



EMMA     
 ENTREPRENEURSHIP METHODOLOGY  
 MEDITERRANEAN ASSISTANCE



# BEING WOMAN IS A BIG BUSINESS



## INDEX

- Activities of the Guidance Points
- Steering Committee Meeting - Barcelona (ES)
- Contacts

## ACTIVITIES OF THE GUIDANCE POINTS

Each Partner has continued the activity of both the GP's and local offices.

The Guidance Points are located in the offices of the Partners and institutions connected with them on the regional territories with dedicated spaces and human resources.

The service mainly aims to support women entrepreneurs and aspiring entrepreneurs, and it consists of appointments with a business consultant. Most of the requests brought by the users typically refers to information related to public funding to enterprises.

The majority of users has an entrepreneurial idea that would like to develop it into a business. The consultant's task is to get the users to tell how such idea originated and which preconditions would enable them to put the entrepreneurial idea it into practice, for example what skills and experience the users have in the sector chosen.

The consistency between the entrepreneurial idea and the business, that the users want to start, is evaluated. The suggestions and information provided by the consultant help the inspiring entrepreneurs to understand and improve the consciousness of what starting a business actually means. The main problems emerging are lack of availability of financial resources and, in case of absence of incentives, difficulty of access to credit and unfamiliarity with instruments of dedicated finance; lack of experience in the management of business activity; need of support in the identification of some particular aspects of the business like the market and the strategic decisions; need of assistance during the draft of the Business Plan.





The main strengths emerging between the woman users are strong motivation to start a path of self-employment as an opportunity to capitalize training/work experiences, good level of schooling, discrete awareness of their own potential, creativity and inventiveness.

Regarding the already established business, we observed a strong motivation and also a need of support in mentoring/consulting for deepening some issues of interest in the management of the business. In some cases the difficulty expressed by the company is the lack of the possibility to increase one's business due to the difficulty of access to credit, in addition, in a period that coincides with a strong economic recession, the presence of a heavy taxation for the companies.

There is to report that in Greece despite the positive acceptance of the Guidance Points and their services, the economic recession, which is getting worse in a rapid way every month, creates fear to the potential women entrepreneurs to take on the business risk. As a result is that the most of the current entrepreneurs come to ask about funding problems, in order to support the viability of theirs businesses, and the potential entrepreneurs to ask about viable and low risk business ideas.

The feedback of the users related to the service offered is usually very positive, they express satisfaction for having "at last" understood how public subsidies work, for the awareness they have acquired about the implications of investing one's own capital and the existing risks. They often come back with other documents or ask for a second and others appointments.

It has to be also underlined the large interest of the aspiring entrepreneurs/women entrepreneurs to participate in seminars/workshops with the aim of catching the opportunity both to capture knowledge/relevant information in the management business and to create exchange relationships and collaboration with other business activities.

## STEERING COMMITTEE MEETING – BARCELONA (ES)

In the days of **14 and 15 June 2012**, took place in **Barcelona**, at the headquarters of Partner Barcelona Activa, the fifth meeting of the Steering Committee of the Project Emma. On that occasion, the partners were able to compare various organizational and technical aspects of all Components of the project.

The program included a visit to the International Exhibition of entrepreneurship called **Bizbarcelona**, during which was organized an important public event of the EMMA project, entitled “*The Importance of International Networking for women’s SMEs*”.

Speakers:

➤ **Mrs. Adela Subirana**

**Grup Set Foundation President, Board Advisor of Sacyr Vallehermoso** in Catalunya. **Commissioner of the Presidency for Institutional Activities of Barcelona Chamber of Commerce**

➤ **Ambassador Ruth A. Davis**

**Chairperson of IWECC** (International Women’s Entrepreneurial Challenge), an initiative of the Barcelona Chamber of Commerce

➤ **Mrs. Nancy Ploeger**

**President of Manhattan Chamber of Commerce**

➤ **Mrs. Anni Bodington**

**Council Member at Cape Town Chamber of Commerce and Industry. Managing Director TESA Palisade Fencing.**



# CONTACTS

**REGIONAL GOVERNMENT OF UMBRIA**  
Regional Directorate for Planning,  
Innovation and Competitiveness  
Regional Aids to Enterprises Department  
Via M. Angeloni, 61  
06124 Perugia (Italia)  
Maria Briganti  
Tel. +39 075 5045084  
Fax +39 075 5045695  
progettoemma@regione.umbria.it  
www.regione.umbria.it

**SVILUPPUMBRIA S.P.A.**  
Regional Economic Development  
Via Don Bosco, 11  
06121 Perugia (Italia)  
Nadia Libera Imbroglini  
Tel. +39 075 56811  
Fax +39 075 5722454  
svilpg@sviluppumbria.it  
www.sviluppumbria.it

**APID - Imprenditorialità Donna**  
Via Pianezza, 123  
10151 Torino (Italia)  
Giovanna Boschis Politano  
Tel. +39 011 4513282/144  
Fax +39 011 4513110  
apid@apito.it  
www.apid.to.it

**DIPUTACIÓN DE GRANADA,**  
Servicio de promoción  
y consolidación de empresas  
CIE Diputación de Granada  
Avenida de Andalucía s/n  
18015 Granada (Spain)  
Josefa Guerrero González  
Tel. +34 958804920  
pepaguerrero@dipgra.es  
www.granadaempresas.es

**BARCELONA ACTIVA SAU SPM**  
Llacuna, 162/164  
08018 Barcelona (Spain)  
Ma José Blanco Gutiérrez  
Tel. +34 93 268 4393  
Fax +34 93 268 3956  
escoladones@barcelonactiva.cat  
www.ben.cat/empresa

**NEA - DEVELOPMENT ENTERPRISE  
OF ACHAIA PREFECTURE**  
8 Dimitiu Ipsilantou Str. & Maizonus  
26222 Patras (Greece)  
Christias Panagiotis  
Tel. +30 2610 311872 / 6242  
Fax +30 2610 317877  
pchristias@nea.gr  
www.nea.gr

**HERAKLION DEVELOPMENT AGENCY**  
70100 Heraklion Crete (Greece)  
Dimitra Kampeli  
Tel. +30 2810 753313  
Fax +30 2810 753310  
europa@anher.gr  
www.anher.gr

**ADRAL**  
Agência de Desenvolvimento  
Regional do Alentejo, S.A.  
Rua Intermédia do PITE Lote 4 e 6  
7000-171 Évora (Portugal)  
Paula Sofio  
Tel. +351 266 769 150  
Fax +351 266 769 156  
geral@adral.pt  
www.adral.pt

**APME**  
Associação Pourtuguesa  
de Mulheres Empresárias  
Rua Rodrigues Sampaio, 19 5ªA  
1150 278 Lisboa (Portugal)  
Teresa Gameiro  
Tel: +351 21 3150323  
Fax: +351 21 3150 311  
apme@apme.pt / geral@apme.pt  
www.apme.pt