



中国发展研究基金会  
China Development Research  
Foundation

*Supporting Women Entrepreneurship:  
Rethinking Policy Actions*

2016. 11. 18

Yu Jiantuo

China Development Research Foundation

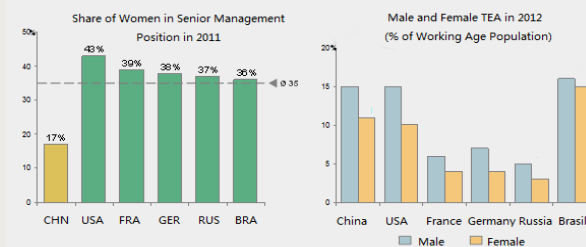
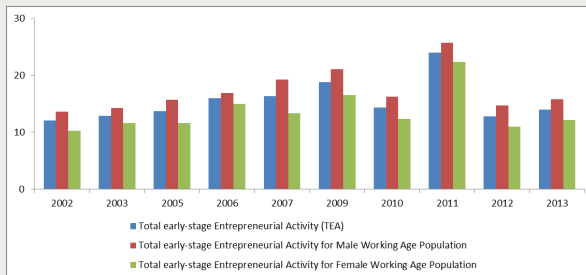
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- Women Entrepreneurship and Supporting Policies in China: An Overview
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# Why Women Entrepreneurship is important

- Women Economic Participation
  - Input effects
  - Allocation effects
  - Learning effects
  - Intergeneration effects
  - Smoothing effects
- Women Entrepreneurship
  - Individual and Family
  - Society
  - Economy

## Women Entrepreneurship and Supporting Policies in China: An Overview



## Women Entrepreneurship and Supporting Policies in China: An Overview

- Motivated By Necessity. More than 40% of female entrepreneurs reported starting their businesses out of necessity, more than twice as many as in Europe or the United States.
- Highly Active. In 2012, more than 10% of the total female population has started (or is about to start) a business. This is five times the rate of Japan or Korea but less than that of Latin American or Sub-Saharan Africa.
- Lack Experience and Access. According to a 2010 report, 28% of women cited a lack of experience as the primary obstacle to starting a business. A lack of social access, or guanxi, was cited by 22%.
- Difficulty Accessing Funding. Perceptions indicate access to external funding is more difficult in China than in other comparable countries, such as Russia or Brazil.
- Traditional Gender Roles. Female entrepreneurs face both family and social pressure to conform to traditional roles, adding stress to the already difficult task of managing a business.

## Women Entrepreneurship and Supporting Policies in China: An Overview

- Public Policy for Enabling Female Entrepreneurship
  - Started at 1980s
  - As a poverty-alleviation method
  - As a employment-promotion method
  - PPP
- Policy rethinking
  - Inadequate Policies. Policymakers have failed to adequately prioritize female entrepreneurship in the national agenda, and existing policies have not been embedded with a gender perspective.
  - Lack of Understanding. A lack of reliable data and research addressing female entrepreneurship has facilitated poor understanding and inadequate intervention in the issues and challenges specific to female business owners.
  - Limited Engagement. Few private and civil organizations have committed to supporting and promoting female entrepreneurship. This is due in part to China's underdeveloped civil societies which, in other countries, typically advocate this kind of issue.
  - Underutilized Technology. Information and computer technology represent promising and innovative solutions for many female

## Assessment and Findings based on GSF 10 K Women Program

- In 2008, Goldman Sachs launched the 10,000 Women initiative, a multi-faceted program designed to support underserved women entrepreneurs.
- Program participants received business training and mentoring along with expanded network interaction.
- Aims in China
  - Providing support for 2,200 underserved female entrepreneurs
  - By the end of 2013, 1,744 female entrepreneurs from 31 provinces across China had participated

	CHINA	GLOBAL
Married Participants	64.7%	63%
Participants with College Degree or Above	87.5%	61%
Mean Household Size	3.0	3.7
Mean Number of Dependents	1.5	1.9
Mean Year of Birth	1977	1973

## Assessment and Findings based on GSF 10 K Women Program

- **Success**
- Revenue Growth. Six months after graduation, 70.8% of participants reported a combined revenue growth average of 114.9%. A
- Job Creation. Six months after graduation, more than half of the program participants had hired an average of six new employees per enterprise. At 30 months, almost three-quarters of graduates had added an average of 11 jobs per business.
- Networking. Following graduation, more than half of the participants reported positive business effects due to program-related mentoring. Almost all participants reported benefiting from network support and face-to-face business advice.
- Business Skills. Business training enabled an approximate 10% increase in the use of business plans six months after graduation and nearly half of the participants gave formal business plan presentations—a 15% increase.
- Financial Literacy. Program participants reported an increase in the use of balance sheets and revenue and expenditure tracking, facilitating a 10% increase in loan approval rates.
- Self-Perception. The program increased participants' self-confidence. Following training, many participants considered themselves better

## Assessment and Findings based on GSF 10 K Women Program

- **Key Issues to be addressed**
  - **Inclusiveness:** The youngest, poorest, and those who worked in the least dynamic industries (e.g. agriculture), had the greatest difficulty sustaining the positive impacts of the program. For this group, revenue growth stagnated after 30 months.
  - **Family Support:** Graduates reported that family support for their business ambitions actually decreased following their participation in the program, possibly due to prevailing expectations of traditional gender roles.
  - **Access to External Capital:** The application rate and approval rate for external capital both declined among graduates. For those participants who need outside sources but did not take action, the complex procedure is considered their greatest concern, indicating the complexity of the broader financing environment in China and the need to streamline the relevant process for women entrepreneurs.

## Policy Recommendations

- **Develop An Enabling Institutional Environment**
  - Create a national policy framework for female entrepreneurship
  - Construct an equitable business environment for women by streamlining administrative procedures and delegating power to lower political levels.
  - Enhance Public-Private-Civil Society Partnership (PPCP).
  - Create an encouraging atmosphere for females and female entrepreneurship in society.

## Policy Recommendations

- **Expand Opportunities for Learning and Acquisition of Entrepreneurial Capabilities**
  - Invest in entrepreneurial training capacity
  - Promote changes to women's self-perception
  - Improve evaluation systems and instruments related to female entrepreneurship

## Policy Recommendations

- **Ensure Equal Access for Women to Critical Resources, Networks, and Infrastructure**
  - Innovate around financial products and services for female-led SMEs
  - Strengthen social networks for female entrepreneurship
  - Apply a gender perspective to infrastructure investment in poor and remote areas.
  - Equalize and improve the provision of public services from the perspective of integrated urban-rural development.

Thanks for Your  
Attention!