

## **MEDIA RELEASE**

### **International Pilot Providing Online Training and Mentoring For Women In Small Business**

#### **BPW Business Incubator ONLINE Women in Business Training & Mentoring Project 2014**

The Belmont Business Enterprise Centre Inc. (Belmont BEC) in conjunction with BPW Business Incubator ONLINE Women in Business Training & Mentoring Project and the Chinese Taipei Foundation for Women's Rights Promotion and Development have linked to collaborate on a pilot project to help women in APEC economies develop their small business skills.

The project has evolved out of the Asia-Pacific Economic Cooperation's (APEC) aim to support women's economic empowerment. From this focus, 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'. APEC is a forum for 21 Pacific Rim member economies and works to raise living standards and education levels through sustainable economic growth and to foster a sense of community and an appreciation of shared interests among Asia-Pacific countries.

Stage Two of the Project is a new collaboration to provide free ONLINE mentoring and training support to 20 women in small business and will be funded by the Foundation for Women's Rights Promotion and Development, Chinese Taipei and the APEC Multi-Year Project MSCE 03 2013A and supported by Belmont BEC, TCF Global and BPW Business Incubator Training & Incubator Project. Women will be invited to participate in the pilot from Chinese Taipei, Republic of Korea, Chile, the Philippines and Australia.

The Pilot Project will offer:

- 20 hours of free business mentoring online one-to-one with a business mentor
- 200 hours of free online small business training delivering
- Participant scholarship certificates will be provided

ONLINE Training and Mentoring will be offered covering over 100 topics such as: Business Planning, Pricing & Costing, Marketing, Media & PR, Fashion Business, Creating Online Shops, Sustainable Sourcing, Energy Efficiency, How to Grow a Business, Preparing for a Trade Event, Linking with Agents & Retailers and there will be over 100 topics for participants to select that can improve their business skills.

Founder of the BPW Business Incubator ONLINE Women in Business Training & Mentoring Project Carol Hanlon said, "Further to my previous participation at past APEC Women in Economy Forums and subsequent to attending the recent 'Taipei in Style' trade event, I had a meeting with the Chinese Taipei Foundation for Women's Rights Promotion and Development where we shared ideas about how to help women small business owners effectively. They were excited to learn about the BPW Business Incubator ONLINE Women in Business Training & Mentoring Project and asked to collaborate with Belmont BEC & TCF Global to establish the pilot".

"Our hope for this project is to help develop the professional, business and leadership skills of women in small business internationally in selected nations – and in the future globally." Carol Hanlon said.

"I would also like to acknowledge the support of the Australian Government who partly funded the Belmont BEC to deliver our BPW Business Incubator Women in Business Training & Mentoring project during 2013-2014 to provide online training and mentoring to 700 women across Australia."

#### **To find out more information on APEC Multi-Year Project MSCE 03 2013A**

Contact: Helen Lee, Foundation for Women's Rights Promotion and Development, Chinese Taipei Email: [helen.lee@wrp.org.tw](mailto:helen.lee@wrp.org.tw)

**To find out more information on BPW Business Incubator Training & Mentoring Project**

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The BPW Business Incubator ONLINE Women in Business Training & Mentoring Project is partly supported by the Australian Government, Small Business Advisory Project (SBAS).

**About**

**Belmont BEC** is a non-profit community organisation providing training and mentoring support services to individuals to start or improve their small business and is a specialist in virtual business incubation. [www.belmontbec.com](http://www.belmontbec.com) [www.bpwbusinessincubator.com](http://www.bpwbusinessincubator.com)

**TCF Australia | TCF Global** is a non-profit community organisation assisting designers and fashion industry with business skills development, linkages in the global supply chain, International trade and industry networks.

[www.tcfwa.com](http://www.tcfwa.com)

[www.tcfaustralia.com](http://www.tcfaustralia.com)

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**Business & Professional Women** known as BPW develops the professional, business and leadership potential of women on all levels through advocacy, mentoring, networking, skill building and economic empowerment programs and projects around the world. BPW was founded in 1930 and is represented in over 100 countries across 5 continents with General Consultative Status at The United Nations Economic and Social Council (ECOSOC)

[www.bpw-international.org](http://www.bpw-international.org) | [www.bpw.com.au](http://www.bpw.com.au) | [www.bpw.com.au/wa](http://www.bpw.com.au/wa)