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Promoting SME Development: Assisting Women- Owned SMEs Access the Global Market

Purpose: Information
Submitted by: Australia



**39th Small and Medium Enterprises
Working Group Meeting
Nanjing, China
3-4 September 2014**



Australian Government
The Treasury

Promoting SME Development: Assisting Women-Owned SMEs Access the Global Market



Barriers

- A range of barriers limit female entrepreneurship.
- SMEs are underrepresented in their contribution to exports. Women-led SMEs face greater challenges accessing global markets.
- Research has shown that networks and government support can and do make a difference.



Workshop aims

- Workshop will bring together women-led SMEs and export promotion agencies. Participants will:
 - Share their experiences on barriers preventing female entrepreneurs accessing export markets.
 - Identify successful programs assisting women-led SMEs.
- Participants will receive assistance to implement lessons learned.