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Deutsche Gesellschaft
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Women in Business in Armenia

Conference on Gender in Urban Governance and Transport
24-25 April 2018 Tbilisi, Georgia

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GIZ Gender Strategy

GIZ's (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH) **gender equality** is an essential factor in achieving sustainable change and is therefore one of the key values on which GIZ work is based.

GIZ is guided by this benchmark and advising the commissioning parties and clients on designing and implementing gender-sensitive measures. It helps to successfully position GIZ in the field of international cooperation for sustainable development and international education work.

Q.9 What is the percentage of women (national staff/AMA) working for GIZ in the South Caucasus as of 12/2017?

2. National Staff: 64,4% /AMA:31,7%

	Female National Staff	Female AMA
Armenia	66,2%	33,3%
Azerbaijan	60,0%	20,0%
Georgia	65,2%	33,3%



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GLZ Sustainable Development

Goal 5: Gender Equality

Targets:

5.1 End all forms of **discrimination** against all women and girls everywhere

5.5 Ensure **women's full and effective participation** and equal opportunities for leadership at all levels of decision-making in political, economic and public life

5.7 Undertake reforms to give **women equal rights to economic resources**, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws

5.9 Adopt and **strengthen sound policies and enforceable legislation** for the promotion of gender equality and the empowerment of all women and girls at all levels



I SUPPORT
GOAL 5
GENDER
EQUALITY



#GlobalGoals



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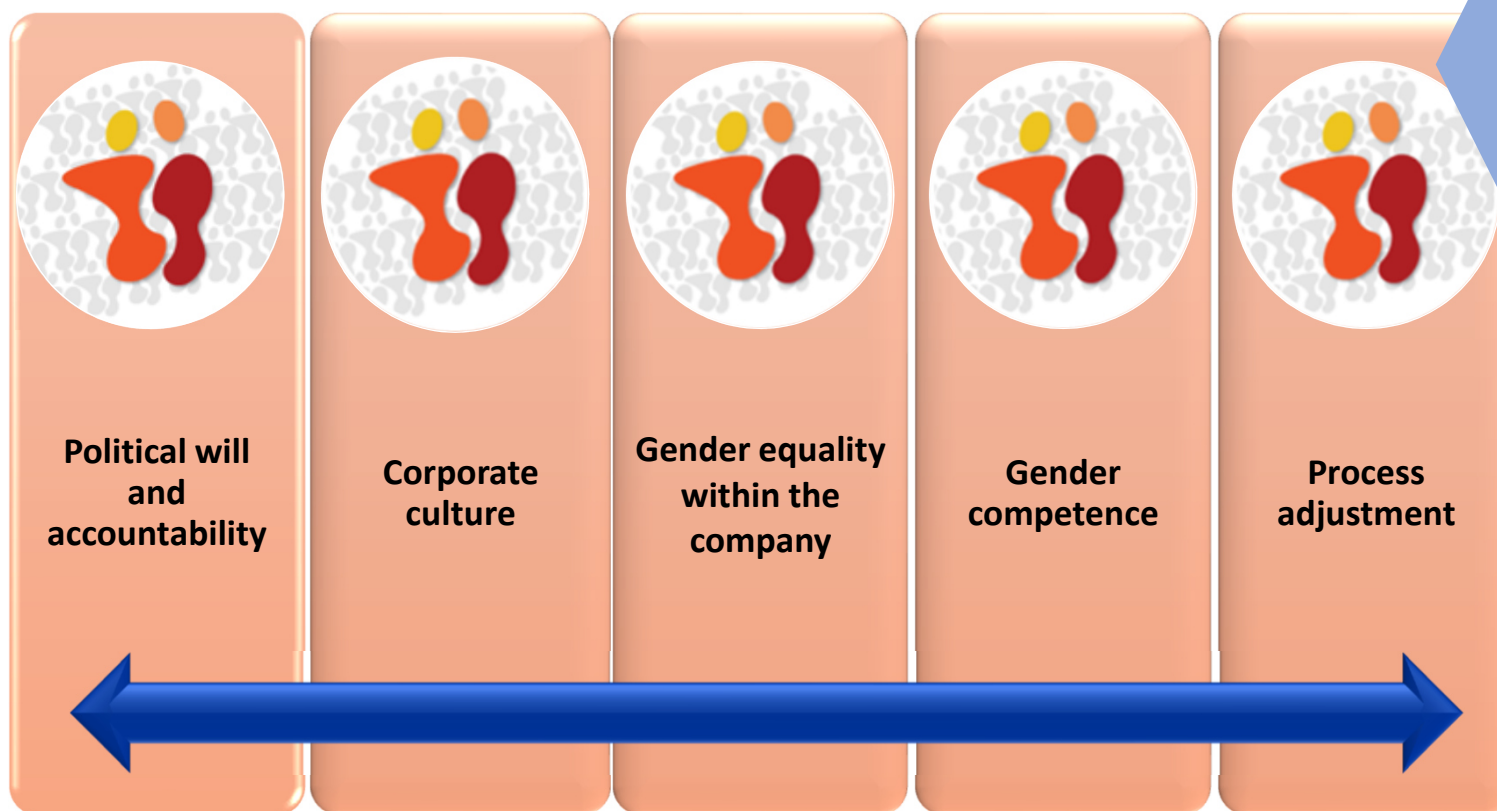


