WOMEN ENTREPRENEURS: Seizing the benefits of digitalisation and globalisation
About the OECD

The Organisation for Economic Co-operation and Development (OECD) is a forum in which governments compare and exchange policy experiences, identify good practices in light of emerging challenges, and promote decisions and recommendations to produce better policies for better lives. The OECD’s mission is to promote policies that improve economic and social well-being of people around the world.

About INADEM

The National Entrepreneur’s Institute (INADEM) is an administrative office of Mexico’s Ministry of Economy. Its tasks include the design, implementation and coordination of national policies for entrepreneurs and small and medium-sized enterprises (SMEs). It supports the development of an entrepreneurial culture in Mexico as well as the innovation, competitiveness and internationalisation of Mexican SMEs with the aim to strengthen their contribution to national economic development and social welfare.

About the event

This interactive workshop includes an expert panel discussion and a policy hack. An international expert panel will explore the challenges faced by women entrepreneurs through a moderated discussion, with time allotted for questions and discussion with the audience. Key issues to be covered include digitalisation, access to finance and internationalisation. The policy hack will bring together participants in small groups to identify a tangible solution to specific policy challenges. Each table will select a policy challenge from the options provided, and identify and briefly describe a measure that could be introduced by policy makers or other stakeholders. The table would select one person to “pitch” the proposed policy solution in 3 minutes to the expert panel and other participants. The expert panel will provide feedback on each proposed idea and select their favourite three ideas. This event will be livestreamed.

Venue

Hotel Camino Real Polanco
Mariano Escobedo 700 Col. Anzures
México D.F. 11590

Contacts

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In collaboration with:
OECD-INADEM Workshop on

WOMEN ENTREPRENEURS: Seizing the benefits of digitalisation and globalisation
21 February 2018

13:00 -14:30
Registration

Moderator: Ms. Maria Constanza Riveros, CEO of NUMA, Mexico

14:30 -14:45
Opening Remarks
Mr. Angel Gurría, Secretary General, OECD
Mr. Ildefonso Guajardo Villarreal, Minister of Economy, Mexico

14:45 -15:00
Scene Setting
Ms. Gabriela Ramos, OECD Chief of Staff and Sherpa for the G20
Ms. Ramos will set the scene for the panel discussion and policy hack by providing an overview of the state of women’s entrepreneurship and gender equality across OECD countries and globally.

15:00-16:00
Panel discussion: What is needed to enable women entrepreneurs to benefit from the opportunities offered by digitalisation and globalisation?

Women continue to be under-represented as entrepreneurs. Across OECD countries, the self-employment rate for women in 2015 was 10.1% relative to 17.0% for men. Those women who do go on to successfully start a business typically operate smaller businesses. Self-employed women are less likely to have employees than self-employed men. Approximately one-third of self-employed men in OECD countries had at least one other employee in 2015, whereas less than one quarter of women did. Across innovative start-ups looking for venture capital investments, the gender gap is even more striking – only 11% of innovative start-ups founders are female.

The gender gap in entrepreneurship can be explained by several factors. First, women entrepreneurs often have different motivations than men entrepreneurs. Women are often attracted to self-employment for the greater flexibility it can offer in managing the work-life balance and family care responsibilities. Second, many women face more and greater barriers than men in entrepreneurship, notably in the areas of acquiring entrepreneurship skills, accessing start-up financing, and building entrepreneurship networks. Third, social and cultural attitudes are frequently not supportive and encouraging of women’s entrepreneurship. It is also important to recognise that women tend to operate different types of businesses than men. Women entrepreneurs are more likely to operate businesses in health and social work sectors, as well as service sectors, and much less likely to operate in sectors with high growth potential (e.g. STEM fields). Evidence
also suggests that women entrepreneurs are typically more risk averse than men entrepreneurs, which influences financial decisions and growth motivations.

Panellists:
- Ms. Yesim Sevig, Secretary General, KAGIDER, Turkey
- Ms. Victoria Grand, Director of Policy Programs, Facebook
- Ms. Ileana Rogel, President CONAMYPE, El Salvador
- Ms. Adriana Tortajada, Director, Venture Capital and Mezzanine, Fondo de Fondos
- Ms. Paige Fetzer, Director for Global Government Affairs and Public Policy, Dell

16:00 - 17:15
Policy Hack

Participants will work together in small groups to identify solutions to some of the main challenges faced by women entrepreneurs. Each group will select a policy challenge and then collectively identify and describe a tangible action to address the challenge.

Example policy challenges include:
- How can access to bank finance be improved for women entrepreneurs?
- What is needed to help more women entrepreneurs adopt digital solutions (e.g. cloud computing, data analytics)?
- How can women entrepreneurs increase their activity in other countries?

17:15 - 18:00
Policy solution pitches

Each group will identify one person who will “pitch” their solution to the expert panel and other participants in 3 minutes. An animator will ask for quick reactions from the expert panel and the panel will select the Top 2 ideas. Prizes will be awarded to the winning teams.

Judges:
- Ms. Rocio Ruiz Chavez, Vice Minister for Competitiveness and Regulation, Ministry of Economy, Mexico
- Mr. Juan Francisco Aguilar, Head of DELL Mexico
- Ms. Adriana Tortajada, Director, Venture Capital and Mezzanine, Fondo de Fondos
- Ms. Natalia Villalpando, Director General, CREA
- Ms. Maria Elena Estavillo Flores, Commissioner, Mexico’s Federal Telecommunications Institute

*This event will be livestreamed

19:00 - Reception at the Soumaya Museum