WOMEN ENTREPRENEURSHIP IN ECA
THE EXAMPLE OF UKRAINE

INNA GAGAUZ
TECHNOLOGY BUSINESS INCUBATOR “KHARKOV TECHNOLOGIES”, UKRAINE

• “KHARKOV TECHNOLOGIES” – TECHNICAL AND COORDINATING CENTER OF THE ECA-NETWORK

• CREATION OF THE ECA-NETWORK WAS INITIATED AND SUPPORTED BY THE WORLD BANK INFODEV PROGRAM
UKRAINE IS THE BIGGEST EUROPEAN COUNTRY

- POPULATION – 47 MILLION
- WOMEN – 53%
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- AMONG WORKING PEOPLE – 48.5% WOMEN
- WOMEN-ENTREPRENEURS – 1 MLN.
- 73% OF WOMEN-ENTREPRENEURS HAVE HIGHER EDUCATION
WHY DO UKRAINIAN WOMEN GO INTO BUSINESS?

ACCORDING TO SOCIOLOGICAL RESEARCH:

• TENDENCY TO BE ECONOMICALLY INDEPENDENT – 25%

• LOSS OF JOB – 18%

• POVERTY (HARDSHIP) – 14%

• RESOURCES (FINANCES, KNOWLEDGE, SKILLS, CONTACTS)
IN MOST CASES UKRAINIAN BUSINESS-WOMEN RUN INTELLECTUAL BUSINESSES

DOCTORS, TEACHERS, AUDITORS, LAWYERS, INTERPRETERS, ETC.

QUITE A FEW WOMEN ARE OWNERS OF SHOPS, ATELIERS, HAIRDRESSER’S.

WOMEN OFTEN PLAY LEADING ROLE IN FAMILY BUSINESSES MANAGING THEIR HUSBANDS, BROTHERS, SONS.

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Shaping the Future through Innovation and Entrepreneurship
October 21-24, 2007 in Bahrain
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WOMEN IN BUSINESS ARE MORE CAREFUL AND RESPONSIBLE THAN MEN

BEING GUIDED BY SUSTAINABLE BUSINESS STRATEGIES THEY PREFER “MODERATE CONSERVATISM” TO RISK.

SUCH PSYCHOLOGICAL FEATURES SERVE AS PECULIAR “PROTECTION GUARANTIES” OF MONEY INVESTED INTO WOMEN’S ENTREPRENEURSHIP.

IT IS INDICATIVE THAT IN PERCENTAGE TERMS WOMEN LEND MONEY MORE SELDOM AND PAY IT BACK MORE CAREFULLY THAN MEN.
OVER HALF OF WOMEN-ENTREPRENEURS MENTION THAT HAVE NEED FOR EXTERNAL SUPPORT IN RUNNING THEIR BUSINESSES.

BUT REAL SUPPORT THEY MAY RECEIVE ONLY FROM RELATIVES, FRIENDS, AND BUSINESS PARTNERS.

ABOVE ALL, THEY LACK FOR GENERAL MANAGERIAL SKILLS AND INFORMATION.

70% QUESTIONED WOMEN CONSIDER THAT THEY NEED SPECIAL ATTENTION FROM CENTRAL AND LOCAL POWER BODIES IN THE FORM OF BUSINESS SUPPORT PROGRAMS.

AT THAT, THEY MEAN INFORMATIONAL AND LEGAL GOVERNMENTAL SUPPORT RATHER THAN FINANCIAL ASSISTANCE.
DIRECTIVE BODIES OF UKRAINE DO NOT CONSIDER WOMEN ENTREPRENEURSHIP AS SME SECTOR COMPONENT THAT NEED SPECIAL LAWS AND PREFERENCES.

THE ONLY GOVERNMENTAL STATEMENTS THAT CAN BE RELATED TO WOMEN ENTREPRENEURSHIP SUPPORT ACTIONS ARE THE FOLLOWING:

- LAW “ON PROVIDING EQUAL RIGHTS AND OPPORTUNITIES FOR MEN AND WOMEN”
- DECREE OF PRESIDENT “ON IMPROVEMENT OF WORK OF CENTRAL AND LOCAL AUTHORITIES ON PROVIDING EQUAL RIGHTS AND OPPORTUNITIES FOR MEN AND WOMEN”
HOWEVER, AT PRESENT THE STRATEGY OF GENDER REORGANIZATION AND ACTION PLAN ON PROVIDING EQUAL GENDER RIGHTS FOR THE PERIOD UP TO 2015 ARE BEING DEVELOPED IN UKRAINE.

UKRAINIAN EMPLOYMENT CENTERS LACK FINANCIAL MEANS FOR RE-TRAINING AND PROFESSIONAL BUSINESS TRAINING OF UNEMPLOYED WOMEN AND ALSO FOR PROVIDING START CAPITAL.
AT PRESENT 93% OF WORKING WOMEN BEAR DOUBLE DUTY COMBINING HOUSEWORK AND PROFESSIONAL ACTIVITIES.

WOMEN ARE ACTIVE IN EVERY SPHERE – MANUFACTURING, REPRODUCTIVE, SOCIAL.

THEREFORE THEY OFTEN HAVE TO MAKE A CHOICE – CAREER AND SUCCESS OR FAMILY AND PRIVATE LIFE.

THEY OFTEN PAY IN EMOTIONAL AND PHYSICAL EXHAUSTION FOR ATTEMPTS OF “BLENDING TOGETHER INCOMPATIBLE THINGS”.

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THE FACT, THAT TWICE DURING INDEPENDENCE PERIOD OF UKRAINE THE STATE COMMITTEE ON ENTREPRENEURSHIP WAS HEADED BY WOMEN, EVIDENCES OF HIGH WOMEN’S ACTIVITY.

JULIA TIMOSHENKO, THE MOST PROBABLE NEXT PRIME-MINISTER OF UKRAINE, WAS AN ENTREPRENEUR IN HER PAST.
THE SAME HIGH WOMEN’S ACTIVITY IS OBSERVED AS WELL IN BUSINESS-INCUBATION NOT ONLY IN UKRAINE BUT ALSO IN OTHER ECA-REGION COUNTRIES.

53% OF ECA-NETWORK MEMBERS ARE WOMEN.
THANK YOU VERY MUCH
FOR YOUR INTEREST!

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