The conference logo is an original drawing by Armand Abplanalp (signed A.A.), donated by the artist on the occasion of the 1st OECD conference on Women Entrepreneurs in SMEs, held in April 1997.

This Conference is Organised by:

The Industry Committee's Working Party on SMEs,

OECD Directorate for Science, Technology and Industry (DSTI)

in co-operation with

The Local Economic and Employment Development Programme (LEED),

OECD Territorial Development Service (TDS)

and

The OECD Development Assistance Committee's (DAC)

Working Party on Gender Equality
MESSAGE FROM DONALD J. JOHNSTON

The 1997 OECD Conference on Women Entrepreneurs in SMEs explored the role of women entrepreneurs as a source of innovation and job creation. Its success led many governments in OECD Member and non-member countries to re-evaluate the contribution of women entrepreneurs to economic growth and employment, and pay greater attention to their policies in this area.

Nevertheless, women-owned businesses continue to face particular challenges to their development and expansion, with consequences for economic performance and growth in many countries. For example, women business owners are garnering just a small fraction of the growing institutional venture capital market and are only beginning to develop their export potential.

This second OECD Conference -- hosted by the French Ministry of the Economy, Finance and Industry -- brings together policy makers, and representatives from business and academia for a stimulating and productive dialogue on issues which are of key importance for women entrepreneurs in the 21st century, notably, access to information and communication technologies, use of networks and partnerships and access to finance.

Building upon the Bologna Charter for SME Policies, the Conference will aim at recommendations for action by decision makers from the public and private sectors in developed, transition and developing countries. With this Conference, we hope to take a significant step forward in levelling the playing field for women entrepreneurs, and improving the conditions for their participation in the global economy.

The OECD is proud to play a role in bringing these important issues to the fore.

Donald J. JOHNSTON
Secretary-General of the OECD
MESSAGE FROM FRANÇOIS PATRIAT

The French Government, which I am representing here, is proud to be a sponsor of the Second OECD Conference on Women Entrepreneurs in SMEs.

The subject of women’s entrepreneurship continues to draw policy attention. While some countries have recognised the specific problems faced by women entrepreneurs and the need for appropriate policies, others remain sceptical. The first OECD Conference on this topic, held in 1997, provided a forum for an initial exchange of views. This second Conference aims to pursue and enrich the debate -- providing insights on the characteristics of women-owned SMEs; identifying the challenges faced by women entrepreneurs wishing to expand their businesses, trade on the international market or create jobs; using real-life experiences to examine the need for policies specifically targeted to women-owned firms; and exchanging best policy practices.

The goal of this Conference is to provide clear and concrete recommendations that will allow women business owners to achieve their full potential in the global economy.

François PATRIAT
French Secretary of State for Small and Medium-sized Enterprises, Commerce, Craft and Consumer Affairs
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<td>Ms. Martine Joly, President, FCEM-France</td>
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<td><strong>Keynote speeches</strong> Mr. Herwig Schlögl, Deputy Secretary-General, OECD</td>
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<td>Ms. Ariane Obolensky, President, SME Development Bank, France</td>
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<td>Ms. Mariangela Gritta Grainer, President, Committee for Women's Entrepreneurship, and Counsellor to the Minister of Industry, Italy</td>
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<td><strong>Keynote speeches</strong> Ms. Lauren Supina, Director, White House Office for Women's Initiatives and Outreach, United States</td>
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<td>Ms. Ceres Alves Prates, Secretary for Management, Ministry of Planning, Budget and Management, Brazil</td>
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<td><strong>Horizon speech</strong> Mr. Horace Sibley, Partner, King &amp; Spalding and Co-Convener, The Atlanta Alliance, United States</td>
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Fostering an entrepreneurial culture for women: education, management training and societal values

15:00 - 15:20 OPENING

Chair: Baroness Margaret Jay, Leader of the House of Lords, Minister for Women, United Kingdom

