

APEC BEST AWARD

CATALOGUE OF THE BEST ENTREPRENEURIAL PRACTICES

2017

Dr Irina Saltikova & Ms Veronika Peshkova

INTRODUCTION

The Catalogue is a compilation providing both the results of the 2017 award ceremony and information about the winners, as well as a guide for future participants.

The first section of the Catalogue is dedicated to practical advice on how best to prepare an investment pitch and a BEST award presentation. The authors believe that this will help the participants feel more confident and ensure better results.

The second section deals with the 2017 BEST Award, giving details on the jury members, participants and their respective enterprises. This part includes the contact information of participants that helps investors and possible partners to contact them. The main aim is to provide information about the initiative to ensure that a wider audience is afforded the opportunity to partake.

BUSINESS PRESENTATION FOR INVESTORS

1. An investment pitch is one of the most important steps for the future of the business. The outcome of this presentation directly affects the prospects of the business. It can drive the business' development or hinder it. The presentation during the Contest "APEC BEST Award represents a classic pitch for investors.

In this section we discuss steps to prepare the presentation for this event.

The focal point of the presentation preparation is defining the aim of the pitch. When it's clear, it is time to prepare all materials and the speech.

You might desire a storm of applause or a heated discussion, or financial support for the project.

Great value for the Contest and for investors is defined as:

- | | |
|---|---|
| 1. Bright competitive product | 3. Project duration and period for return on investment |
| 2. Potentially replicable business model and the large market share | 4. Project team and their competences |

2. During the investment pitch all of these aspects should be reflected in the presentation. Therefore it's important to organize the process of preparing your presentation the right way. We can define 3 stages:



Figure 1.

3. INFORMATION COLLECTION

At the beginning it is necessary to collect all available information about the topic that will be presented. In our case this implies the company or project information.

4. KEY PROPOSITION (PRODUCT)

What do you offer your client? What do clients pay you for?

5. CUSTOMER RELATIONS

Information stream: how do potential clients know about the company and products or services? Does your business model imply a once-off sale? Or is it a multi-sale, which allows you to develop customer loyalty and create ways to retain customers?

6. CUSTOMER SEGMENTS

Who are your clients? Why do clients choose your product or service?

If it's possible list all possible fields where your clients are from.

7. CHANNELS

How and where can clients buy the product or service?

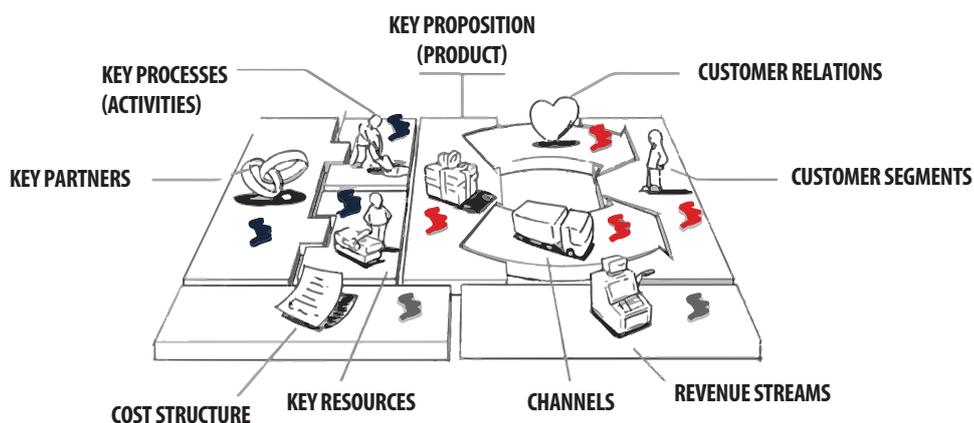


Figure 2.

8. REVENUE STREAMS

Financial highlights: annual revenue, profitability, growth dynamic (the company's history and milestones). What does the income consist of? Is it regular or unstable?

9. KEY RESOURCES

What kind of resources support the presented business model? What are the main resources?

10. KEY PARTNERS

What kind of interesting partnerships does the company have? Who are the partners?

11. PRESENTATION STRUCTURE

When all information is collected, the next step you need is to structure the presentation.

Below is an example of a presentation for the Contest:

1. Description of the project or company.
2. Description of the product.
3. Marketing for the company.
4. Business model elements.
5. Competitive advantages of the company.
6. Social impact of the company.
7. The project team.

