



Women's Entrepreneurship Summit Gifu, Japan 2010

APEC Women's Entrepreneurship Summit (WES)

Under the auspices of the Asia-Pacific Economic Cooperation (APEC) and on the margins of the APEC Small and Medium Enterprises (SMEs) Ministerial Meeting, the United States and Japan will co-host the APEC Women's Entrepreneurship Summit (WES) in Gifu City, Japan, on October 1st 2010. APEC WES aims to galvanize the Asia-Pacific community to unleash the potential of women entrepreneurs and business leaders to boost economic growth and development in this region. In addition to official delegations to the SMEs Ministerial Meeting on October 2nd and 3rd, the WES will support women entrepreneurs from each of the 21 APEC economies, bringing together 150 international participants in Japan.

The Summit is comprised of several panel discussions and interviews featuring high-level political and business leaders, as well as break-out sessions tailored for women entrepreneurs to enhance their understanding and practical skills to gain better access to markets, networks, financial services, technologies, and training. We anticipate that, through policy discussions, networking, advocacy, and capacity building activities, senior government officials and private sector participants will help inform innovative strategies to strengthen women entrepreneurs' participation and contributions to the region's economic growth.

Joint US - Japan Press Release: First APEC Women's Entrepreneurship Summit

As the APEC Chairs in 2010 and 2011 respectively, Japan and the United States are planning to move forward with new cooperative projects within APEC that focus on women's empowerment.

While working to develop a Growth Strategy for the Asia-Pacific region as a whole, both economies recognize that creating opportunities for women and fostering their entrepreneurial spirit are also critically important policy issues. In an effort to unleash the potential of the Asia-Pacific region's women entrepreneurs, Japan and the United States are jointly hosting APEC's first Women's Entrepreneurship Summit. The Summit is a direct follow-up of the March 2010 United States-Japan Joint Statement in support of broader APEC outcomes.

The Women's Entrepreneurship Summit will be held jointly with JETRO on October 1st, in conjunction with APEC's 17th Small and Medium Enterprises (SME) Ministerial Meeting on October 2nd and 3rd, also in Gifu City. Women entrepreneurs from APEC's 21 member economies will be invited to participate. A total of around 350 people, including 150 women entrepreneurs from Japan and abroad will discuss networking and share their knowledge and experience on ways to establish and grow their businesses. Following the day-long Summit, the Governments of Japan and the United States will issue a policy statement summarizing the conclusions.

Summit Agenda

09:00 - 09:45am | Welcome Remarks Gender Equality as Smart Economics

Introductory Remarks: **Yoshikatsu Nakayama**, Vice-Minister, Ministry of Economy, Trade and Industry, Japan

Minister of Foreign Affairs, Japan, **Seiji Maehara** Video message, with remarks by Parliamentary Vice-Minister for Foreign Affairs, Japan, **Makiko Kikuta**

U.S. Secretary of State, **Hillary Rodham Clinton** Video message

- **Melanne Vermeer**, Ambassador-at-Large for Global Women's Issues, U.S. Department of State
- **Asako Hoshino**, Corporate Vice President, Nissan Motor Co., Ltd.
- **Dina Powell**, Managing Director, Global Engagement, Goldman Sachs 10,000 Women

Moderator for Day's events JETRO Nagoya Chief Director, **Junko Ishii**

09:45 - 10:45 | Session 1: Engendering Entrepreneurship in the Asia Pacific Region

Entrepreneurship drives economic growth and job creation. How do we encourage more women to be entrepreneurial? What can governments, international financial institutions, trade and business associations, or other stakeholders do to catalyze women's entrepreneurship? Established women entrepreneurs will share their path to success.

- **Amanda Ellis**, Deputy Secretary, International Development Group, Ministry of Foreign Affairs and Trade, New Zealand
- **Ginger Lew**, Senior Counselor, U.S. White House National Economic Council
- **Dato' Beatrice Nirmala**, Editor-In-Chief, International Business Review & PASSIONS
- **Noriko Tojo**, Managing Director, Corporate Development, Otsuka Holdings Co., Ltd.

Moderated by **Mariko Sanchanta**, Tokyo Deputy Bureau Chief, Wall Street Journal

10:45 - 11:00 | Coffee Break

11:00 - 12:00 | Session 2: Public-Private Partnerships to Close the Gender Gap for Economic Growth

There are huge opportunity costs to not fully tapping women's potential as consumers, business people or employees. The gender gap between men and women in economic participation remains wide and closing the gender gap can be a new opportunity for business and economic growth. What kind of role can the government or the business sector play? What kind of synergy can come out of public-private partnerships to catalyze growth?