Keynote Speaker: Professor Anne Fritz, Senior Lecturer, Associate Dean for Postgraduate Coursework, Faculty of Education, University of Sydney, Australia

15:20 - 16:40 PANEL 1

Fostering women’s entrepreneurship: education and management training

Lead Panellist: Professor Elisabeth Sundin, National Institute of Working Life and Jönköping International Business School, Sweden

Panellists:
- Mr. Raymond Bethoux, Fiducial International, France
- Ms. Eugenie Burgholte-Kellermann, World Association of Women Entrepreneurs, Germany
- Ms. Danièle Rousseau, Dirigeantes, France
- Dr. Blossom O’Meally-Nelson, Postal Corporation of Jamaica
- Ms. Henryka Bochniarz, Polish Confederation of Private Employers, Poland
- Dr. Argyro Louloudi, IGVP and Associates Engineering Consultants Ltd., Greece

Discussion with the floor

16:40 - 16:50 COFFEE BREAK
Wednesday, 29 November 2000

16:50
18:10

PANEL 2

Fostering women’s entrepreneurship: best practice policies

Lead panellist
Ms. Margo Jackson Spencer,
Center for International Private Enterprise (CIPE), United States

Panellists
Ms. Simone Susskind,
Actions in the Mediterranean (AIM), Belgium

Ms. Bruna Masella Alexander,
Association of Women Entrepreneurs and Managers (UNA), Italy

Ms. Mariann Kurtz,
Southeast Europe Enterprise Development, International Finance Corporation (IFC)

Ms. Sherrye Henry,
Office of Women’s Business Ownership, Small Business Administration, United States

Ms. Marta Turk,
Chamber of Commerce and Industry, Slovenia

Ms. Barbara Mowat,
Impact Communications Ltd., Canada

Discussion with the floor

18:10
18:15

Concluding remarks by the Chair
**Wednesday, 29 November 2000**

**15:00**

**18:15**

**WORKSHOP 2**

Increasing women entrepreneurs’ participation in international trade and the global economy: technologies and partnering

**15:00**

**15:20**

**OPENING**

| Chair       | Mr. Risaburo Nezu,  
|            | Director, Directorate for Science, Technology and Industry, OECD |
| Keynote speaker | Dr. Dorothy Riddle,  
|            | President, Service-Growth Consultants Inc., Canada |

**15:20**

**16:40**

**PANEL 1**

Challenges for the internationalisation of women-owned businesses

| Lead panellist | Ms. Andrina Lever,  
|                | Lever Enterprises, Canada |
| Panellists     | Ms. Sung Joo Kim,  
|                | Sungjoo International, Korea |
|                | Ms. Jackie M. Clegg,  
|                | Export-Import Bank of the United States |
|                | Ms. Phyllis Bonanno,  
|                | Center for International Private Enterprise (CIPE), United States |
|                | Ms. Chitra Radhakishun,  
|                | United Nations Conference on Trade and Development (UNCTAD) |
|                | Ms. Blanca Hidalgo Icaza,  
|                | ASEM E, Spain |
|                | Ms. Lucia Quachey,  
|                | African Federation of Women Entrepreneurs, Ghana |

**Discussion with the floor**

**16:40**

**16:50**

**Coffee break**
Wednesday, 29 November 2000

16:50
18:10 P A N E L 2

Networking and new technologies for international trade

Lead panellist
Ms. Gail Bamford,
IBM, United States

Panellists
Ms. Clara Gaymard,
Direction for External Economic Relations, Ministry of the Economy,
Finance and Industry, France

Ms. Vivien Chiam,
Singapore Women in Technology, Singapore

Ms. Angeline Low,
Ken Resources Pty Ltd, Australia

Ms. Susan Bari,
Women’s Business Enterprise National Council, United States

Ms. Tezer Ulusay de Groot,
Private Sector Development Branch,
United Nations Industrial Development Organization (UNIDO)

Discussion with the floor

18:10
18:15 Concluding remarks by the Chair

18:15
22:30 Conference Dinner,
Château de la Muette,
OECD Headquarters
Thursday, 30 November 2000

