

2023 EU-Taiwan Gender Equality Forum

Session 1: Gender Equality Issues During and Post the Pandemic – Empowerment of Women's Economic Status

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Outline

- 01 Taiwan's Women Entrepreneurial Environment**
- 02 Challenges for Women Entrepreneurs**
- 03 Supporting Innovation and Startups**
- 04 Establish an Empowering and Supportive System**

01

Taiwan Women Entrepreneurial Environment



Entrepreneurial Environment



Government SME
Supporting Policy



Women Average
Education Level



Gender Equality
for Financial
Resources

Entrepreneurship

ranked 6th
overall ;
ranked 1st
in Asia

	MIWE score				MIWE ranking			
	MIWE 2021	MIWE 2020	MIWE 2019	Change from 2020 to 2021	MIWE 2021	MIWE 2020	MIWE 2019	Change from 2020 to 2021
United States	69.9	71.8	70.6	-1.9	1	1	2	-
New Zealand	69.8	70.2	71.1	-0.4	2	2	1	-
Canada	68.6	67.9	69.2	0.7	3	3	3	-
Australia	67.2	67.2	65.9	0.0	4	4	4	-
Switzerland	66.7	65.1	61.7	1.6	5	7	18	2↑
Taiwan	66.3	65.1	65.6	1.2	6	8	6	2↑

Sources-the Mastercard index of Women
Entrepreneurs report(2022)

6.8%→7.3%

With the impact of the pandemic, the
entrepreneurial activity rate remains
increased



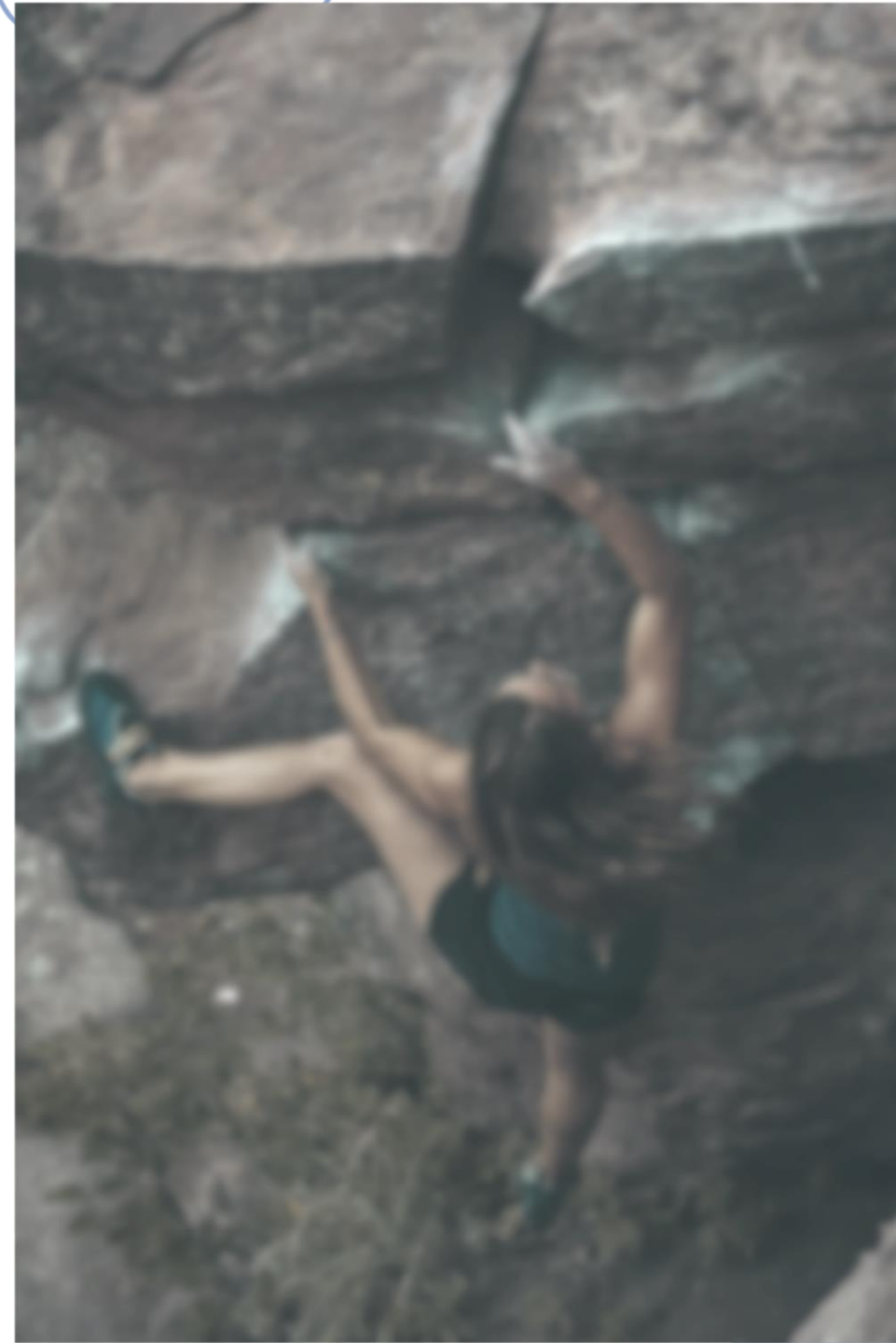
Female founder
in 2021
accounted for
37.16% of all
SMEs.