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Strategic Elements of GIZ Gender Strategy

Gender-sensitive
design of all
procedures and
instruments
*especially commission
and quality
management:
planning,
implementing,
monitoring, evaluating
and documenting*





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EU-SMEDA Project

Project Duration	EU Co-Funding
4 years Jan 2016-Dec 2019	6,400,000 EUR

Support to SME Development in Armenia (SMEDA) project is co-funded by the European Union and the BMZ and implemented through GIZ's Private Sector Development Programme in the South Caucasus (PSD SC).

SMEDA is part of the EU4Business and EU4Innovation initiatives of the EU and its Eastern Partnership countries. SMEDA aims at improving the business and investment climate in Armenia with a strong focus on strengthening the capacities of Armenian SMEs to foster competitiveness and to ensure proper implementation of innovative business management practices.

The **overall objective** is to lay the ground for the creation of employment opportunities by enhancing private sector development in Armenia.

The **specific objective** is to improve the national business and investment climate and support the creation and development of SMEs to enable broad based growth.

It includes promotion of women entrepreneurship.



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Main Challenges of SME Development in Armenia

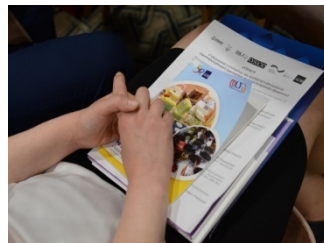
Problems to be addressed for SME development by donor organisations

- Lack of cohesion and coordination of different SME support programmes
- Involvement of private sector in SME development strategies
- Cooperation of business and research entities for usage of innovative ideas
- Usage of innovative and creative potential of young specialists
- Access to finance



Common problems of SMEs

- Access to market
- Access to finance
- Access to information
- Taxes and legislation
- Human capital
- Managerial and organisational capital and practice





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EU-SMEDA Project- Five Results to Achieve

RESULT AREA 1

improved policy making process
and coordination of supports to SME
development for a conducive business
development framework

RESULT AREA 2

**strengthened private sector
organisations** to implement SME
policies

EU-SMEDA

RESULT AREA 3

**improved progress of
commercialisation of ideas**
linking research institutions and
business via cooperation networks

RESULT AREA 5

diversified access to finance
for innovative start-ups and small
businesses

RESULT AREA 4

**improved design and management
of economic clusters**
*business incubators, techno-parks and
free economic zones*



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EU-SMEDA Project- Monitoring Indicators

Overall Objective Indicators

1. Increase the share of MSME in the overall number in Armenia **from 7% to 15%**
2. Increase share of SME in employment **from 25% to 30%**
3. Increase share of SME in GDP **from 27% to 35%**
4. Increase added value created by SMEs (OECD)

