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WOMEN'S BUSINESS FORUM

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CORRENTE ROSA

L'ENERGIA, L'ESPERIENZA, IL TALENTO DELLE DONNE

STRENGTHENING WOMEN'S ACCESS TO MARKETS

- **ACCESS TO INFORMATION**
- **ACCESS TO PUBLIC PROCUREMENT**
- **ACCESS TO SUPPLY CHAINS**

WOMEN MEAN BUSINESS

- Own 25-33% of all private businesses in the world
- Do 66% of the world's work
- Receive 10% of the world's income
- Generally do not own the means of production

WOMEN MEAN BUSINESS

- Represent 50% of the world's population and talent
- **Represent 1% of all suppliers to large corporations and governments**
- Make over 70% of consumer purchasing decisions, controlling nearly \$12 trillion of the overall \$18.4 trillion in discretionary spending

ACCESS TO INFORMATION

- What information is needed to set up and operate a business?
- Where does it come from?
- In which way, women business associations, governments and women should approach this issue

WHAT INFORMATION IS NEEDED?

- **Legal and administrative** - to set up business, comply to legal requirements, taxations
- **Financial** - how to obtain a credit, which banks provide the most appropriate products, better conditions
- **News** that impact your business
- **Intelligence** - information on business trends and competition
- **Regulatory** - incentives, tenders, grants, concessions
- **International** - what is happening in other parts of the world, import/exports

WHERE DOES IT COME FROM?

- **Legal and administrative** - administrative source, legal and fiscal experts, chamber of commerce
- **Financial** - Banks, credit bureau, **people in business**
- **News** - Mass media, -specialized press, specialized blogs, **contacts with journalists**, sector associations
- **Intelligence** - Specialized sources, other entrepreneurs, **business experts**
- **Regulatory** - Administration, official journals, official websites, **contacts with civil servants**
- **International** - International press, participation to major international fairs, **contacts with counterparts abroad**, trips organized by entrepreneur associations

WHERE DOES INFORMATION COME FROM?

OFFICIAL

CAN BE
OBTAINED OR
ACQUIRED

UNOFFICIAL

DIFFICULT FOR WOMEN TO
ACCESS BECAUSE THEY ARE
OUTSIDE TRADITIONAL PLACES
WHERE UNOFFICIAL
INFORMATION IS EXCHANGED

HOW TO APPROACH THIS ISSUE?

WOMEN'S ASSOCIATIONS

- INFORMATION THROUGH WOMEN'S CHANNELS: WOMENS ASSOCIATIONS, SPECIAL BLOGS,
- INFORMATIVE WORKSHOPS
- MENTORING AND COACHING ON INFORMATION GATHERING
- CREATION OF WOMEN'S CLUBS

HOW TO APPROACH THIS ISSUE?

GOVERNMENTS

- Gender-disaggregated statistics on entrepreneurship
- Review of state of the art women-owned companies
- Give greater visibility to women entrepreneurs in the media and provide contact points (JORDAN)
- Responsible people appointed in Ministries or Government Agencies, who implement consistent policies and campaigns
- Women entrepreneurs encouraged to provide regular information on their businesses, expectations, successes and difficulties.

HOW TO APPROACH THIS ISSUE?

WOMEN

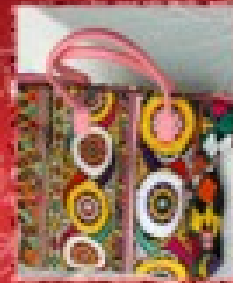
WOMEN ENTREPRENEURS CAN HELP
OTHER WOMEN



SELF EMPLOYED
WOMEN ASSOCIATION
INDIA – TEXTILE

- Established a **Trade Facilitation center** to turn artisan activity into commercial venture and promote access to national and global markets
- Artisans are suppliers and shareholders
- Provides: market readiness, market linkages, market intelligence, product development, quality standardization, R&D, **information systems**, access to capital, state of the art technology
- Its member-producers are helped to them become **'Market Ready'**

CENTRE
OF INDIA



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AIDOS' VIRTUAL BUSINESS INCUBATORS

JORDAN, SIRIA, GAZA

- Local team will identify women who have a valid business idea and walk them through the process of creating and growing a company.
- Project is supported IFAD/EU and is being replicated in Nepal and Tanzania thanks to the World Bank.
- First phase in Jordan (2002-6) and started with the introduction of **consultancy services**, which provided **information**, technical assistance and contacts with other SMES



ACCESS TO PUBLIC PROCUREMENT

HOW GOVERNMENTS ARE TRYING TO GET WOMEN
MORE INVOLVED IN PUBLIC PROCUREMENT

- GERMANY
- BELGIUM
- USA
- UK
- SWITZERLAND
- SPAIN
- ITALY

GERMANY

The Public Procurement Act of Berlin of July 2010 stipulates that, for the procurement of services over €25,000 and public works over €200,000, contracts must contain obligations concerning the **‘promotion of women’** and **‘reconciliation of work and family’**, as well as compliance with the Equal Opportunities Act.

