Consultant, Malaysia

Drawing on insights of other speakers & guests

**Objective:** To support the Department of Trade and Industry in its efforts to develop and adopt an Action Plan for *Supporting Women Entrepreneurs to Enhance Export Readiness and Access to Global Markets*. This session will consider a few key barriers faced by women entrepreneurs in Philippines.

**Learning outcomes:** Participants through a short group discussion to be able identify the main obstacles faced in Philippines to support women entrepreneurs and critical skills and knowledge gaps of DTI staff.

**Format:** Practical session to facilitate team work among DTI staff.

20 minutes – Each group to work on a major barrier identified during the first session. This will include discussion about programs, skills and knowledge needed to help overcome the barrier and support women entrepreneurs.

20 minutes – Each group to draft an Action Plan for DTI to consider implementing. This will include discussion on international best practices and local conditions in Philippines.

**Timing: 4.00pm - 4.30pm (30 minutes)**

**Summary/Wrap Up for Day 1**

Facilitated by Kula Subramaniam, Change Management Consultant, Malaysia

Drawing on insights of other speakers & guests

**Format:** The Facilitator will summarise key findings, and ask each speaker for their key messages/take-aways and matters participants should think further about.

**Day 1 Close**



**DAY TWO: Wednesday 30 May 2018**  
**The Peninsula Hotel: Balagtas & Balmori Rooms**

**8.45 – 9.00am Arrival & Registration**  
**Tea & Coffee**

**Day 2 Session One:**

**Timing: 9.00 – 9.10 (10 minutes)**

**Recapping Day One Outcomes and Overview of Day Two Objectives**

Led by John Zinkin, Managing Director, Zinkin Ettinger Sdn Bhd

**Timing: 9.10 -10.30am (80 minutes)**

**Marketing**

Led by John Zinkin, Managing Director, Zinkin Ettinger Sdn Bhd

Drawing on insights of other speakers & guests

The advertising industry has 'archetypes' that help create a deeper connection with consumers and help persuade people to buy products or services associated with a particular brand. Before you can use an archetype to define a brand, you first need a good understanding of what the brand is, who the target market is, and how customers think and feel about the company and its products as well as how you would like them to feel.

Learning outcomes: By the end of the session, participants will be able to:

1. Identify four target market archetypes
2. Explain the different drivers of demand for each segment
3. Explain the different types of supply needed to satisfy the demands of each segment
4. Match supply and demand by applying what they have learned

Format:

1. Twenty-minute teach piece using PowerPoint explaining how to segment markets, concluding with four segment archetypes
2. Thirty-five minutes for participants at their tables to discuss and apply the teach piece principles to products chosen by DTI as cases
3. Ten minutes for groups to write up their conclusions on flipcharts for review

Fifteen minutes for participants to receive feedback on their conclusions.

**Morning Tea 10.30 – 10.45am**

**Timing: 10.45-11.15am (30 minutes)**

**Product Distribution**

Led by John Zinkin, Managing Director, Zinkin Ettinger Sdn Bhd

Drawing on insights of other speakers & guests

Trade Promotion Organisations can provide guidance on marketing, distributing and branding products to assist women exporters gain market recognition.

Learning outcomes: By the end of the session participants will be able to:

1. Explain the basis for choosing to brand or not to brand
2. Identify the three types of distribution to get product to market
3. List the pros and cons of each type
4. Appreciate the work needed to align objectives of the Principal and agent/distributor.

Format:

Thirty-minute discussion (questions asked as we go along) using PowerPoint, exploring the impact of the decision to brand or not to brand. Where products are sold affects which type of distribution may be appropriate. Exploring the pros and cons of exclusive, selective and intensive distribution from a Principal's perspective and the work needed to align objectives.

## Day 2 Session Two

**Timing: 11.15am – 12.45pm (90 minutes)**

### Branding

Led by John Zinkin, Managing Director, Zinkin Ettinger Sdn Bhd

Drawing on insights of other speakers & guests

Branding can help women entrepreneurs to develop a competitive edge by using brands to sell a message, story, value and deepen connections with the customer.

