



PERSATUAN KEBANGSAAN USAHAWAN WANITA MALAYSIA
NATIONAL ASSOCIATION OF WOMEN ENTREPRENEURS OF MALAYSIA

NAWEM

Newsletter

Q1 2018

Message From President

2017 was a year of many firsts for NAWEM, in the areas of training, retailing, leadership development and gender-related programmes that catered for entrepreneurs and employees.

The NAWEM office was a hive of activities- dedicated members of the Exco and their subcommittees, meeting and deliberating on how to deliver the content professionally. Some of the programmes required the team to travel to different parts of Malaysia including remote towns in East Malaysia. And they did it with gusto.

The L'Oreal project broke new boundaries with a retail giant collaborating with a non- government organization because both shared the same vision- to help B40 women increase their revenue. The Gender 21 programme worked at creating awareness that women must be treated equally at all levels of work. And this was done using several strategies, from surveys and focused group discussions to conferences and mentoring. There were other initiatives too that NAWEM spearheaded that were equally effective and they are described in this newsletter. Kudos to all project leaders and their indomitable teams.

Our Penang Chapter, with the collaboration of Penang Women Development Corporation, contributed immensely to the Gender 21 programme, besides other activities, they organized for the women in the North. The Sarawak chapter also made their mark in Kuching and the surrounding townships creating entrepreneurial ripples. NAWEM is grateful to her Patron, Tan Sri Rafidah Aziz whose advice has been invaluable and it has helped us navigate our goals and vision successfully.

Our membership application has gone online now and it is seamless - from application and verification to approval and payment. We expect a surge in our membership as we now have a user-friendly digital submission form for membership.

We are three months into 2018 and already we have made our presence felt in different parts of Malaysia with the SEDIC (Socio-Economic Development for Indian Communities) programme called Women in Digital, a government initiative for nation building. And more projects in the pipeline to benefit every stratum of women in our nation. Stay tuned.



Marrybrown was awarded as Johor Icon on 26/1 by Menteri Besar Johor



Birthday dinner with our Patron Tan Sri Rafidah Aziz



Celebrating an Exco member's birthday

• FAMILY BUSINESS MANAGEMENT SPAIN 2 – OCTOBER 2017



The Family Business Management Programme 2017 took place for the 2nd time from October 22nd to 29th 2017 at the University of Jaen, Spain after its inaugural programme in 2016. This programme which was organized by NAWEM was fully funded by the Human Resources Development Fund ((HRDF) for SME business owners and leaders under the Senior Management Development Programme. This 2nd programme was attended by 22 participants (7 of whom were from East Malaysia), all involved in a family business.

The objective of the programme was to tackle the problems and the fundamental casuistry of family business management, with particular emphasis on the most important aspects involved in the process of generational handovers, considering the tri systemic nature of this kind of firms: family, firm and ownership.

There were also press write-ups on the programme in the local Spanish newspapers as well as an interview broadcast on their radio stations.

On December 9th, 2017, NAWEM proudly launched the D.R.I.V.E Entrepreneurship Workshop (Developing Resilient Innovative High-Value Entrepreneurs). The training started with the capacity-building programme of 6 days of EMPRETEC training from UNCTAD, where NAWEM welcomed back Roberto and Renato, international Empretec trainers to run the programme again in Malaysia. With the support of HRDF funds, 24 aspiring entrepreneurs were able to learn and understand their own entrepreneurial behaviours, focusing on 10 Personal Entrepreneurial Competencies.

The follow up was the D.R.I.V.E programme in January 2018 with another 6 days of training on Pitching & Presentation Skills, Effective Business Planning, Marketing Strategies and Techniques, Digital Media for Entrepreneurs, Finance For Startups and Selling from The Customers' Point of View. All participants are currently in the final part of the programme with one-on-one mentoring led by experienced business owners. D.R.I.V.E Graduation will be held in April 2018.