Evaluation of SME Access to Public Procurement Markets in the EU
by GHK and TECHNOPOLIS

BELGIUM

In 2007 an analysis of public tenders and whether equal opportunity conditions need to be implemented in tenders :

- As grounds for exclusion from the tender
- As a selection criteria
- As an adjudication criteria
- As performance conditions

The Institute for the Equality of Women and Men

USA: SMALL BUSINESS ACT (SBA)

- Initiatives at federal level to promote the involvement of SMEs in the procurement process.
- Some target specific groups: Women's Procurement Program – aimed at **increasing federal contracting opportunities for women-owned small business (WOSB)**, and the number of WOSB that successfully compete in the federal marketplace.

USA: SMALL BUSINESS ACT (SBA)

- Small Business goals, in % of annual expenditure, are established for federal agencies
- SBA negotiates goals annually with each federal agency on an individual basis for each category
- **5 percent of prime and subcontracts are for Women-Owned Small Businesses (WOSBs)**
- In addition SBA requires each agency to have its own annual goal for each category

USA: SMALL BUSINESS ACT (SBA)

The U.S. government sets sourcing goals only for American businesses and **the government has yet to achieve its goal of 5%**.

How much is sourced from women owned businesses by other governments is unknown because only the United States and South Africa collect this data.

UK

Public authorities are bound by the gender equality duty - requires a three-pronged approach to procurement:

- ensuring that when public money is spent it supports the promotion of gender equality
- incorporating gender equality requirements into the obligations of contractors
- incorporating gender equality into the procurement processes so far as is consistent with EU Rules and UK regulations

SWITZERLAND

- The Federal Office for equal opportunity put in the national legislation on public procurement the principle of equal pay between women and men
- When candidates compete to get a contract, they sign an official declaration stating their enterprises respect the principle of equal work for equal pay

SPAIN

Ley de Igualdad (1997)

Companies that effectively promote parity in the labour market will have preference in public procurement contracts

ITALY

Bollino Rosa – 2008 Bill

- Public procurement contracts would introduce the gender equality criterion and attribution of **additional points for companies** that had received the “certificate of quality for gender policies” by promoting social parity
- Companies: a balanced representation of women in executive positions and in Boards: women managers and board members not inferior to 40% within 3 years

2 TYPES OF REGULATIONS

- Regulations that promote parity within the companies that bid for public procurement contracts
- Regulations that promote women as entrepreneurs

ACCESS TO SUPPLY CHAINS

In the MENA region too many women work in the informal sector.

This prevents them from engaging in supply chains, from having access to loans and from exporting:

- How can women be involved in supply chains?
- How can market expectations be improved?

EXAMPLES: INDIA AGRICULTURE

RUDI Multi-trading Company: rural distribution network

- Integrated marketing services to the rural producers through exploring; developing & establishing first the local market and then the national market for rurally produced products
- RUDI comprises procurement, processing, packaging and marketing of food grains
- RUDI provides rural distribution
- All products sold are procured and distributed in the rural areas
- Distribution network provides employment opportunities, reduced expenses, agricultural products sold at affordable prices, eliminates middlemen

SEWA Gram Mahila Haat



IMPROVING OPPORTUNITIES FOR WOMEN

IN SUPPLY CHAINS

International food companies –AFRICA

A guide to improve women's opportunities within the programs *in which **food sourcing companies are already engaged.***

The guide provides an in-depth analysis of the terms and conditions of existing contracts that companies establish with smallholders and demonstrates how these can be modified to ensure that women can participate.

IMPROVING OPPORTUNITIES FOR WOMEN

IN SUPPLY CHAINS: EXAMPLES

- **Do not ask for ownership of land**, women can be excluded by this requirement, rather ensure that they effectively control the land
- **Avoid registering only heads of household** as members of the scheme as it deprives women of the management of their land.
- **Entry-requirements to credit should not require a man's signature**, assets can be women's jewelry or kitchen utensils as collateral rather than land.
- **Increase women's role in the governance of producer groups** by imposing women's quotas on boards and committees



CONCLUDING REMARKS

Whatever the market failure envisaged it will only be solved if women are elected and appointed at the appropriate decision levels to make the necessary changes

THANK YOU

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