Specific Objective Indicators

1. **2000 businesses benefited**
2. **100 new businesses are created** (targeting from 10% to 30% businesses led by women)
3. **500 new jobs are created** (targeted from 10% to 30% businesses led by women)



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EU-SMEDA Project- Activities Implemented





EU-SMEDA Activities



The Best Woman Entrepreneurs 2017
Award by the RA Prime Minister
 March 16, 2017 Marriott Hotel, Yerevan



Startup Ole
 April 25-27, 2017
 Salamanca, Spain



Mercedes-Benz Kiev Fashion Days
August 31-September 3, 2017 Kiev, Ukraine



Sevan Startup Summit 2017

July 24-31, 2017 Sevan, Armenia





HACKATHON

April 10, 2018 Vanadzor, Armenia



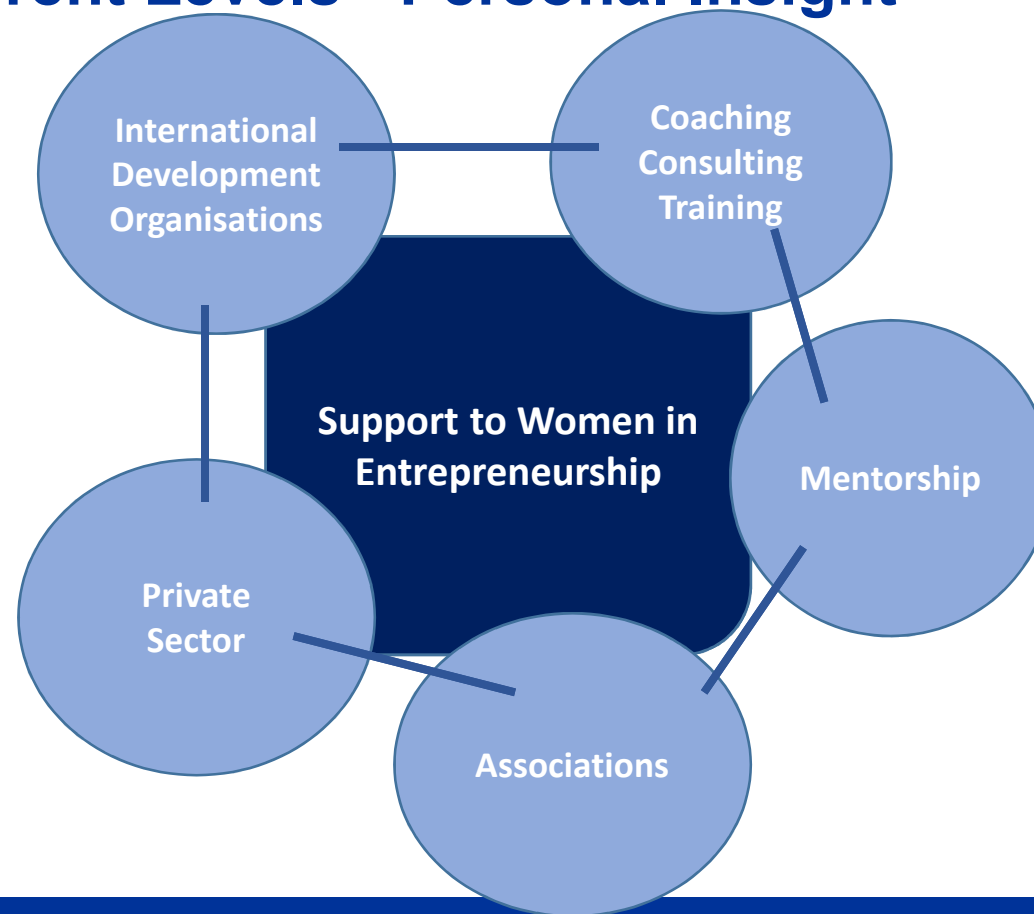
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Support to Women Entrepreneurship from Different Levels - Personal Insight