**OPENING**

**9:00**

**Chair**
Mr. Jacques Attali,
President, PlaNet Finance, France

**Keynote speaker**
Ms. Betty Wood,
National Manager, Women and Young Entrepreneur Markets,
Royal Bank of Canada

**9:20**

**PANEL 1**

Financing today for women-owned businesses

**Lead panellist**
Ms. Angela Leigh-Doyle,
Bank of Ireland

**Panellists**
Ms. Miriam Koreen,
OECD

Ms. Diana Medman,
Women’s World Banking, Russian Federation

Ms. Rona Feit,
Women’s Economic Summit, United States

Ms. Amanda Ellis,
Westpac Banking Corporation, Australia

Ms. Teri Cavanagh,
Fleet Bank, United States

**Discussion with the floor**

11:00

11:15  **Coffee break**
Thursday, 30 November 2000

11:15
PANEL 2
12:55

Best practices for financing women-owned businesses

Lead panellist
Ms. Patty Abramson,
Women’s Growth Capital Fund, United States

Panellists
Ms. Aud Rolseth Sanner,
Norwegian Industrial and Regional Fund, Norway

Ms. Maria Spetz,
ALMI Företagspartner AB, Sweden

Ms. Etta Carignani,
Associazione Imprenditrici e Donne Dirigenti d’Azienda (AIDDA), Italy

Mr. Kurt Koenigsfest,
Banco Solidario, Bolivia

Ms. Amy Millman,
National Women’s Business Council, United States

Ambassador Alejandro Ulloa de Thuin,
Ambassador of the Republic of Honduras in Belgium

Discussion with the floor

12:55
13:00
Concluding remarks by the Chair
Thursday, 30 November 2000

9:00
OPENING

Chair
Ms. Kay Koplovitz,
Chair, National Women's Business Council and President, Working Woman Network, United States

Keynote speaker
Ms. Trish Costello,
Director, Kauffman Fellows Program, Kauffman Center for Entrepreneurial Leadership, United States

9:20
PANEL 1

The face of women entrepreneurs: what we know today

Lead panellist
Mr. Gerry Finnegan,
Women's Entrepreneurship Development, International Labour Organization (ILO)

Panellists
Ms. Julie Weeks,
National Foundation for Women Business Owners, United States

Dr. Kent Nielsen,
Aarhus School of Business, Denmark

Professor Gina Zabludovsky,
Universidad Nacional Autónoma de México (UNAM), Mexico

Ms. Anikó Soltész,
SEED Foundation, Hungary

Ms. Elyett Rasendratsirofo,
Cabinet Performance, Madagascar

Discussion with the floor

11:00
11:15
Coffee break

13:00
WORKSHOP 4

Improving knowledge about women’s entrepreneurship
Thursday, 30 November 2000

11:15 - 12:55  
**PANEL 2**

**Data collection issues**

**Lead panellist**  
Mr. André Letowski,  
Agence pour la Création d’Entreprises, France

**Panellists**  
Ms. Güsneli Baygan,  
OECD

Professor Paula Kyro,  
University of Jyvaskyla, Finland

Dr. Peter Bøegh-Nielsen,  
Statistics Denmark

Dr. Mary Barrett,  
University of the Sunshine Coast, Australia

Dr. Patricia Greene,  
University of Missouri, United States

Ms. Annie Fouquet,  
Directorate for Research, Study and Statistics Activities,  
Ministry of Employment and Solidarity, France

**Discussion with the floor**

12:55 - 13:00  
Concluding remarks by the Chair

13:00 - 15:00  
Lunch
Thursday, 30 November 2000

15:00 - 18:15  CLOSING PLENARY SESSION

Chair
Ms. Florence Parly,
Secretary of State for the Budget,
Ministry of the Economy, Finance and Industry, France

