



EMMA   
 ENTREPRENEURSHIP METHODOLOGY
 MEDITERRANEAN ASSISTANCE



BEING WOMAN IS A BIG BUSINESS



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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.



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