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Women Can Make Difference

Entrepreneurial Resource

Role Model

Loyal to Business Partner

More Risk-Averse

More Diligent

Better Organised

More Responsible

Know How to Make
Compromise

REGIONAL POST
CAUCASUS

AMALYA YEGHOYAN: “Not being an IT person helped me”

Amalya Yeghoyan's career can serve as a plot for motivational book: taking a job of receptionist in Gyumri Information Technology Center in 2007, she became Deputy Minister at the Ministry of Transport, Communications and Information Technologies in just a decade. Her story proves that hard work and a little bit of courage are all it takes

INTERVIEW: KARINE GHAZARYAN



REGIONAL POST
CAUCASUS

ANNE KEMPA:

“Look for role models who will give you strength.”

Anne Kempa has been leading GIZ in Armenia since January 2015. She started her professional career as a personal assistant to a member of the German Parliament and got on an impressive professional path. Regional Post spoke to Anne Kempa about being a female leader in Armenia and about her recipe to stay protected from possible discrimination.

INTERVIEW: KARINE GHAZARYAN / PHOTO: GIZ



REGIONAL POST
CAUCASUS

WOMEN IN WINE: Stereotypes Broken!

Traditionally, winemaking and enology have been considered first and foremost as a masculine occupation. However, more and more Armenian women demonstrate interest in taking up the trade on a professional level.

TEXT: SIMONATO AMATONI / PHOTO: GIZ



24.04.2018

Ongoing Advisory & Coaching Services to Women Owned / Led Enterprises

provided with EBRD support

Common Issues

Lack of some technical skills in operational management	Lack of marketing skills and efforts
Limited access to local and international market	Limited exposure to innovation
Lack of ability to delegate tasks	Lack of competent human resources
Limited access to financial products and lack of understanding privileges of diversified products	Lack of relevant training supply on the market
Lack of knowledge on available tools, mechanism and approaches	



Common Positive Treats

Dream oriented	Open to advise
Hard working	Having rational goals
Disciplined	Loyal to business and partners
Working wholeheartedly	Ready to learn and to growth
Continuously self-improving, self-developing	Capable to balance work and family



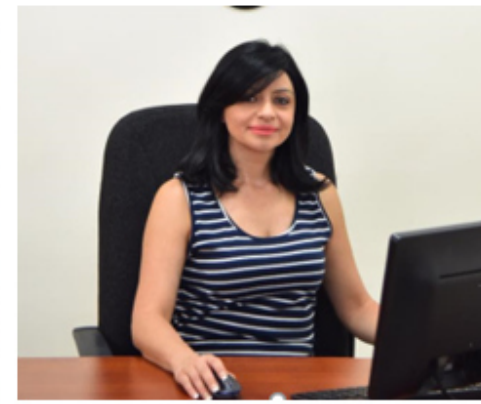
**Basen Hotel in Sissian
Syunik Region**



Mary Poppins Preschool in Yerevan



**Erkusov Psychological Centre in
Yerevan**



**Bogema Travel Agency
in Yerevan**



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Developments for Urban Entrepreneurs over the past few years

- ❖ Easy registration of businesses
- ❖ Transparency and accountability
- ❖ Increased access to information on legislation, taxation, regulations, opportunities
- ❖ Increased awareness of population on different initiatives
- ❖ Provision of services on line
- ❖ Cooperation using on-line platforms



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Invest for the Future Conference
January 2011 Istanbul, Turkey
120 participants, 20 from Armenia

Participants from:

- ❖ Armenia
- ❖ Azerbaijan
- ❖ Cyprus
- ❖ Georgia
- ❖ Greece
- ❖ Turkey

**International Visitor Leadership
Programme (IVLP)**
October 2011 USA
10 participants, 2 from Armenia





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WOMEN'S MENTORING PROGRAM

facilitated by The Embassy of the United States in Armenia



The U.S. Embassy and the Armenian University of Armenia (AUA) established the Women's Mentoring Program in 2009. The special focus on women was due to the fact that women were significantly underrepresented worldwide in top leadership positions in government and business. **The purpose of the program is to inspire and empower the next generation of Armenian women to attain leadership positions in their chosen professions.**



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