



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

# NAWEM Today

QUARTERLY ISSUE

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"A woman with a voice is by definition a strong woman. But the search to find that voice can be remarkably difficult." –

Melinda Gates

## Strength in Numbers

The motivation to be part of an association is based on the axiom, united we stand, divided we fall. NAWEM has currently about 550 members and that is our bargaining power. But if we increase this by ten-fold we can move to even greater heights in our businesses and the beneficiaries will be the members. Much is being done to woo new members and the cooperation of the current members is crucial.

The track record of NAWEM is impressive; being around for more than 22 years, the first stop for women entrepreneurs associations across borders and that it represents more than twenty different industries in terms of membership.

2016 has been predicted to be a challenging year for business. Perhaps. But women are resilient, more so when we are in business. Let's look at our business models and retweak them and get the formula right. When we network and share our best practices, our takeaways will stimulate new ideas and the business grows exponentially.

There's much going on in 2016 in NAWEM. Come and join the camaraderie to learn and earn. Of course the fun and food are integral parts of all NAWEM events.

Sarojini Ruth Rajahser  
President—NAWEM

## This Issue

Penang Conference **P.1**

Activities June 2015 - Feb 2016  
**P.2 & 3**

Some Powerful Women Entrepreneurs/  
CEOs of ASEAN **P.4**

## TAKE AWAYS FROM PENANG

- Successful entrepreneurship starts with a Heart
- No business can thrive without benchmarking. When standards are upheld, the rewards are numerous.
- Technology is the driving force in a successful business. Using digital methods and software are the keys that differentiate the good from great in today's business arena
- You don't always need to have a brand new idea for a business. You only need to approach your current business from a different perspective and you have a winning formula



## NAWEM PENANG CONFERENCE—INSPIRE WOMEN IN BUSINESS

*This conference which was organized and hosted by NAWEM on Oct 3 in Penang featured a video message by Malaysia's Iron Lady Tan Sri Rafidah Aziz as the keynote speaker, who put into perspective the landscape of women in business as Malaysia embraces the ASEAN borderless market concept with free movement of goods and services from 2015.*

*The other speakers for the day were dynamic women in the hospitality, food and beverages, biotechnology and franchising industries. In addition the delegates from Perlis, Penang, Kedah & Perak had the opportunity to listen and share experiences with seasoned and potential business-women and they received*

*information on how to gather market intelligence and also source for financial assistance.*

*President Sarojini Ruth Rajahser said "Normally conferences of this nature are usually held in Kuala Lumpur and it becomes difficult and expensive for women from the Northern districts to take advantage of the wisdom and networking shared during such gatherings. So we have a nice mix of speakers from the Klang Valley and Penang who will give input and insights about women and the business they do and can do".*

## NAWEM Activities June 2015 - Feb 2016



### **XMAS MEMBERS GET-TOGETHER “GO GILLER” DE-STRESS PARTY**

On 22nd December 2015, NAWEM hosted its year-end member party at Sime Darby Convention Centre. Members & their guests had a great time partying and networking and were treated to various performances & fun activities, as well as a sumptuous lunch.

### **E-PEROLEHAN BRIEFED NAWEM MEMBERS**

On 20<sup>th</sup> November 2015, NAWEM invited representative from e-Perolehan to NAWEM Secretariat to brief members on their systems. e-P is very useful for companies who want to bid for big government or private tenders.

### **TEKUN IS HERE TO ASSIST**

TEKUN in collaboration with NAWEM organized 2 briefing sessions for Bumiputera and Indian entrepreneurs doing business in Wilayah Persekutuan and Selangor, in January & February 2016. TEKUN gives loans up to RM100,000 for eligible entrepreneurs and the briefing session was conducted by the officers from TEKUN, where members & guests could obtain the loan application form as well. For Chinese entrepreneurs, the funds are managed by Kojadi, hence the website link & contact details were provided to our members.

### **GST Training in Kuching, Sarawak by NAWEM KL and Sarawak**

On 11<sup>th</sup> June 2015, a GST training session was held in Kuching, Sarawak using the fund received from JPW. It was a public program opened to all NAWEM members and non-members. Overall, the training received good response.

### **Courtesy Call to ANGKASA President's Office**

Board of Directors of Koperasi NAWEM Berhad made a courtesy call to YBhg Dato' Fatah's office at Wisma Ungku A Aziz, Kelana Jaya, Selangor on 23<sup>rd</sup> November 2015. Dato' Fatah is the President of ANGKASA. On the same day, KNB submitted its application to become member of ANGKASA in order to enjoy the benefits offered by them to newly established cooperative.