It is essential to plan the timing of the presentation. Usually the duration of the investment speech is no more than 5 minutes for your presentation. The presentation time is correlated with the number of slides. Often people overload their slides with text. Use pictures where and if possible, instead of words.

12. ON THAT NOTE, IT IS RECOMMENDED HAVING 7-10 SLIDES AND THE NEXT TIMING:



Slide 1 : Company information and its logo - 20 sec includes

- When and by whom was it founded?
- Field of business

Slide 2 : Product information- 60 sec includes:

- Product description
- Customer segment; competitive advantage

Slide 3: Marketing strategy information— 40 sec includes:

- Market value
- Market share
- Growth potential

Slide 4-5: Business model elements, including financial highlights - 40 sec for each slide:

- Annual revenue
- Profitability
- Dynamic of the growth (the history of company and milestones)

Slide 6(-7): Advantages of the company - 40 sec for each slide:

- The project team
- Social impact of the company

FROM THE PRESENTATION THE FOLLOWING THINGS SHOULD BE CLEAR:

Does the product have any advantages on the market?

Is the market share increasing?

What progress has the company already made?

It is good to illustrate the company's development dynamic.

What competences and potential does the team possess?

If anybody can answer all above questions after your presentation you are in the right direction.

If the plan and presentation are ready we can continue with the 3-d stage.

PRESENTATION ACCORDING TO STRUCTURE

GENERAL RULES AND RECOMMENDATIONS:

- Presenting is a skill. Nobody can prepare you better than yourself.
- Keep eye contact with the audience.
- Keep key points of the presentation plan in mind, instead of learning a speech by heart.
Improvise around them.
- Use facts and statements to make the presentation clear.
- Find simple arguments. Everybody should understand what you are speaking about.
- All examples used in the presentation should be relevant to the topic. Find examples correlated with what you are speaking about at that moment.

STATEMENT

CLEAR

ARGUMENT

SIMPLE

EXAMPLE

CORRESPONDING

SUCCESS FACTORS ARE:



VISUAL CONTACT



CONFIDENT VOICE



MODERATE SPEECH RATE



ABSENCE OF PAUSES AND LOSS OF WORDS



NATURAL MOVEMENTS

APEC BUSINESS EFFICIENCY AND SUCCESS TARGET (BEST) AWARD

The contest took place on the sidelines of the 2017 APEC Women and the Economy Forum 27 of September, 2017 in Hue City, Việt Nam, to promote greater women's economic empowerment and more active participation in trade and economic activity in the Asia Pacific.

APEC BEST Award was initiated by Russia and co-sponsored by Chile, China, Chinese Taipei, Japan and Việt Nam. More than 150 people participated in the event. The jury was headed by Ms So Young Lee from Korea.

REPRESENTATIVES FROM 11 APEC ECONOMIES COMPETED IN 7 NOMINATIONS:

1. APEC BEST AWARD
2. HIGHEST GROWTH POTENTIAL
3. MOST INNOVATIVE BUSINESS MODEL
4. INTERNATIONAL ATTRACTIVENESS
5. BEST SOCIAL IMPACT
6. BEST "GREEN-ECONOMY" PROJECT
7. SPECIAL PRIZE



Nominated by their respective APEC member economies, the BEST Candidates have run and/or owned locally operated small businesses for two to seven years.

They were assessed based on the replicability of business model, growth potential, innovation, foreign market prospects, social benefits and particular capacity to create jobs and boost human resource development.

Rika Yajima from Japan, founder and CEO of aeru, was selected as the overall winner of this year's BEST Award out of a group of 11 finalists from APEC member economies. Her successful brand specializes in baby and childcare products that preserve and promote Japan's traditional culture.



"The idea behind aeru is to connect Japanese tradition to the next generation by creating products for babies and kids that will give them early exposure to the culture," said Yajima, "We are working with Japanese artisans to put together Japanese traditions and contemporary artistry in products such as earthenware cups, dishes, toys, and other customized items for babies and kids to use."

Yajima also won the award for Best Social Impact.

Ms MARÍA GRACIA DALGALARRANDO HARITÇALDE from Chile is the winner of the nomination "Most innovative business model".

The Philippines were represented by Ms BERNADETTE DE LOS SANTOS who became the winner in the nomination "Best "green-economy" project".

