

Introduction and Case Study of APEC Women Connect Program – Online Social Communities Empowering Women Entrepreneurs to Realize Dreams

Nowadays, the penetration of the Internet has changed the entrepreneurial environment, and there are more equal opportunities than before. According to Mckinsey statistics, 12 trillion US dollars could be added to global GDP by 2025 by advancing women's equality and making more women to become entrepreneurs.

At the same time, according to Women Entrepreneurs Report, only 3.6% women start up their own business in traditional industries. However, with China's transformation to the digital economy, more new business models are coming on stage, and the emerging industries have tremendous potential. Of all the entrepreneurs in emerging digital enterprises, 40% are female. In the future, it is predictable that more women will enter the emerging industries, playing more important roles.

During the 2016 APEC summit in Peru, APEC Business Advisory Council (ABAC) launched a woman program named APEC Women Connect. The program aims to build a community through online and offline activities to empower women to realize entrepreneurship by effective sharing, learning and awarding.

The program was initiated by Diane Wang, ABAC member of China, and Chair of ABAC Women's Forum, committed to providing more possibilities and career opportunities for women, in order to help more women to embrace entrepreneurship, inspire them to break through the glass ceiling through digitalization and take real actions.



Logo of APEC Women Connect

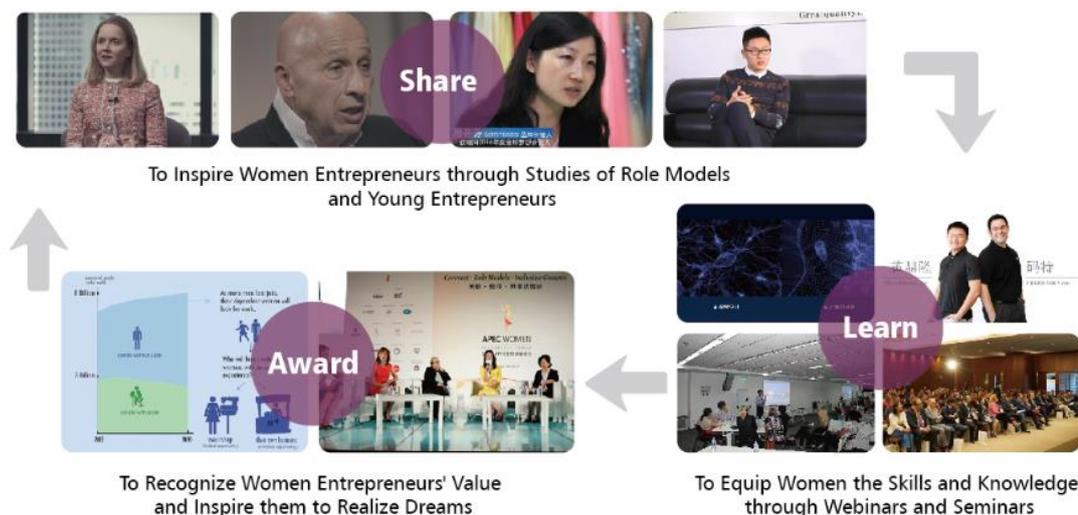
“Digital globalization is an era in which you can buy globally, and sell globally. It provides women with a great opportunity to start up their own business. Through e-commerce and globalization, women could start up a business at very low cost. That's difficult to imagine in the past”, said Diane Wang.

The program aims to build the No.1 community for empowering women entrepreneurship through digitalization in China and beyond via sharing, learning and awarding. The Communities

encourage young women entrepreneurs to benefit from elites and grassroots' experiences; to learn from online & offline courses and to recognize themselves.

In the communities,

- We share real life case studies of women leaders and entrepreneurs, to inspire more women to pursue their dreams;
- We equip them with needed future skills, digital skills, to fulfill their dreams;
- We discover rising stars, to recognize their accomplishments to realize their dreams, then share their stories to inspire more women to take actions.



Communities of APEC Women Connect program has been officially launched since May 2017, in two social network platforms, Sina Weibo in China and Facebook in other economies. Until Dec 2017, more than 40,000 female entrepreneurs participate into this program. We hope female entrepreneurs can join the community in Sina Weibo @APEC-Women-Connect or Facebook Apecwomenconnect to learn more about entrepreneurial skills and experience.



Frontpage of Women Connect community on Facebook



Frontpage of Women Connect community on Sina Weibo

As the initiator of APEC Women Connect program, ABAC China empowers SME female entrepreneurs to realize their dream of "Buy globally, Sell globally". ABAC China will work together with more role models to help women break through the glass ceiling. ABAC China is committed to helping more women join in the global value chains, experience and enjoy the process of growth.

In addition, APEC Women Connect also works closely with Visa, Women In Parliaments Global Forum (WIP), Accenture Consulting, JP Morgan, LinkedIn and other renowned companies and institutions to integrate resources and empower women entrepreneurship.

Through sharing, learning and awarding, we make women entrepreneurs!

If you are interested in joining the program, please don't hesitate to contact us:

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