Empretec Ladies & Trainers



DRIVE Empretec Graduation



Ms Freda Liu, broadcaster from BFM with one of the participants of Empretec. She also delivered a motivational luncheon talk, sharing key takeaways from her interviews with prominent CEOs and leaders, how each entrepreneur has his or her own path to success and shared snippets from her book "Bursting Fixed Mindsets"



SEDIC

WOMEN IN DIGITAL
JAN-JULY 2018



NAWEM delivered an online marketing programme for Indian women funded by SEDIC (Social Economic Development of Indian Communities)

L'OREAL

International
Women's Day
at LimKokWeng
University



@ IOI Mall Puchong



L'OREAL-NAWEM WOMEN IN BUSINESS (LNWIB) is a social enterprise project that helps women under the B40 household income category (below RM3,855 per month) to earn supplementary income for their families. The project was officially launched by YB Dato' Seri Rohani, Minister of the Women, Family & Community Development on 7 August 2017.

Under the WIB project, NAWEM recruits and trains women to be part of LNWIB Cosmetics Super Sales (CSS) roadshows in which during every event, the profits of the sales will be shared among the B40 ladies as the main project beneficiaries.

Under the project, NAWEM is responsible for organize 5 CSSs between August 2017 and December 2018. We have so far organized 3 main events:

1st CSS - KL Gateway Mall (8 & 9 September 2017)

Mini CSS - IOI Mall Puchong (30 September 2017)

2nd CSS - Sunway Putra Mall KL (15 & 16 December 2017)

Our next CSS is scheduled to be held at Sunway Carnival Mall Perai from 27 to 28 April 2018. The venue has been confirmed by the Mall's management.

**Super sale
at KL Gateway**



**Super sale at
Sunway Putra
Mall**

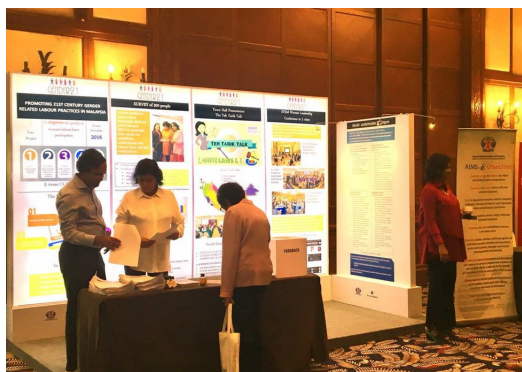


GENDER 21 STAKEHOLDERS' DIALOGUE

To recommend how
Malaysia can move
towards gender equality

As the final part of the Gender 21 project, there
were 2 multi-stakeholders' forums, one in KL and
one in Penang.

They recommended what kind of laws can be
implemented for Gender equality and equity.



WHICH STAGE OF BUSINESS ARE YOU IN?

By Andal Krishnan

The bug called "my own business" can become viral. You must have overheard snippets of this conversation "I want to start my own business". If you are a NAWEM member you have been bitten by this bug. You may have started a business already or going to in the near future. Based on a dip stick survey I did recently here are my findings:

1. Many start with buying and reselling and with digital marketing, it can be started with almost no cost, except some social media advertising to increase traffic to your product page

2. Then you may want to own a brand and create a loyal group of buyers. You put a lot of thought into the name and make some changes to the ubiquitous product to be different. You may have an OEM producing it or you may do it yourself if you have the skill and funds

3. The next phase is finding agents to sell you brand of product and this hopefully will increase the market share and your brand becomes a popular choice

4. Not satisfied with the run of the mill product, you are bitten by another bug-innovation. You want to make ripples in the consumer market. You want to be one of the kind and try avenues like crowd pitching for funds and partnerships
5. Finally you want to be an Apple or a Tesla- change the face of society – affect the lives of people positively and become a legend
NAWEM member – which stage are you in ? Best of Luck

**Trade
Representative
from Georgio
Embassy with
NAWEM
members**



Saliza won the SME
Iconic award at
Malaysian Service
Providers
Confederation awards
night on 2nd October
2017