Ms NATALIA LARCHENKO from Russia is the winner of the nomination "International attractiveness".

Ms HOANG MINH NHAT, Việt Nam, is the winner of the nomination "Highest growth potential".

Ms NGUYEN THI MY LIEN, Việt Nam, is the winner of the nomination Special prize of Jury.



Due to the growth of interest to the Contest from APEC economies it was decided to expand the event and to add a non-official part giving an opportunity to make a pitch to women who did not meet the demands of the Contest and who did not participate in APEC BEST Award. There were 4 impressive presentations out of competition to which the audience demonstrated goodwill and interest to them.

The APEC BEST Awards aims to spread the best practices of women-owned small businesses and provides the chance to these entrepreneurs to expand their network beyond local markets.

“By showcasing success stories of women entrepreneurs in the region, we hope that many women will be inspired to take the plunge and build their own business,” said Natalia Strigunova of Russia’s Ministry of Economic Development, who initiated the BEST Awards.

“When women are encouraged to embark on the entrepreneurship journey, it will have significant impact for the economy; it will create jobs, boost the ecosystem, and most importantly attract more women to be entrepreneurs,” she concluded.

The Award will help to attract the interest of mass media, business and public community to the issues of the developing women entrepreneurship across APEC economies. In addition, APEC BEST Award will provide the participants with an opportunity to give their businesses global exposure, attract international partners and potential investors from the APEC economies.





Professor Dr Patrice Braun Australia

Professor Patrice Braun is the Director of the Asia-Pacific Centre for Women & Technology (APCWT), one of ten globally networked centres to mainstream women in the knowledge economy. She also holds an Adjunct Professorship in Research and Innovation with Federation University Australia. Prior to her Professorial appointment, Patrice was the Director of the Centre for Regional Innovation and Competitiveness (CRIC) leading research teams and projects ranging from sustainability and e-health to behavioural economics, strengthening regional well-being and social connectedness.

Dr Braun is an Action Researcher with a PhD in regional network development underpinned by ICT and a Masters by Research on the use of the Internet for community learning.

Action Research has listening at its core and Patrice is known for her work with rather than on people to achieve engagement, collective learning and action-oriented outcomes.

Her global research and consultancy work in regional futures and ICT-enabled development focuses on gender equity and includes the weaving of technology with sustainable economic, social, educational, environmental, and governance practices. Prof Braun has published in a variety of areas, including women's empowerment, female and green entrepreneurship, and knowledge economy skilling (for publications see www.academia.edu).

Prof Braun consults with government and industry, both in Australia and abroad.

She is a frequent contributor to APEC gender fora and policy.

In 2015 she facilitated an Australian government sponsored APEC project to help emerging economies develop gender-response programs for women-led enterprises.

From 2005-2009 Prof Braun was the Australian focal point for a 5-year APEC research and capacity development program to enhance women's participation in the digital economy.

Patrice maintains a global network of affiliations. She is on the Executive Committee of the International Taskforce for Women and Technology (ITF); a consulting expert with the UK-based Centre for Women's Enterprise & Employment; on the Advisory Boards of Foundation Women @ Work (Netherlands), Yoga Gives Back (USA), and the National Education & Employment Foundation (Australia). Patrice is the Research Chair for the Australian Women Chamber of Commerce and Industry (AWCCI).



Ms Nicole Verdugo Oviedo
Chile

Focusing on Women's empowerment and women's involvement in business, Nicole Verdugo is Head of Gender Department at DIRECON (International Economic Relations area at the Foreign Relations Ministry of Chile) and leads Chile's negotiation teams in gender matters in bilateral and multilateral free trade agreements. She also led the negotiation process in gender matters with Uruguay, Canada, Argentina and Pacific Alliance observer states. Since 2016 she has been the coordinator of the GTG (Gender Technical Group) of the Pacific Alliance, working on the Alliance Presidents' gender mandates within the 4 countries. Co-creator of the Gender platform of the Pacific Alliance "Mujeres Empresarias de Alianza del Pacífico" (Businesswomen of the Pacific Alliance) and of the PA business women work program, and APEC Gender Group Focal point for the last 2 years, coordinating with the public and private sector towards goals in gender and commerce of the 21 APEC economies.

Being responsible for the gender management improvement program of DIRECON, she aimed to incorporate this area's gender perspectives in their public policies so as to identify and correct inequalities in gender in Government's services and works in the strategic plan of the Mujer Exporta program.



