



**RELEASE**

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## **Promoting Women Entrepreneurship in Namibia (PWEN) – From Women to Women**

The team for the international projects of the association has started the Namibia project for the years 2012-2014 in association with the Namibia Chamber of Commerce and Industry (NCCI) and funded by the development cooperation funds from the Ministry for Foreign Affairs of Finland. The objective of the project is to be influential in promoting women entrepreneurship in Namibia. The start-up guide for new entrepreneurs will be updated utilising the know-how of Finnish women entrepreneurs, and business mentoring as peer support for Namibian women entrepreneurs as well as research into improving the prerequisites of women's livelihood will be initiated.

In accordance with the project plan, **advisory material** suitable to the needs of a beginning entrepreneur will be developed in cooperation with local actives. The entire project will utilise the expertise and experience of Finnish women entrepreneurship.

**Research** into working out the prerequisites of women's livelihood and entrepreneurship will be started. The research will be based on inquiries about labour in Namibia that have been previously carried out as well as on interviewing women of varying age and level of education.

**Business mentoring** will be started with the aim of compiling a mentoring handbook based on the experiences of the Finns and the needs of the Namibian entrepreneurs which in turn will enable the Namibian entrepreneurs to carry on with the business mentoring independently. This will be carried out in cooperation with The Regional Organisation of Enterprises in Pirkanmaa (Pirkanmaan Yrittäjät ry), a partner in the project.

A **training and business excursion** to Namibia will be organised for women entrepreneurs and other interested parties to promote networking with local entrepreneurs. The excursion will be carried out in 2013.

This project will increase the recognition of The Association of the Women Entrepreneurs in Tampere and enhance its public image as an association of women entrepreneurs commended for its activeness.

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