Conclusions and recommendations by Workshop Chairs

Workshop 1
Baroness Margaret Jay,
United Kingdom

Workshop 2
Mr. Risaburo Nezu,
OECD

Workshop 3
Mr. Jacques Attali,
France

Workshop 4
Ms. Kay Koplovitz,
United States

Discussion with the floor

16:30
16:40  Coffee break

The Honourable Hedy Fry,
Secretary of State for Multiculturalism and Status of Women, Canada

Statement by the OECD Secretariat
Mr. Thomas Andersson,
Deputy Director, Directorate for Science, Technology and Industry, OECD

Horizon speech
Ms. Virginia Littlejohn,
Chairman and CEO, TradeBuilders, and Senior Advisor for the Conference,
United States

Concluding remarks
Ms. Sally Shelton-Colby,
Deputy Secretary-General, OECD

Ms. Florence Parly,
Session Chair
MESSAGE FROM “THE ATLANTA ALLIANCE”

An alliance of leading Atlanta companies that sponsored the 1996 Olympics in Atlanta -- The Coca-Cola Company, Delta Airlines, King & Spalding, United Parcel Service (UPS), and BellSouth -- are proud to be the primary sponsors of this OECD Conference on Women Entrepreneurs in SMEs.

Women entrepreneurs can catapult their businesses to a whole new level by focusing on entrepreneurial training, knowledge management, new sources of capital, expanded trade, and enabling technologies for supply chain management, virtual trade, e-business, wireless, and mobile commerce.

In the years to come, women entrepreneurs will be the cause of much more than small economic ripples that slowly widen. By enthusiastically embracing the future, they will catalyse a global tsunami of economic opportunities for their businesses, for their families, and for the people in their countries.

Members of The Atlanta Alliance proudly salute you as you speed upon your entrepreneurial journey into the future!

Horace Sibley  
Partner, King & Spalding  
Co-Convenor, The Atlanta Alliance

Linda T. Muir  
President, Strategic Synergies  
Co-Convenor, The Atlanta Alliance

Special thanks to our Sponsorship Committee

Chair: Virginia Littlejohn, Chairman and CEO, TradeBuilders  
Susan Bari, President, Women’s Business Enterprise National Council  
Phyllis O. Bonanno, President, TradeBuilders  
Andrina Lever, President, Lever Enterprises  
Elizabeth Michel, President, Kairos Communicating Strategies  
Linda T. Muir, President, Strategic Synergies  
Horace Sibley, Partner, King & Spalding  
Elizabeth A. Vazquez, Executive Vice President, TradeBuilders
As a proud sponsor of this year's Conference on Women Entrepreneurs in SMEs, The Coca-Cola Company supports the best practices of the OECD and extends all best wishes for much continued success.

The Coca-Cola Company

**Delta Airlines**

is proud to be the official airline for the conference, and to have sponsored the flights of many speakers. Best wishes for success in your important deliberations.

Delta
IBM recognizes the vital role that women entrepreneurs play in our increasingly global e-conomy. We salute your continued leadership and outstanding achievements!

Eastman Kodak congratulates the OECD for its women entrepreneurial conference on globalisation and salutes women entrepreneurs for bringing a fresh new voice and perspective to this important global debate.

UPS is proud to sponsor this preeminent global conference. We are committed to expanding supplier diversity, and support ways to help women entrepreneurs grow their businesses both domestically and internationally.

BellSouth is pleased to support the OECD Conference on Women Entrepreneurs in SMEs
Norway is happy to be among the sponsors of this conference, for which the agenda is inspiring and the list of speakers impressive. Improving our knowledge of female entrepreneurship and the obstacles that prevent women from realising their potential will better equip us for an entrepreneurial culture in which men and women have equal opportunities. As one of the leading proponents of gender equality, the Norwegian Government is committed to increasing the role of women in economic life.

The Swedish Ministry of Industry, Employment and Communications and the Swedish Board for Industrial and Technical Development are pleased to support the OECD Conference on Women Entrepreneurs in SMEs. The special challenges facing women entrepreneurs in an increasingly global economy represent important issues which need to be examined and discussed. Experience from measures that open up new opportunities in this area should be compared and diffused. We believe that this can bring advantages for all.

