



REPUBLIC OF TURKEY
MINISTRY OF TRADE

DIRECTORATE GENERAL FOR EXPORTS
Women and Young Entrepreneurs Exports Department

Challenges of Women Entrepreneurs

- An online survey to determine the needs of potential women exporters
- 71% of women entrepreneurs had not involved in export processes,
- Challenges in accessing B2B networks and mentorship
- Difficulties in acquiring the knowledge to engage in e-commerce, specifically in cross-border trade
- They need access to detailed information on export procedures governing their products, payment methods, export market analysis and technical regulations

Women Entrepreneurs Network Program

- Forming a robust B2B network amongst women entrepreneurs at the national level in all 81 provinces of Turkey
- Women entrepreneurs are transmitted direct information about the topic "How to be an exporter?"
- Best practices in the field and trade research tools are shared
- 3000 women entrepreneurs in 52 provinces in these networks



Turkish Export Academy for Women-Owned Small Businesses

- Cooperation of Public and Private Sector
- In partnership with UPS
- Women and young entrepreneurs who have potential to export are provided training and mentoring support in the fields they need
- Offer practical information like how to export a product by using online platforms, market products through quality multimedia, package correctly, and manage return procedures
- Aims at increasing women's share especially in e-commerce





- An online survey* to measure the effectiveness
- 44% of the participants increased their exports
- 18% started to export
- 92% included export activities among their future plans

*the population of the survey and the results are statistically significant



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Thank You

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