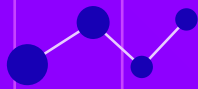
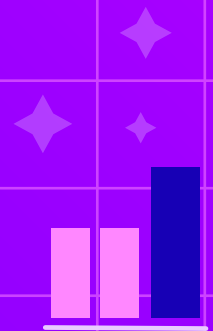


WOMEN'S ENTREPRENEURSHIP



CATAPULTS THE BUSINESS JOURNEYS OF THOUSANDS OF WOMEN

As a unique collaborative platform dedicated to nurturing the entrepreneurial landscape for women across Europe and Central Asia, the [Women's Entrepreneurship EXPO](#) was launched in 2021 by the UN Women Regional Office for Europe and Central Asia, in collaboration with the European Bank for Reconstruction and Development and Yildiz Holding. The EXPO has since become a cornerstone of the global [Women's Entrepreneurship Accelerator](#), supported by Mary Kay. The EXPO creates a vibrant community of women-helping-women and are transforming women entrepreneurs into the collaborative architects of the new global economy.



The EXPO runs as a multi-stakeholder partnership platform with five key phases spanning a year:

The EXPO cultivates relationships, collaboration, networking, peer learning, idea generation, skills enhancement and business expansion opportunities for women entrepreneurs, investors and private sector stakeholders. It also amplifies the visibility of women-led enterprises and fosters inclusive markets and value chains that empower women entrepreneurs.

PHASE 1

Selection of women entrepreneurs



PHASE 2

Orientation sessions and bootcamp



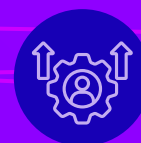
PHASE 3

Physical events in 10+ countries and two-day live events



PHASE 4

Mentorship programme for women entrepreneurs



PHASE 5

EXPO Capital Quest





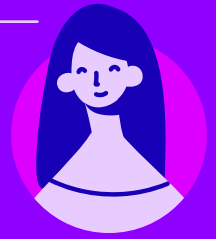
PHASE 1

UN Women launches a call for applications, inviting women entrepreneurs from across Europe and Central Asia to apply. The selection process prioritizes women entrepreneurs with a focus on innovative products/services and tech start-ups.



EXPO is an excellent platform for sharing knowledge and learning from others' experiences.

PARTICIPANT FROM ALBANIA, EXPO 2023



PHASE 2

Selected entrepreneurs engage in virtual bootcamp sessions delving into critical topics, such as business planning, effective pricing strategies, branding essentials and digital marketing techniques. Delivered in multiple languages through collaboration with local partners, these sessions bolster entrepreneurs' knowledge.

+50 bootcamps were held in 10 languages in 2022 and 2023.



The regional virtual Women's Entrepreneurship EXPO is a key annual event, with over 30 sessions, including panels, masterclasses and networking avenues.



3,000+ registrations, uniting a vibrant community of women entrepreneurs, investors and business-leaders.



2,300+ participants engaged in diverse sessions, facilitating knowledge-sharing and networking.



29,000+ interactions took place within the event space, nurturing engagement.



3,550 visits to over 600 virtual booths owned by women entrepreneurs were facilitated.



1,200+ women entrepreneurs received encouragement and support from EXPO participants.



1,250,000+ social media users were reached.

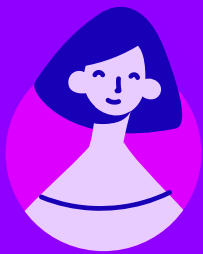
Between 2022 and 2023, 3,430 women entrepreneurs applied, with 1,613 participants from 20+ countries joining the EXPO.



It has been such a dream-come-true to be able to come to EXPO Capital Quest to network with so many other women, and just to be placed on a network that is so visible to people, to entrepreneurs, to investors, to other businesses.



PARTICIPANT FROM NORTH MACEDONIA, EXPO 2022



As a disabled mother, you gave me the strength and incentive to do more.

The project played a big role in my empowerment. Thank you very much for the great work you did for us women. It was the best project to be evaluated with the highest marks.

PARTICIPANT FROM GEORGIA, EXPO 2023

Between 2022 and 2023, more than 18,308 participants, including 1,453 entrepreneurs and 100 investors, took part in 16 satellite events co-organized with 60 partners in 10 countries.



PHASE 4

Women entrepreneurs receive valuable mentorship from experts in their field through regular one-on-one consultations. Mentors work with them to grow their company and prepare for the EXPO Capital Quest pitching event.

Besides individual mentorship, group sessions also prepare entrepreneurs to approach and sway investors. Topics covered in these sessions include:

- Am I ready for the investment?
- Revising my business plan
- Designing a winning pitch deck
- Investment terms and types of agreements
- Strategies for networking and communicating with investors



The project was conceived to empower women who need it, who strive to better and perfect themselves so that they do not remain on the sidelines.

PARTICIPANT FROM BOSNIA AND HERZEGOVINA, EXPO 2023

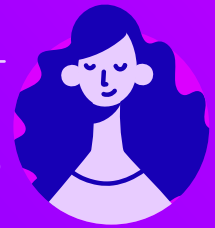


PHASE 3

EXPO satellite events attracting and engaging entrepreneurs and investors are co-organized with local partners across the region. They feature trade fairs, pitching contests, panel discussions and B2B rendez-vous, fostering an enriching ecosystem for women's entrepreneurship.



I believe that supporting women's entrepreneurship is also supporting Ukraine because we are creating a healthy economy. At the beginning of the invasion, it was very helpful to have a community of entrepreneurs around to share our emotions and still be productive.



PARTICIPANT FROM UKRAINE, EXPO 2022

In 2023 and 2024, 125 women entrepreneurs were mentored by more than 60 experts.



PHASE 5



The EXPO culminates in Capital Quest, a unique physical networking and pitching event where selected women entrepreneurs take to the stage to pitch their business ideas to a select jury. International angel investors join as judges and participants, offering their insights, support and/or investments.

PARTICIPANT FROM BOSNIA AND HERZEGOVINA, EXPO 2023