Ms PACITA JUAN
Philippines

ECHO global Holdings Inc., Director and Chair of ECHOstore Sustainable Lifestyle, Director and Founder of ECHOsi Foundation, Vice-President and Director Pacita or “Chit” is a Social Entrepreneur, Marketing and Branding Specialist. Born to a family of entrepreneurs, Chit has started many businesses since her college days. A multi award-winning entrepreneur, she is Co-Founder of ECHOstore. She is the founder of Figaro Coffee Company which she started in 1993, Binalot Fiesta Foods in 1996 and ECHOstore sustainable lifestyle in 2008. She was awarded one of the Ten Outstanding Entrepreneurs (Entrep 10) by Entrepreneur Magazine in 2003 and Small Business Entrepreneur of the Year by Ernst & Young also in 2003. She has served as President of the League of Corporate Foundations, Co-Chair of the Philippine Coffee Board Inc. since 2002, and currently serves as Governor of the Management Association of the Philippines. She is also a Fellow of the Institute of Corporate Directors and serves as an Independent Director in various firms. In the NGO circuit she sits as a Trustee and Treasurer of the Peace and Equity Foundation Inc. She writes a column called Green Space in the Manila Times every Sunday. She has also authored many books on Coffee having been a coffee drinker almost since birth and a coffee advocate, as Chair of the Philippine Coffee Board for the last 20 years. She is a co-founder of the ASEAN Coffee Federation and the Philippine Representative to the International Women’s Coffee Alliance. She speaks internationally on many topics especially Environment, Leadership and Women Entrepreneurship. She is President of the Women’s Business Council of the Philippines and Founding Director for the Women in Corporate Boards, and is a member of the Institute of Corporate Directors. She finished her bachelor degree in Hotel and Restaurant Administration at the University of the Philippines.



Ms Naoko OKU
Japan

Head of The DBJ Women Entrepreneurs Center (DBJ-WEC) in The Development Bank of Japan Inc.

1995 Ms Naoko Oku graduated from Hitotsubashi University, Tokyo JAPAN as Bachelor in Management.

Later (2008) Ms Naoko Oku received the Master of Management in Hospitality degree in Cornell University, NY, USA.

From 2013 she became Senior Vice President in Corporate Finance Development of The Development Bank of Japan, focusing especially on the lodging industry.

From 2017 working as the head of DBJ-WEC, Ms Naoko Oku has being leading 6 member-team to organize DBJ Women Entrepreneur Business Plan competition on annual base. She provides women entrepreneurs support through matching corporations or giving women entrepreneur advice for further development and growth.



Ms So Young Lee
South Korea

CEO of Seahyun Korea Co., Ltd 2000. 08 Kyungpook National University Graduate. Ph.D (Major: Opto-Electronics and Medical engineering
2005.03 ~ Kyungpook National University IT college adjunct professor/Ph.D
2006.11 ~ CEO of SEAHYUNKOREA Co. Ltd.
2009. 03 ~ Director of Korean Federation of Science and technology Societies
2013. 03 ~ First vice president of Korea IT Business Women's Association.
2014.03 ~ CEO Mentor of K-ICT Start Up mentoring Centre, Ministry of science, ICT and Future Planning
2014. 03~ Korea delegator of women business representative of APEC Women's Business and Smart Technology Seminar
2015.01 ~ Korea Science & Technology R&D Budget council member of KOREA Government
2015.11 ~ Korea Science and Technology women representative of 2015 Korea-China Science and Technology Innovation Forum



Mr Tran Quang Tien
Việt Nam

PhD, Senior Lecturer, Member of Việt Nam Economics Association, President of Việt Nam Women's Academy
1995-2003 Research expert at Research Department, Việt Nam Women's Union;
2003-2007 Australian National University, Australia PhD candidate
2008 Lecturer, Dean of Business at Administration Faculty Central Women's Training School
2008-2012 Vice President in charge of education management; Dean of Business Administration Faculty, Director of Center of Training and Capacity Advancement for Women at Central Women's Training School
2012-2015 Việt Nam Women's Academy. Vice President of VWA in charge of education management; Dean of Business Administration Faculty, Director of Center of Training and Capacity Advancement for Women.
2015 Now Việt Nam Women's Academy President of Việt Nam Women's Academy; Director of Center of Training and Capacity

Advancement for Women Research topic interest:

The role of women in the economy. Mr Tran Quang Tien is an author of the textbook on gender economics and the researcher of the joint research with a Korean university on female labors;

The Corporate governance with focus on female leadership and management and women's entrepreneurship.

