

European Region Entrepreneurship Connection – EFEB Network

Issue 2

NEWSLETTER

March 2016

Steering Committee Meetings

Two Skype SC project meetings were organized by Lead Partner S.E.G.E. since the project started.

First was held on 28 February, the second - on 23 March.

Work on the project website, twitter and other dissemination activities, as well as research on female entrepreneurship were discussed by the project partners.

Meet webinar participants from Ukraine

Ukrainian partner "Agricola" is currently establishing contacts with women entrepreneurs in Ukraine, who will be invited for webinars in 2017 in the framework of the project.

"Legendario"

Two young ladies, Dasha and Margarita, opened a small (3 employees) manicure lounge studio "Legendario" in November 2015 in Kyiv. It's their first business experience.

There are many manicure salons in Kyiv, but Dasha and Margarita think that they can compete because they have created a very friendly atmosphere in their lounge studio which customers highly appreciate. During the webinars these ladies will share their experience.



Current Work

Currently project partners are actively working on the following activities:

Facebook page

EFEB Network Facebook page was created by S.E.G.E. team. It has already received 107 likes and 25 post reaches! We invite everyone interested to join us on the page

Twitter

Follow us at *EFEBNetwork* Twitter, which was created by ESTEEM team

Website

EFEB website is under construction by IAT partner and will be presented soon

Research

The project team continues its research work on the current situation in female entrepreneurship in partner's countries.

We invite all interested to share their opinion and answer the questionnaire at <https://ec.europa.eu/eusurvey/runner/EFEBQuestionnaire>.

Based on the research result a report will be prepared and shared on EFEB project social channels.

MEET A PARTNER

APPLICANT - GREEK Association of Women Entrepreneurs (S.E.G.E)



Σ.Ε.Γ.Ε. Σύνδεσμος Επιχειρηματιών Γυναίκων Ελλάδας
S.E.G.E. Greek Association of Women Entrepreneurs

Non-governmental and not-for-profit organisation founded in 1997 in **THESSALONIKI**. Next year it will celebrate its 20th anniversary!

Holds an important role in the promotion of women in the business field. Has a 9-member board.

Members of S.E.G.E. are women from all over Greece, active in the business field, either by owning an enterprise or by participating in one as board members and/or shareholder.

Objectives

S.E.G.E provides to women entrepreneurs in Greece:

- The appropriate environment to develop their business and themselves as entrepreneurs
- Promotes youth entrepreneurship
- Improves the visibility of their achievements in business
- Promotes the growth of women-owned businesses through research and information

Furthermore, S.E.G.E. is active in the social level regarding the promotion of women in social and political life, in promoting and protecting women's human rights and in actions to eliminate gender discrimination.

S.E.G.E trains more than 300 workers and women entrepreneurs a year.



Board members

President of S.E.G.E

Despoina Triakosari

Project team

Project Manager
Apostolina Tsaltampasi

Financial Manager
Elena Kopanarova

Administrative expert
Athanasia Ioannidou

S.E.G.E. members

S.E.G.E. today has more than **800 members** from all over Greece, which enjoy the ability to:

- **Associate with women entrepreneurs** who are like-minded and willing to share ideas, information and opportunities
- **Monitor events**, conferences and other vital issues **related to female entrepreneurship**
- **Gain access to business networks** in Greece and abroad to develop partnerships at national and international level
- **Participate and benefit from the representation by S.E.G.E** to improve the social, political and business issues related to women entrepreneurs
- **Train themselves** and their employees in specialised courses and seminars
- **Get information** on entrepreneurial, national and community development programs and funds

S.E.G.E. has played a vital role in **eliminating gender discrimination** in the financial sector by promoting female entrepreneurial activity.

S.E.G.E. has also been a member of:

- The Committee on Trade and Development of the World Trade Organisation (**WTO**)
- The **Federation of Industries** of Northern Greece
- The Association of Organizations of Mediterranean Businesswomen (**AFAEMME**)
- Many of its members participate as board members at Greek **Chambers of Commerce and Industry**

Furthermore, S.E.G.E. collaborates with the Greek **Ministries**, the Greek Social Services, the Greek Social partners and several NGOs with the purpose of advancing the rights of women entrepreneurs and women in general (gender discrimination).

Members of S.E.G.E. have successfully attended **B2B Meetings** in Turkey, Bulgaria, Italy, Spain, Lebanon, Azerbaijan and Georgia.



*Workshop on Female Entrepreneurship,
Thessaloniki, 2013*

S.E.G.E. projects

In addition S.E.G.E. has participated and brought to a successful conclusion several European Projects:

"Women Mobility Information Campaign"

Information campaign for labour and geographic job mobility in the Mediterranean Market

"Labor Market and Entrepreneurship Overcoming Gender Stereotypes"

Promotion of efficient gender equality in economic life

"Raising awareness of companies about combating gender stereotypes: Add Value, Break Stereotypes"

S.E.G.E. possesses experience in the field of economic affairs and enterprise through its members who are all experienced businesswomen, active for many years in commerce, industry, tourism and services

"Female Entrepreneurship Support Network" FEM.EN.S

Project is supported by the European Commission - DG Enterprise and Industry. The aim of this project is to create a network of Women Entrepreneurs Role models serve voluntarily to promote Entrepreneurship of Women in Greece and furthermore networking with other countries throughout Europe

"Balkan Women Coalition for Professional Qualification and Training in the Field of Business and Economic Science" B-Wco

The aim is to create a stable and multinational network of institutions and organizations from the Balkan region in order to develop qualifications and organize seminars to help the women in the business field. The main objective is to create one network in order to support cross-border partnerships between educational institutions and economic and social development based on common resources



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