

**Catalysing Women's Entrepreneurship:
Samoa National Consultation and Launch on
Enabling Environment for Women's Entrepreneurship**

Tanoa Tusitala Hotel, 30 July 2019
Apia, Samoa

DRAFT AGENDA

Tuesday, 30 July 2019	
	National Consultation: Key challenges and opportunities in promoting women's entrepreneurship
9.00 – 10.00	<p>Opening Session Welcome: Facilitator (MFAT)</p> <p>Prayer: Reverend Nuuausala Siasia Siutaia</p> <p>Keynote Address: Hon. Lautafi Fio Selafi Purcell, Minister of Commerce, Industry and Labour</p> <p>Remarks by:</p> <ul style="list-style-type: none"> • Ms Simona Marinescu, UN Resident Coordinator • HE Mario Bot, High Commissioner of Canada to New Zealand • Mr Iosefa Maiava, Head – UNESCAP Subregional Office for the Pacific
10.00 – 10.30	Photo and Morning Tea
10:30 – 11:00	<p>Women's Entrepreneurship: Challenges, opportunities and potential policy options <i>This presentation will provide an overview of key challenges faced by women entrepreneurs and potential options for Government action to address the challenges. Linked to this, it will provide an overview of the "Catalyzing Women's Entrepreneurship" project of ESCAP, which aims to strengthen women's entrepreneurship through three interrelated goals (a) strengthened enabling environment; (b) increased access to finance, and (c) improved use of ICT to manage a business.</i></p> <ul style="list-style-type: none"> • Ms. Cai Cai, Chief, Gender Equality and Social Inclusion Section, ESCAP <p><u>Q&A</u></p>

11:00 -12.30	<p>Panel 1: Creating a gender-responsive entrepreneurial ecosystem</p> <p><i>Entrepreneurship can be an important pathway for women’s economic empowerment and financial inclusion, and thus by extension women’s acceptance in community and society, and more broadly, the ways in which gender norms, perceptions and social attitudes shape the economic outcomes for women and girls.</i></p> <p><i>This session will reflect on progress, challenges and opportunities to support an enabling environment for women’s entrepreneurship in Samoa. It will discuss how a more gender-responsive entrepreneurial ecosystem could be created through adapting policies, programmes and services for women entrepreneurs, with the aim to identify key needs and opportunities for furthering women’s entrepreneurship in Samoa.</i></p> <p><u>Panellists</u> (5-7 minutes for each speaker/discussant)</p> <ul style="list-style-type: none"> • Afamasaga Faauga Mulitalo, CEO MWCS • Adimaimalaga Tafuna’i - Executive Director Women in Business Development (WIBD) • Papalii Mele Mauaivao – Country Program Coordinator UN Women <p><u>Q&A</u> <u>Group discussions</u> <u>Facilitator:</u> Peseta Noumea Simi CEO MFAT</p>
12:30-13:30	<p>Lunch</p>
13:30-15:00	<p>Panel 2: Increasing access to finance for women’ entrepreneurs</p> <p><i>Access to financing is a major barrier for MSMEs in the Asia and the Pacific Region, with more than 45 per cent of MSMEs experiencing access to finance constraints (IFC, 2017). Women-owned enterprises face additional gender-specific barriers in access to institutional credit and other financial services. These barriers can include, among others, limited access to assets to use as collateral; lack of sufficient business and/or personal documentation hindering their ability to meet the know your customer/customer due diligence requirements; and/or lower levels of technical/financial competence and confidence.</i></p> <p><i>This session will explore the key barrier women entrepreneurs face in accessing financial services in Samoa and will discuss solutions to tackle these barriers. The discussion will also look at the tools in place or to be developed to address financial access and usage barriers of women entrepreneurs, including financial literacy, digital financial service solutions and enabling regulatory solutions.</i></p> <p><u>Panellists</u> (5-7 minutes for each speaker and discussant)</p> <ul style="list-style-type: none"> • Maiava Atalina Ainuu-Enari: Governor Central Bank of Samoa • Lisi Iosefa Acting ACEO Industry Development and Investment Promotion MCIL • Luapene Lefau General Manager SPBD, Microfinance (Samoa) Ltd. • Taitu’uga Maryann Lameko –Va’ai Country Head for Bank South Pacific. • Iris Kissiti, Financial Inclusion Coordinator, Pacific Financial Inclusion Programme

	<p><u>Q&A</u> <u>Group discussions</u> <u>Facilitator:</u> Afamasaga Faauga Mulitalo, CEO MWCSO</p>
15:00 -15:30	Coffee break
15:30 -17:00	<p>Panel 3: Leveraging the power of ICT- for women entrepreneurship <i>The emergence of digital tools and solutions is rapidly changing the way of doing business, reducing the impact of distances and thus the opportunities to move from local to global. E-commerce, digital payments, and services such as digital book-keeping, are some of the tools that can help transform the business landscape.</i></p> <p><i>This session will discuss how digital and ICT tools can help advance women’s entrepreneurship, and what measures are needed to women entrepreneurs to effectively utilize ICT in their businesses. It will also discuss the role of policymakers in creating an enabling environment for ICT-empowered women entrepreneurship, examine the challenges and opportunities in deploying ICT tools and digital solutions to support women entrepreneurship.</i></p> <p><u>Panellists</u> (5-7 minutes for each speaker)</p> <ul style="list-style-type: none"> • Talatalaga Mata’u CEO Ministry of Communication Information and Technology • Alalina Ioelu CEO Small Business Enterprise Centre • Tofiau Fiti - Business Woman and Member of the Chamber of Commerce • Robert de Jesus, Programme Officer - ESCAP Asian and Pacific Training Centre for Information and Communication Technology for Development (APCICT) <p><u>Q&A</u> <u>Group discussions</u> <u>Facilitator:</u> Salanieta Tamanikawaiwaimaro, Founder Pasifika Nexus</p>
17:00-17:30	<p>Closing of the Meeting</p> <ul style="list-style-type: none"> • UNESCAP • Representatives of MWCSO and MFAT

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	Programme
6.00pm	Welcoming Remarks
6.05pm	Launch of the Project : Hon. Tuilaepa Lufesoliai Sailele Malielegaoi Prime Minister of Samoa
6.10pm	Remarks <ul style="list-style-type: none"> • Ms Simona Marinescu UN Resident Coordinator • HE Mario Bot High Commissioner of Canada to Samoa • Mr Iosefa Maiava Head – UNESCAP Subregional Office for the Pacific • Presentation of the Innovation Fund Winner (Award presented by High Commissioner of Canada to Samoa) • Short speech by winner
6.20pm	
6.30pm	
	Reception continues till 8.00pm