He leads a research project on the sustainability of collective economic models headed by women with support from Việt Nam Women's Union.

Micro finance in Việt Nam with focus on micro finance in the informal sector.



Ms Rinawati Prihatiningsih / Rina Zoet Indonesia

Real Estate, Property Management, Property Consultant and Maintenance Contractor Rina Zoet is Indonesian, married with her Dutch husband, and has four children. She is the Founder, Owner and Managing Director of CV. Hako Mulia Abadi, a boutique real estate consulting and management company in Jakarta. She has a Bachelor's degree from the Universitas Gadjah Mada (Yogyakarta) and a Master's degree in Gender Studies from the Universitas Indonesia (Jakarta). She plays a leading role in the advancement of women in Indonesia. During her study she had been working in Jakarta as a property agent and had advanced to the position of Senior Marketing Executive for PT. KOLLIPAC Indonesia, one of the leading Real Estate companies in Indonesia.

After acquiring her Bachelor degree in 1995, Rina became an independent agent, successfully growing the business and established, after four years, in 2003 her own company, Hako Mulia Abadi (HAKO).

After her Master's, Rina focused on consolidation of her Hako business and has taken up leading roles to advance Gender Equality in Business, Government and the Society. She started to work as the Head/Coordinator of Secretary General of the Indonesian Business Women Association (IWAPI); as the Head/Coordinator of the Permanent Committee of Gender Mainstreaming, reporting to the Deputy Chairman of Women's Economic Empowerment of Indonesian Chamber of Commerce (KADIN); a member of AREBI - the Indonesian Real Estate Broker's Association.

She became a member of FORKOMNAS, the National Communication Forum, organized under the Ministry of Women Empowerment and Child Protection.

Since 2013 she is an Ambassador for YMSI (Yayasan Musik Sastra Indonesia, the Indonesian Classical Music Foundation).

Rina is a presenter on gender equality presenting in Indonesia and abroad: in Kyoto University, Kyoto, Japan; Thang Long University, Hanoi, Việt Nam; Eastern Mediterranean University, Famagusta, Northern Cyprus.



Ms Ha Thi Thu Thanh
Việt Nam

Ms Thanh is the Board Chairperson of Deloitte Việt Nam. She is among the first CPAs in Việt Nam who has made significant contributions not only to Deloitte, but also to the auditing profession in Việt Nam.

Ms Thanh holds Master of Business Administration from Hawaii University, Bachelor of Science in Finance and Accounting, Bachelor of Law as well as Certified Public Accountant (CPA) of Việt Nam and Australia. She also earns the Certificate in Legal Practice in Việt Nam.

She served as national leading partner for most of the firm's major engagements including Việt Nam's large corporations, multi-national enterprises, FDI enterprises and listed companies.

Also Ms Thanh holds key roles in various social organizations such as Việt Nam Chamber of Commerce and Industry (VCCI), Việt Nam Business Council for Sustainable Development (VBCSD), Center for Social Initiatives Promotion (CSIP), Việt Nam Association of Certified Public Accountants (VACPA), Việt Nam Association for Women Entrepreneurs (VAWE), Hanoi Association for Women Entrepreneurs (HNEW), Việt Nam Women Union, National Advisory Committee for Corporate Governance, Pearl S. Buck International Việt Nam.

Ms Thanh is an active speaker and writer of articles on leadership, corporate governance, sustainable development, etc. She has recently been voted as one of the 20 most influential Women Entrepreneurs and one of the 50 most influential Women in Việt Nam 2017 by Forbes.



Ms Evgenia Lazareva
Russia

Ms Evgenia Lazareva, 35 years old, Social entrepreneur, founder of the brand "MAMANONSTOP", founder of communication agency GNEZDO, producer of the First rock festival for children KidsRockFest, author of social project "Made by Mom - made in Russia".

She worked in the field of trust management and disclosure of information about market makers as Department Director of an international bank and Chairwoman of Information agency of finance markets field. In 2009 she founded the company "MAMANONSTOP" that afterwards became the winner of the Award "Business Success entrepreneurs" in the nomination "BEST STARTUP". This company is not only the producer of child and parent wear in the style Family Look and popular internet shop. It is a social business.

