

UN Women Virtual Women's Entrepreneurship Expo in Europe and Central Asia

What is the Women's Entrepreneurship Expo?

An online exhibition space to directly support the business growth of women entrepreneurs in Europe and Central Asia. The goals are to increase **access to markets and finance** for women entrepreneurs and to contribute directly to sales of products and services of entrepreneurs. These goals will be reached in three stages:



Starting with **Connect and Create**, for the first time UN Women are bringing together entrepreneurs and private sector partners to **connect** and to **create** business growth plans together. There will be showcasing of businesses, partnership building opportunities, networking, mentoring, peer-to-peer learning, refining business plans and pitching.

Women's Entrepreneurship Expo - Connect & Create

Dates: 27, 28, 29 April and 21 May 2021

UN Women is partnering with private sector companies, WEPs signatories and business investors to bring exceptional value to the women entrepreneurs participating whilst also providing many benefits for partners – the Expo will:



What are the partnership commitments?

⇒ **Commit time** in one or more of the following roles:

- **Speakers** sharing work and experiences with women entrepreneurs in value chains;
- **Instructors** of co-creation hubs;
- **Resource people** in the breakout groups;
- **Jury panel judge** for the Pitching Finale;
- **Mentors** for women entrepreneurs;

⇒ **Able to sponsor** one/ group of women entrepreneurs to establish or grow their business through:

- **Seed funding** (\$5,000 - \$10,000 for each entrepreneur)
- **Coaching/ mentoring** (commit time for business guidance)
- **Business/consulting support** (sponsor for business development programmes or provide accounting/other services)
- **Partnership offer/ include in value chains** (include in procurement work agreements)



*Typically earning less and holding less secure jobs than men, women have been disproportionately hit by COVID-19 and plummeting economic activity in Serbia.
Photo: UN Women/Marija Piroški*

Which partners do we need support from?

Partners interested must:

- ⇒ Have **passion** for gender equality and women's empowerment;
- ⇒ Want to **accelerate support** to women entrepreneurs (including those from vulnerable settings) and promote their economic empowerment, livelihoods and economic independence;
- ⇒ Want to include more women entrepreneurs into **value chains**;
- ⇒ Are **leaders** in gender inclusive workplaces, equal access to decent work, women in leadership and ensuring women work free from discrimination or harassment amongst internal and external company practices and policies;
- ⇒ Looking to **learn** about how to change own policies and procedures to **create entry points** for women entrepreneurs;

How will the partnership be promoted?



Partner logos will be included in branding, comms materials, registration and on the platform during the expo.



Each partner will have their own profile to be viewed by all participants of the Expo.



Partners sponsoring the Expo and sponsoring entrepreneurs are invited to be judges of business pitches on the jury panel for the Pitching Finale.



Partners can have a space in the Expo Booths on the platform, to talk about their company/ work with entrepreneurs or other initiatives.



Partners will be included in marketing and communications materials and resources.

Sponsorship and Funding Details

| A. Expo Sponsorship | B. Women Entrepreneurs Sponsorship |
|--|--|
| <p>To cover Expo expenses for professional conduct of the event</p> <p>Total: US\$22,000</p> <p>Breakdown as follows (all direct payments to vendor/s):</p> <ul style="list-style-type: none"> • US\$6,000 Interpretation support (Turkish and Russian) • US\$10,000 Videography & production support on Hopin Platform • US\$6,000 Media and Communications consultant support | <p>As seed funding for entrepreneurs who will be pitching business plans</p> <p>Total: US\$40,000 to be split between 14 businesses</p> <p>Breakdown as follows (all direct payments to businesses):</p> <ul style="list-style-type: none"> • Top 4 entrepreneurs US\$5,000 each • 10 entrepreneurs, US\$2,000 each |

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