Learning outcomes: By the end of the session, participants will be able to:

1. Explain why a brand is much more than just a logo
2. Identify the four pillars of branding
3. Explain how brands grow and die
4. Create a provisional Brand Promise using a Brand Platform

Format:

1. Twenty-minute teach piece using PowerPoint explaining how to create the Brand Promise, covering what a brand is, the four pillars of successful brands, the brand lifecycle and using the Brand Platform to create the Brand Promise
2. Forty-five minutes for participants at their tables to discuss and apply the teach piece principles to products chosen by DTI as cases to develop a suitable provisional Brand Promise
3. Ten minutes for groups to write up their conclusions on flipcharts for review

Fifteen minutes for participants to receive feedback on their conclusions.

**Lunch 12.45 – 1.45pm**  
**Venue: Escolta Restaurant**

## Day 2 Session Three

**1.45 – 2.30pm (45 Minutes)**

### Change Management: Barriers and Enablers – What limits and helps you to create change?

Facilitated by Kula Subramaniam, Change Management Consultant, Malaysia

Drawing on insights of other speakers & guests

This session will look at *barriers* that hinder progress, and *enablers* that can be used to bring about change needed to further support women entrepreneurs.

**Learning outcomes:**

- Identifying barriers and enablers (support)
- Actions to overcome the barriers, with a focus on priority areas.
- Actions to leverage enablers and take advantage of opportunities in areas that DTI has direct influence.

**Format:**

Participants working in small breakout groups will identify steps that DTI could take to tackle the barriers and constraints identified in day one. Participants will then use this in developing an action plan using various tools, templates, techniques and processes in the last session.

Speakers will be allocated to tables to act as 'table facilitators' to support participants and provide expertise.

**2.30– 3.15pm (45 Minutes)**

### Change Management: How committed are vital stakeholders?

Facilitated by Kula Subramaniam, Change Management Consultant, Malaysia

Drawing on insights of other speakers & guests

Change requires high-level commitment both from within and outside an organisation. This session will consider the commitment level of key stakeholders, and what participants can do to get the right stakeholders on board. This will feed in to the action plan that will developed in the last session.

**Learning Outcomes.**

- Assessing commitment of key stakeholders to overcoming priority challenges.
- Communication needed to influence change, build support and deal with resistance.

**Objectives:** Continuing from the previous session, participants will a) identify stakeholders' **current** commitment level towards their intended initiatives; b) determine the **required level of commitment** that is necessary and c) explore the interventions needed to achieve this **shift** in commitment levels. This will form the basis of a **change plan** (to be developed in next session).

**Afternoon Tea 3.15 – 3.30pm as part of workshop activities**

**3.15 – 4.00pm (45 Minutes)**

**Change Management: Who needs to do what and when?**

Facilitated by Kula Subramaniam, Change Management Consultant, Malaysia

Drawing on insights of other speakers & guests

In this session participants will put together a realistic action plan. Unlike typical action plans, this one will connect the actions to the appropriate action party who can bring about the change.

**Learning outcomes:**

1. Identifying actions, timings and who can influence and deliver results in key areas.
2. Participants will make a chart that shows the actions needed and who can progress them.
3. Every action identified in the previous sessions now needs to be owned by specific action parties.

**Format:**

This session will bring together the findings from the previous sessions and will look at the actions needed to overcome barriers, and make use of enablers and opportunities. Participants will identify the actions needed to achieve the right level of stakeholder commitment. Participants will be given specific actions to consider and will then develop a realistic change plan.

**Day 2 Session 4**

**Timing: 4.00 – 5.00pm**

**Speaker Key Points (30 minutes)**

Facilitated by Kula Subramaniam, Change Management Consultant, Malaysia

Drawing on insights of other speakers & guests

Each speaker (John, Susila, Austrade, Guests) will be asked to speak for 5 minutes to tie together key themes, observations and next steps for participants to consider on their return to their workplaces.

**Closing Remarks Philippines Department of Trade & Industry (10 - 15 minutes)**

Executive Director Nestor P. Palabyab, Philippine Trade Training Center

**Closing Remarks, Department of Foreign Affairs & Trade (5 – 10 minutes)**

Mr Leslie Williams, Director APEC Governance and Reform, Department of Foreign Affairs and Trade, Australia

Ms Sharon Ben-Porat, Policy Officer, Department of Foreign Affairs and Trade, Australia

- Thank you to DTI & PTTC, speakers, guests and all participants
- Reminder to participants to submit evaluations

**Certificates & Final Group Photo (10 minutes)**

**Close Day 2**