The National Women’s Business Council has served as a catalyst for best practice programs and policies for 12 years in the United States. As an outgrowth of this landmark OECD Conference, we hope to partner with like-minded organisations to advance the cause of women's entrepreneurship around the world.

The Commonwealth salutes women as entrepreneurial champions, and as leaders in the global economy.
Our banks -- all highly respected in our countries for our programs for women-owned businesses -- salute women entrepreneurial leaders from 65 countries who are attending this landmark OECD Conference. We pledge to work cooperatively to share financial best practices about women entrepreneurs, in order to strengthen women's business enterprise around the globe.

TradeBuilders is proud to be a major sponsor of the OECD Conference on Women Entrepreneurs in SMEs, and to have our recent virtual trade mission between Canadian and American women entrepreneurs profiled at the Conference as a trade "best practice." TradeBuilders also provides online learning about trade for SMEs, and gathers SME research on trade best practices and benchmarks. TradeBuilders wishes conference participants great success in the global e-conomy.
**King & Spalding** is proud to be a sponsor of this OECD Conference, which will serve as a catalyst to disseminate global best practices about women entrepreneurs in such areas as technology, venture capital and international trade.

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**Strategic Synergies**, which specialises in building strategic alliances and partnerships, is proud to have played a lead role in forming The Atlanta Alliance of corporate sponsors for this conference. We congratulate the OECD and delegates, and wish you every success in disseminating best practices around the world.

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**The Center for International Private Enterprise** (CIPE), which has worked to strengthen associations of women entrepreneurs from around the world, proudly salutes women entrepreneurs from 65 countries who are attending the OECD Conference.

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**The Kauffman Center for Entrepreneurial Leadership** is proud to have supported major research on global entrepreneurship. The OECD Conference will serve as a catalyst for disseminating best practices and lead to effective policy initiatives for women-owned SMEs worldwide.

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**The Women’s Business Enterprise National Council, WBENC**, is a champion of supplier diversity in the United States and recognised as an American best practice. We are proud sponsors of the OECD Conference, and hope that its best practices will be widely disseminated.

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We salute the OECD for having organised this important conference which highlights “best practices”.

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Ministers and Representatives of governments of Algeria, Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Luxembourg, Mexico, Morocco, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Republic of Korea, Slovenia, South Africa, Spain, Sweden, Switzerland, Tunisia, Turkey, United Kingdom, United States and Vietnam, participating in the Bologna Conference:

RECOGNISING the increasing importance of small and medium-sized enterprises (SMEs) in economic growth, job creation, regional and local development, and social cohesion, also through the role played by women and young entrepreneurs;

RECOGNISING that entrepreneurship and a dynamic SME sector are important for restructuring economies and for combating poverty;

RECOGNISING that globalisation, the acceleration of technological change and innovation create opportunities for SMEs but also involve transition costs and new challenges and that globalisation should lead to higher living standards for all and that its benefits should be accessible to all on an equitable basis;

RECOGNISING that SME policies need to be tailored to the circumstances and priorities of individual countries and sectors, while contributing to sustainable development and social progress;
Les Ministres et les Représentants des gouvernements de :


.../…

RECONNAISSANT qu'il importe de développer les politiques concernant les PME et des circunstances dépourvues.

RECONNAISSANT que les PME contribuent à l'économie et au développement régional et local ;

RECONNAISSANT que les PME jouent un rôle important dans la création d'emplois et le développement régional et local ;

RECONNAISSANT que les PME contribuent à la cohésion sociale et à la gestion de l'emploi ;

RECONNAISSANT que les PME sont importantes pour le développement durable et le progrès social ;

RECONNAISSANT que les PME contribuent à la croissance économique et à la création d'emplois.

Sur les politiques à l'égard des PME

La Charte de Bolonie