2016 she was a winner of the APEC BEST Award in nomination of The Best Impact to the society with the project Kidsrockfest – children's rock festival that has no analogues in the number of infants, preschool children and pregnant women dancing rock 'n' roll.

The KidsRockFest is a project that brings together families and unites generations. It creates a new family tradition and musical culture.

From 2015 she is a member of Committee on Women Entrepreneurship Development.

2016 she was one of the founders of Fund "4 WE".



Ms Veronika Peshkova
Russia

Founder and leader of consulting company IExpert specialized in the field of trainings, strategic & financial consulting. Company successfully realized projects for corporate clients and Public structures, including Russian Export Center, Moscow Government and Kursk and Kaluga regional administrations.

Veronika is the Executive Board member of Opora Russia – the biggest union of SMEs gathering more than half a million Russian entrepreneurs with 84 regional offices. Veronika is a member of Expert Council of Women' Entrepreneurship Development Committee responsible for international initiative development. Veronika has over 20 years of experience as manager in leading corporations in retail, healthcare, engineering and FMCG, such as DANONE, Maersk, Rolf Group. She has strong expertise and background in strategy, finance and business operations. Graduate of Kingston Business School MBA program. Experienced as MBA and EMBA programs' lecturer in UK (Kingston University) and Russia (Russian Presidential Academy of National Economy and Public Administration). Veronika supervised several researches in the field of business internationalization and SMEs development conducted in conjunction with the Russian public sector and University initiatives. She is the researcher of the joint research with a Korean university on Women's Economic Empowerment and ICT: 'Capacity Building for APEC Women's Entrepreneurs in the Age of the 4th Industrial Revolution'.



Ms Irina Saltykova
Russia

Technical director of ANO APE “Ericsson Training Center”, Ph.D. Irina has over 20 years of professional experience as manager and business trainer in Ericsson training center working for Ericsson AB (Sweden), Telecom Paris (France), Ericsson Telecomunicazioni SpA (Italy), Tele2 (Kazakhstan), “Vimpelcom”, “Megafon”, “MTS”, Turkcell group. Experienced as MBA program lecturer in Moscow Technical University of Communications and Informatics. Company specialization is training, consulting in Telecom and project management. Company successfully realized projects for corporate clients and Public structures, including Russian Export Center, Moscow Government, State corporation of small and medium business.

Irina is co-author of the training program “Mom is an entrepreneur”. Irina is an organizer and moderator of APEC Best Award 2016, mentor in several international projects in different fields.

Irina is an expert in Federal program of mono-cities management team development in Russian Presidential Academy of National Economy and Public Administration.

She is a specialist in presentation, communication, product and project management, strategy, cross-cultural features, development of educational products. She is a speaker at the APEC Seminar on Women as Prime Movers of Inclusive Business. She is the researcher of the joint research project with a Korean university on Women’s Economic Empowerment and ICT: ‘Capacity Building for APEC Women’s Entrepreneurs in the Age of the 4th Industrial Revolution’.

Việt Nam Packaging High Quality Joint Stock Company (Vbox., Jsc)



Ms To Thi Phuong Thao
Việt Nam

✉ ceo@baobicaocap.com

☎ 0903431799

The company was established in 2013. The main products:
Cosmestic, Food, Fashion

Main customers: 5 star Hotels in Hanoi, Big retailers in Japanese and American market
Main markets: Domestic, Japanese, American markets.

WoomUp



Ms Gracia Dalgarrando
Chile

✉ gracia@woomup.cl

☎ +56944055999

Gracia Dalgarrando is a Master of Public Administration from Columbia University. At 28, she was Head of Communications of the Ministry of Education of Chile and, later, Head of Communications of the Ministry of Social Development. She is the Founder and CEO of WoomUp and also teaches Social Innovation at a university level. She is profoundly convinced that women are the change makers of this world. Ms MARÍA GRACIA DALGALARRANDO HARITÇALDE is a winner of the nomination "Most innovative business model".

The company was established in 2016. WoomUp is a p2p networking and mentoring platform for women climbing the professional ladder. It aims to break the glass ceiling and to create networks and find role models for women in Chile. The platform was launched in May 2017 and more than 2,000 matches amongst female members have been made. WoomUp also provides mentoring and networking services for companies concerned with the lack of female representation in top managerial positions.

