

MEDIA RELEASE

Glamourbox Inc. assisted by 'BPW Business Incubator ONLINE Training & Mentoring APEC Project'

The 'BPW Business Incubator ONLINE Training & Mentoring APEC Project' delivers 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 is Glamourbox Inc.. Glamourbox (<http://glamourbox.ph/>) is a multi-brand beauty and cosmetics retailer and distributor based in Manila, Philippines. The company currently retails ~40 brands through our on-line boutique, while exclusively distributing brands from the UK, US and Australia in the Philippines, Singapore and Malaysia. In addition to its retail and distribution activities, the company is also the first premium online beauty subscription service in the Philippines, Glamourbox has been in operations since late 2012.

For the company's CEO and founder, Lia Andrea Ramos, starting Glamourbox was an opportunity to bring interesting international brands to the Philippines utilizing ecommerce. "Ecommerce is still slowly maturing in the Philippines and we wanted to utilize the online platform to reach as many Filipinas as possible. We saw a gap in the market and decided to put together a portfolio of quality mid-range to entry-level premium brands and offer them at a price on par with their home country pricing. From online we expanded into the retail space as well. So far, the response has been extremely positive."

"My favorite part of participating in the 'BPW Business Incubator ONLINE Training & Mentoring APEC Project' was learning how better to manage my time and how to improve the customer experience Glamourbox offers. The tips have so far been very helpful in improving the company's productivity and our customer service experience",

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."

Lia Andrea Ramos said, "My tip to other women starting a business is to stay committed to your goals. It's not easy starting a business, but surround yourself with entrepreneurial people and experienced business owners to give you sound advice. Do what you love the most and there will be times that it doesn't feel like work at all!"

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