- **Fumiko Hayashi**, Mayor of the City of Yokohama, Japan
- **Maria Paz Lagos**, Vice Minister, Ministry of Women's Affairs, Chile
- **Katie Stanton**, Vice President, International, Twitter

Moderated by **Hiroko Kuniya**, Anchor

12:00 - 12:15 | Lunch preparation time. Participants may remain seated

12:15 - 13:45 | Luncheon Interview with Economic and Business Leaders

Minister of State for Gender Equality, Japan, **Tomiko Okazaki**, Video message

Gender Equality as Smart Economics: **Kathy Matsui**, Chief Strategist, Goldman Sachs

- **Yoshikatsu Nakayama**, Vice-Minister, Ministry of Economy, Trade and Industry, Japan
- **James Adams**, Vice President, East Asia and Pacific Region, World Bank
- **Beth Brooke**, Global Vice Chair, Ernst & Young
- **Francisco Sanchez**, Under Secretary, U.S. Department of Commerce

Moderated by **Kyung Lah**, CNN Correspondent

13:45 - 14:00 | 15mins to move to breakout session venues

14:00 - 15:00 | Session 3: ACCESS (Break-out sessions)

This working session will discuss practical skills and strategies. Each of the sessions will focus on best practices and be led by business experts and incubators.

- Access to Markets
 - [Naoko Banno](#), CEO, NonStress, Inc.
 - [Sandra Bock](#), Production manager, Procesos Naturales Vilkun Berries S.A.
 - [Minja Lee](#), Flora Basic
 - [Mary Ryckman](#), Senior Policy Advisor, United States Trade Representative
 - [Elizabeth Vazquez](#), CEO and Co-Founder, WeConnect International

Moderator: [Patricia Bader-Johnston](#), Ernst & Young, Japan

- Access to Financial Services
 - [Mei-Yueh Ho](#), AU Optronics Corporation
 - [Pacita Juan](#), Founder, Figaro Coffee
 - [Ana Ma](#), Chief of Staff, U.S. Small Business Administration
 - [Helen Robinson](#), Managing Director, Markit Environmental Registry
 - [Kiyomi Saito](#), CEO, JBOND, Totan Securities Co., Ltd.

Moderator: [Daniela Carrera Marquis](#), Financial Markets Division Chief, Inter-American Development Bank

- Access to Technologies
 - [Elena Berkowitz](#), Innovation Advisor, U.S. Department of State
 - [Mami Ito](#), Representative Director, Nihon Dento Kougyo Co., Ltd.
 - [Kate Morrison](#), Principal, Vulture Street
 - [Masumi Reynders](#), New Business Development ,Head of Japan/Pacific (JAPAC), Google, Inc.

Moderator: [Ann Kambara](#), Director, Tokyo American Center, U.S. Embassy Tokyo

- Access to Skills Enhancement and Scaling Up
 - [Nanz Chong-Komo](#), Founder of Nanz Inc.com
 - [Laily Maulidya](#), Partner, KWas Design
 - [Mavis Mullin](#), Paewai Mullins Shearing
 - [Kyoko Nishimura](#), Director of Overseas Business and International, Morimatsu Group

Moderator: [Patricia Foley-Hinnen](#), Founder and CEO, Capital Sisters International

15:30 - 16:30 | Session 4: Innovation for Business Growth and Networking

- [Deb Henretta](#), President, Procter & Gamble Asia, and U.S. ABAC member
 - [Fujiyo Ishiguro](#), President & CEO, Netyear Group Corporation
 - [Andrina Lever](#), Co-Founder, APEC Women Leaders Network
 - Ambassador [John Roos](#), United States Ambassador to Japan
- Moderated by [Kae Inoue](#), Bloomberg

16:30 - 17:00 | Session 5: Commitments and Community Engagement

- [Yoshikatsu Nakayama](#), Vice-Minister, Ministry of Economy, Trade and Industry, Japan
 - [Hideko Kuni](#), Vice-Chairperson, 2010 APEC WLN Organizing Committee, Chairperson, Ricoh IT Solutions Co., Ltd.
 - [Christina Tchen](#), Deputy Assistant to the President and Executive Director, White House Council on Women and Girls
- Moderated by Ambassador [Melanne Verveer](#), Ambassador-at-Large for Global Women's Issues, U.S. Department of State

18:00 - 20:00 | Dinner

- [Hajime Furuta](#), Gifu Prefecture Governor, Japan
- [Akihiro Ohata](#), Minister, Ministry of Economy, Trade and Industry, Japan
- [Yoshikatsu Nakayama](#), Vice-Minister, Ministry of Economy, Trade and Industry, Japan
- Ambassador [John Roos](#), United States Ambassador to Japan
- [Melanne Verveer](#), Ambassador-at-Large for Global Women's Issues, U.S. Department of State

The APEC Women's Entrepreneurship Summit October 1, 2010 in Gifu, Japan

Government officials, business leaders, academics and journalists from the 21 Asia-Pacific Economic Cooperation (APEC) member economies convened the first Women's Entrepreneurship Summit (hereinafter "WES") on October 1, 2010 in Gifu, Japan.

