

MEDIA RELEASE

'Imagere' assisted by 'BPW Business Incubator ONLINE Training & Mentoring APEC Project'

The 'BPW Business Incubator ONLINE Training & Mentoring APEC Project' delivers small business training to 20 small business women from APEC economies such as Chinese Taipei Republic of Korea, Chile, The Philippines and Australia

One such business to receive business mentoring and training was 'Imagere' a timepiece business that opened in 2007.

Judith Cinco, co-founder of Imagere with her husband said, "We started our business, because we both had a passion for watches. Our goal in business is to be the preferred supplier for customized watches."

"My favourite part of participating in the 'BPW Business Incubator ONLINE Training & Mentoring APEC Project' was learning about marketing", Judith said.

The Chinese Taipei Foundation for Women's Rights Promotion and Development have linked to collaborate with Australia's Belmont Business Enterprise Centre Inc. (BEC Global), TCF Global and the BPW Business Incubator Training & Mentoring Program on a pilot project to specifically help women in APEC economies develop their small business skills. Women globally have long sought out opportunities to learn business skills to improve their knowledge and practical skills in starting or running a small business.

The 'BPW Business Incubator ONLINE Training & Mentoring APEC Project' evolved from the Asia-Pacific Economic Cooperation's (APEC) aim to support women's economic empowerment. From this focus, the Foundation for Women's Rights Promotion and Development in Chinese Taipei has been leading the first stage of an exciting project called 'Innovation for Women and Economic Development: Facilitating Women's Livelihood Development and Resilience with ICTs'. The APEC Multi-Year Project MSCE 03 2013A will see the provision of free ONLINE mentoring and training support to 20 women in small business. Women will be invited to participate in the pilot from Chinese Taipei, Republic of Korea, Chile, the Philippines and Australia.

The Pilot Project includes 20 initial small businesses owned by women that will gain:

- One hour online mentoring one-to-one to provide skills assessment
- Twenty hours online business skills training
- Certificate upon completion

Founder of the BPW Business Incubator ONLINE Women in Business Training & Mentoring Project Carol Hanlon said recently, "We are excited to be able to help women business owners in APEC economies, and are receiving many international accolades for this program and on the 10th of March I will be presenting at the NGO Parallel Forum during UN CSW59, New York, The topic will be '**Empowering Women in Business through Online Training & Mentoring**'. We have provided support to 700 women across Australia through the BPW Business Incubator Project and are supporting 20 women through the APEC Pilot within 5 economies."

Judith said, "For other women wanting to start businesses, I would recommend that they follow their instincts. We always pray a lot for guidance and always take the challenges with calculated risk."

For further information:

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