Sources-White Paper on Small and
Medium Enterprises in Taiwan (2022)

02

Challenges for Women Entrepreneurs



Funding Challenge

Sole Proprietorship

- About 60% sole proprietorship
- Private capital

Loan-based

- Lack of funding channels

Difficult to raise funds

- Higher presence in the livelihood and service sector
- Small business scale , hard to develop

Smaller Business Scale

Begin with minimal investment

- Life experience
- satisfaction of self-fulfillment

Micro business

- Low capital investment
- Low barriers to entry

SME - Livelihood and service industry

- Focused on consumer products, catering, accommodation and service industry
- Lack of competitiveness

Rely on Domestic Market

Domestic sales

- 90%+ domestic market
- Mostly in wholesale and retail industry

Lake of information

- Not familiar with foreign markets

Lack of international exposure

- Lack of international exchange opportunities
- Less experience in international competitions and exhibitions

03

Supporting Innovation and Startups



Sufficient funding for start-ups

Funding



Loan

Entrepreneurial
Loans
as Startup Capital



Investment

Angel
Investment Program,
National
Development Fund

National Innovation
and
Entrepreneurship
Association



Grants

Small Business
Innovation
Research
(SBIR) program

Experiment
Grants
for
Start-ups

Popularizing entrepreneurial
services

Service



**Various
Resources
for
Start-ups**



**Incubation
Workshops
for
Youth**



**Female
Entrepreneurship**

Connect domestic and
foreign markets

Expanding



Accelerator



Public
Procurement
for
Startups



International
G Camp

04

Establish an Empowering and Supportive System



Infrastructure

Integrating entrepreneurial resources and offering comprehensive entrepreneurial courses to enhance fundamental skills and abilities.



Basic Business Concept

Branding Strategy

Workshop

54:51

要求控制 人員 聊天 表情符號 應用程式 其他 照相機 麥克風 分享 離開

JS 曉 蔡 +52

Jessica Su... 曉食國際... 蔡健輝 (來賓)

Amazon 過人之處

全球布局
13個海外站點
20個業務分布國家

強大的物流倉儲體系
185個電商營運中心

排名	網站
1	amazon.com
2	ebay.com
3	amazon.co.jp
4	rakuten.co.jp
5	amazon.de
6	aliexpress.com

電商購物類型網站
流量最高
3億全球活躍用戶

參與者

輸入名稱

分享邀請

出席者 (53 個)

- Amazon進階課... (來賓) 會議來賓
- CDG-Ivy (來賓) 會議來賓
- chen-yu Chang (來賓) 會議來賓
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- lihui fang (來賓) 會議來賓
- luna615 外部
- M (來賓) 會議來賓
- Molly Chen (來賓) 14



80+
Company
registration/
per year



2,000+
Women/
per year

Growth

Establish a network of entrepreneurs to facilitate increased funding opportunities and expand market presence.



Acceleration Program

Mentorship



Help
fundraise
NTD \$100
million/
per year



Provide guidance
to 40+
businesses/
per year

Elite

Recognize exemplary female entrepreneurs and inspire more women to embark on entrepreneurial endeavors.



Elite Assessment & Selection

Women Entrepreneurs Alumna



150+
Interviewed and
assessed



- Fundraised NTD\$1,500 million
- 15+ Business Public Listing



Globalization

Linking international female entrepreneurial resources and expanding foreign markets.



Academy for Women Entrepreneurs

Initiate for International Exposure



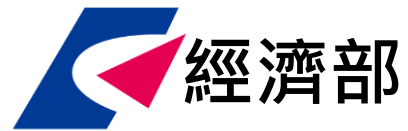
- 205 AWE alumna
- 40+ Engage in international market

50+ International awards

In Taiwan, every woman is able to chase their entrepreneurial dream and be proud of their choices.



Thanks for listening



經濟部中小企業處

SMALL AND MEDIUM
ENTERPRISE ADMINISTRATION,
MINISTRY OF ECONOMIC AFFAIRS

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