E-commerce Strategy for Development of the Tianjin Women’s Business Incubator

Zhigang Lu

Http://www.tjwbi.com
E-mail: lu732000@163.com
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Background

There are over 500 business incubators in China at present. The Chinese incubation industry has witnessed quick development ever since it was introduced to China in 1987 and has made great contribution to China’s economic development. But Chinese incubators are mainly restricted to hi-tech businesses. In comparison, only about one third serve for science & technology enterprises in developed countries, others serve for art and food processing, employment and empowerment of disadvantaged group, etc.
TWBI was established on Oct. 18, 2000, as part of the initiative of Tianjin Laid-off Women Workers Re-employment & Venture Creations, co-sponsored by UNDP, AUSAID and Tianjin City Government. The project was executed by China International Centre for Economic and Technical Exchanges of MOFTEC, and implemented by All China Women’s Federation through Tianjin Women’s Federations.
While our ultimate objective is to serve a disadvantaged community, we believe that we can best do this by incubating the strong, in the expectation that they will create employment opportunities for others, including the weak.
TWBI functions

- Helping laid-off women workers realize reemployment
- Raising gender awareness
- Nurturing the women entrepreneurship
- Training and consultancy
- Contributing to the stability and economic development of society
Services model

- Shared Space
- Shared Facilities
- Shared Services
- Professional Consultation
SME’s incubation

Area: A, B and C building with 5800 square meters in the construction and 3100 square meters of them rent for tenant. The rational composition can provide production, office and commerce space suit for tenant’s different requirement.
The World Bank ICT Project

This project object is through improving TWBI’s ICT infrastructure to enhance the ability of using ICT of target group, strengthen the ability of women entrepreneurs and increase the awareness of SMEs applying ICT to obtain development. Also TWBI will obtain sustainable development through the tenants development and further explore the way to reduce the digital gap between SMEs and big company and explore a new way of innovation development.
infoDev’s incubator initiative project again in 2006 to further assist women venture creation

- Explore a special training course suit for SMEs applying ICT and e-commerce.
- Software: Strengthen practice and service function of the website and integrate network resource further.
- Hardware: Rebuild infrastructure and completed computer classroom.
E-Commerce View

- TWBI discerns the tremendous potentials of ICT & E-Commerce enabled services in generating new employment and income for disadvantaged women.
- Our goal is to construct and implement an E-commerce platform to create a knowledge chain with ICT that can magnify the effectiveness and function of TWBI in helping our target community of disadvantaged women entrepreneurs.
- By using the platform, TWBI will provide “one point connection service” to our clients, and extend our model and lessons in creating disadvantage women entrepreneurial network which can be competitive internationally and cooperative nationally and regionally.
- Through the platform, women and those who want to help women have the opportunity to develop their skills and abilities, to improve entrepreneurship and employability prospects, and to interact with a group of like-minded women.
Outcomes

• Training courses on ICT knowledge to
  -- TWBI staff
  -- tenant business managers
  -- women college graduates

• Study tours

• Development of Tianjin Women Venture Creations and Reemployment Web.

• Improvement of the ICT infrastructure

• ICT business plan competition for woman venture creation
Outcomes

- Developing Tianjin Electronic Shopping Mall
- Developing China Women Development Web
- Improving the E-commerce capacity of TWBI’s staff and Clients
- Strengthening Collaboration between TWBI and Universities
Effects

Within 5 years,

- 59 woman businesses nurtured
- Over 4,600 jobs created
- 21 businesses graduated
- Nearly 6,000 women trained.
- Over 30,000 persons received consultancies
- Occupancy reaches 95%
- Income, family & social status of beneficiaries improved
- Woman entrepreneurship & confidence enhanced
# E-Commerce Training Course Schedule

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ICT Infrastructure

无线网络会议室

计算机房

Http://www.tjwbi.com  E-mail: tjwbi@tjwbi.com
Chang Lixia and her book Store

Http://www.tjwbi.com  E-mail: tjwbi@tjwbi.com
Business Plan Competition
Beijing Video Conference

妇女创业中心的实践经验论文被荷兰牛津扶贫基金会项目的“性别与ICT发展”刊物收录并被刊登在首篇。

Building Global Value Chain around Green Grassroots Innovations and Traditional Knowledge, June 2007, Tianjin – China

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Connections of Four Woman Incubators in China

- Tianjin Women’s Business Incubator
- Dongli Rural Woman Business Incubator
- Wuhan New Tech Women’s Business Incubator
- Jingzhou Women’s Business Incubator
Strengthening international communication
Creating new page for woman development!

Tianjin Woman Business Incubator

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