The WES should be an integral part of the APEC Growth Strategy, a document APEC Leaders are to formulate in Yokohama in November 2010, which calls for balanced, inclusive, sustainable, innovative and secure growth. In particular, the Growth Strategy underscores that the enhancement of women's access to education, training, technology, and finance is an essential component for ensuring the region's future economic prosperity. We ask APEC Leaders to champion women's participation in the workforce, in particular by promoting entrepreneurship, and greater leadership for women in business and government throughout the region.

To help achieve this economic growth and business creation, the United States and Japan organized the WES to facilitate information exchange and to establish a set of best practices among women business leaders and entrepreneurs from APEC economies.

The WES participants shared ideas, identified best practices to address obstacles to entrepreneurship, established a comprehensive WES networking portal, and pledged to meet again in the United States in 2011 under APEC auspices to assess progress and further this initiative. WES participants exchanged the following ideas:

- Create a business matching program to place women entrepreneurs in the Asia-Pacific region in key industries
- Increase women's access to financing and micro-financing
- Promote public-private cooperation to train, mentor, and educate women entrepreneurs and business leaders
- Publicize women's economic successes and related best practices
- Expand government initiatives aimed at women entrepreneurs.

Summary of WES Sessions

Engendering Entrepreneurship in the Asia-Pacific Region

We reconfirmed our commitment to promoting women in the Asia-Pacific region and recognize the pivotal role women play in fulfilling the promise of this new century. The delegates discussed the challenges women are facing in expanding their economic opportunities, such as a lack of networking or access to capital resources. The participants agreed that female entrepreneurs' enthusiasm must be matched by greater government support to overcome these challenges.

Public-Private Partnerships to Close Gender Gap for Economic Growth

We highlighted best practices for public-private partnership efforts that boost women's participation in the economy. Strategies discussed included boosting women's participation in public office at all levels of government. Delegates emphasized the benefits of political leadership to spearhead efforts to more fully integrate women into all aspects of economic, academic, and political society. Participants emphasized the importance of public-private efforts to promote greater work-life balance to enable more female entrepreneurial activities.

Break-out sessions

- Access to Markets: Delegates discussed market entry strategies and business plans necessary to enter and rapidly grow in competitive open markets. They also underscored the importance of marketing expertise, human resource development, and advertising know-how to ensure new products enjoy unimpeded access to targeted markets. They stressed the need to reduce border costs and lower barriers to government procurement and business creation.
- Access to Financial Services: Panelists explored the challenges of accessing financial and non-financial products essential to new business start-ups and smaller established companies. Participants also raised the need for outreach to financial institutions to develop creative and appropriate financing vehicles; and to women entrepreneurs in search of a broader array of financing options. Panelists underscored the

importance of government programs to bridge potential gaps that otherwise impede successful start-ups and SME businesses.

- Access to Technologies: Participants exchanged strategies to develop e-business customers across the Asia-Pacific region, in particular the importance of web branding and marketing. The speakers also explained how women entrepreneurs in diversified markets can use web-based technology and mobile tools to expand connectivity with customers and to build scalable, low-cost business models.
- Access to Skills Enhancement and Scaling Up: Participants emphasized the importance of personal relationships, contributions to society, and the need to learn from setbacks as essential components to successfully scale up businesses. With this mindset, women entrepreneurs are reshaping employment and professional advancement opportunities for other aspiring business women.

Innovation for Business Growth and Networking

Panelists emphasized networking is a key mechanism for companies to unite diverse views and meet market needs to build a virtuous cycle of innovation and business growth. Sharing examples of successful companies, they discussed how those firms succeeded by leveraging women's insights into market needs and then taking risks to meet those needs ahead of competitors. Networking is important to enterprises of every size and can take the form of new business models or mentoring. They agreed the potential for building new networks throughout the Asia-Pacific region has never been greater.

Commitments and Community Engagement

On October 4, 2010 the White House Council on Women and Girls will host a conference emphasizing the importance of women entrepreneurs in the United States, including initiatives to support women entrepreneurs. The United States Government also announced it is planning to convene a high-level policy dialogue on women's economic opportunities within APEC next year.

The Japanese Government invited all WES participants to the Yokohama SME Summit in November and pledged to develop policies to ensure women entrepreneurs have the opportunity to succeed in Japan.

The 15th APEC Women Leaders Network (WLN) recommended that governments strengthen efforts to improve women's access to finance, to support entrepreneurs and SMEs and to support social entrepreneurship. The delegates recommended the WES and WLN findings be incorporated into the APEC Growth Strategy.

Women's Entrepreneurship in Yokohama

The WES participants agreed to advise the APEC Leaders, Ministers, and Officials on the WES' outcomes and future policies that they should promote during their November meetings in Yokohama, Japan. The delegates agreed that political support for the WES is a vital channel for APEC economies to spur women's entrepreneurship.