### **Engaged Day with Malindo Air Corporate Travel Program & Organic Make-Up**

On 20<sup>th</sup> May 2015, the first Engaged Day was organised by NAWEM to provide an avenue for members to network and learn about new products / services from the invited guests. During this session, two (2) speakers were invited to present on the following topics: Malindo Air Corporate Travel Program by Chandran Ravi & an Organic Make up Presentation



# NAWEM Activities June



## Micro Entrepreneurship Training & Conditional Grants Programme "GIFT – Generating Income From Talents"



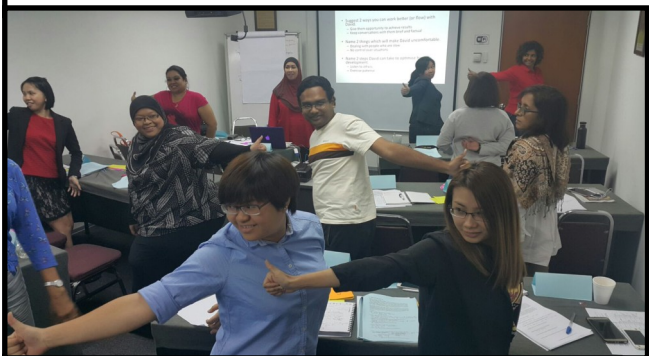
### UNHCR Micro Entrepreneurship & Conditional Grants Training Programme

NAWEM is privileged to have officially been appointed as an Implementation Partner with UNHCR to provide an Entrepreneurship training programme, complete with a micro grant selected refugees (Persons of Concern—POC). The first batch of participants were trained from September and an Arabian Night themed Graduation Party was held on December 7 2015 at NAWEM. This programme, which included mentoring, was highly successful with 28 out of the 30 participants graduating after becoming self sustainable. This year NAWEM will continue to run this programme for another 2 batches of POCs.



### SMART DOMESTIC MANAGER

The SMART Domestic Manager Project was conceived to help address the problem of shortage of live-in maids and the growing cost of hiring a foreign maid. It was also intended to provide income generating activities for women from the marginalised segments of Malaysian society. The programme was conducted from the 7<sup>th</sup> to the 18<sup>th</sup> of September 2015 in collaboration with the Jabatan Pembangunan Wanita and one of our members; Global Leadership Consultants Sdn Bhd (GLC).



### EMOTIONAL EXCELLENCE AT THE WORKPLACE TRAINING

This 2-day training programme was held at NAWEM on 26-27 February 2016 for the members and staff of members in order to help them enhance their communication, self management and people management skills.



### NGO MANAGEMENT CERTIFICATION PROGRAMME

NAWEM conducted a programme on how a non government organisation should be run. This was sponsored by the Ministry of Women, Family and Community Development. The participants from the various NGOs were happy to learn that there are specific methods of engaging with the community at large. Furthermore, funding and fun raising have benchmarks and these were explained during the course.





## KOPERASI NAWEM BERHAD

One of the main reasons for NAWEM to form a KOPERASI for its members is to create an avenue for them to market their products and services. At the same time, the members are encouraged to be a KOPERASI shareholder and enjoy the dividends.

Currently there are products in the personal care and household cleaning categories. The KOPERASI wants to increase the items and give its members a greater choice. Make NAWEM KOPERASI your favourite supermarket. For more information call the Secretariat at 03-



## Some Powerful Women Entrepreneurs/ CEOs of ASEAN

Information : courtesy of Google. Some effort has been made to verify the facts in this table

Countries of ASEAN	Name of Entrepreneurs	Products and Services	Name of Company
Singapore	Huang Shao Ning	Job Portal	Jobs Central
Philippines	Paredes Chow	Financial services	Banco De Oro Universal Bank
Malaysia	Tan Hooi Ling	Transportation	Grab Taxi
Thailand	Yuwadee Chirathivat	Retail Products	Central Department Store Group
Myanmar	Daw Win Win Tint	Retail Conglomerate	City Mart Holding Company Ltd
Cambodia	Seng Takakneary	Fabric and Fashion	Sentosasilk
Laos			
Vietnam	Mai Kieu Lien	Diary Products	Vinmilk
Indonesia	Aulia Halimatusadiah	Publishing	Nulisnuku
Brunei	Haslina Taib	Financial services	BAGS Network Sdn Bhd

The Kauffman Foundation, a leading entrepreneurship advocate, found, "successful men and women entrepreneurs are similar in almost every respect." So there is no evidence that men are more successful in business than woman. In fact women have more advantages than men to succeed.

Women focus more on sustainable growth.  
Women pay more attention to mitigating risks.  
Women are less prone to over-confidence.



## ASEAN Forum for SMEs in Manila 28-29 January 2016

NAWEM's Participation , Employability's Presentation at the ASEAN Conference on Women Empowerment and Economic and Entrepreneurship. Compared to the other ASEAN nations, with the exception of Singapore, Malaysian women entrepreneurs are fortunate as the government has a specific agenda to help women attain skills and knowledge through a myriad of training and grants. This was apparent during the forum.



## NAWEM TOASTMASTERS CLUB

The NAWEM Toastmasters Club which is dedicated to helping its members improve their public speaking, communication & leadership skills meets at NAWEM on the 1st & 3rd Monday evening of each month from 630pm onwards. Please do join us for an educational fun filled experience.

