

## MEDIA RELEASE

### **Sirens Swimwear 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 Sirens in Australia in 2009.

Bettina McLeod from Sirens Swimwear said, "Sirens Swimwear came about as a result of wanting to create swimwear that made curvy women feel glamorous and confident in their bathers. We also absolutely love styles from the 50s and 60s, which are really flattering."

"We're taking steps to grow both the swimwear as well as other lines including resort wear and clothing. Ideally we'd like to share Sirens Swimwear with the world and we're in the process of planning our international expansions – so exciting times!", Bettina said.

"We have loved being part of the 'BPW Business Incubator ONLINE Training & Mentoring APEC Project' and we've made lots of great contacts, and tips about how to create exposure for your brand internationally", Bettina 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 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 10<sup>th</sup> 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."

Bettina McLeod from Sirens Swimwear said, "I encourage all small business owners to keep learning. You never where that next bit of information will take you".

For further information:

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