PT. Kencana Ungu Mulia (Indonesia)



Ms Rachmadiana Irlisa
Indonesia

✉ nana.ideku@yahoo.com

☎ +62.818.0752.9999

Ms Rachmadiana holds a Master Degree in Management of Communication and PR (2013) from Trisakti University, a prominent private University in Jakarta, Indonesia and a Bachelor Degree in Interior Design (1992). She is the Founder & CEO (since 2002 until now 2017) of a group of Private Sector Business: Ideku Group (PR-Media-EO- Consultant) since 2002; PT. Ideku Kreasi Promosindo (PR- Media-EO-Consultant) since 2007; PT. Kencana Ungu Mulia (Magazine & Online media) since 2012; Indonesia- Asia Institute (Board of Jury, Motivator, Trainer) since 2013.

She is Public Relations Consultant, Event Organizer, trainer of Economic Review and Woman Review Motivation and Personal Development.

The contributions of Ms Rachmadiana could be recognized through her innovative idea to promote Indonesian women's role and leadership by creating an Award for Indonesian

Significant Women or known as "Anugerah Perempuan Indonesia" (=API) since 2012 in cooperation with and endorsed by the Ministry of Women Empowerment and Child Protection (KPPPA=Kementerian Pemberdayaan Perempuan dan Perlindungan Anak).

The company has organized various Awards in particular fields to hundreds of significant Indonesian corporates and companies. An "Award for Indonesian Women" (Anugerah Perempuan Indonesia = API) was organized in 2012 to promote Indonesian significant women who made contributions to economic, social and cultural impacts for local communities and nationwide in Indonesia.

The company has promoted micro companies products (UMKM) in various events in Indonesia as well as abroad.

Ms Rachmadiana Irlisa has transformed a vision of enhancing Indonesian State Owned Enterprises (SOE) and private corporations in the way they communicate with public by evaluation and recognition through related Awards judgment processes and communicating the positive impacts to public through Awarding and publishing through website Media and Magazines. The nominee has transformed these related events into a business venture that is viable and beneficial to society.

aeru



Ms Rika Yajima
Japan

✉ info@a-eru.co.jp

☎ +813-6721-9624

Rika Yajima (Born 24 July 1988, Tokyo) Founder and CEO of aeru company.

At the age of 19, she was involved in publishing and spreading information about Japanese traditional culture and craftsmanship after being mesmerized by the techniques of Japanese artisans and the long tradition behind the crafts. With the vision of passing down Japan's tradition to the next generation, she established aeru company during her fourth year at the School of Law of Keio University, where she graduated soon after in March 2011.

Utilizing the connections she has with traditional artisans from all over Japan, Yajima initiates the development of original products, organizes events and seminar talks, and is also actively involved in writing magazine articles, books and so on. At the end of 2013, she was selected as one of the Young Global Shapers of the World Economic Forum (Davos Conference). In 2015, she won the 4th "Women Entrepreneurial Award" presented by "Development Bank of Japan (DBJ)". Rika Yajima is the overall winner of the APEC BEST Award 2017 and the winner in nomination "Best Social Impact".

"aeru" is the traditional brand for children from 0 to 6 year old, that was founded in 2011. It creates daily living products together with traditional Japanese craftsmen from all over the economy, with the aim of constructing an environment and lifestyle where children can interact with traditional craftsmanship from a young age.

"aeru" started from an online retail store. In 2014, Yajima opened Tokyo direct retail store "aeru meguro", and the next year she opened "aeru gojo" in Kyoto. Now, there is a new department that is called "aeru room". A series of hotel rooms, only one in each hotel, specially designed using Japanese traditional artisans' techniques local to the region. By creating various ecosystems to connect various Japanese traditions, the team is challenging the principles of cultural and economic exchange.

Chau Thong Service, Trading and Produce Limited Company



Ms Nguyen Thi My Lien
Việt Nam

✉ lien.nguyenmy104@gmail.com ☎ +84-905023116

Ms My Lien graduated from the Hochiminh Polytechnic Institute in 1999 as an engineer chemist.

2001 – 2002 she had being working as administration officer at Dung Quat refinery management board.

2003 – 2008 she had being working at business development department at Petrovietnam Insurance Company, Danang branch of Petrovietnam oil company and after that at market development department of Petrovietnam Energy and investment company.

In 2011 she founded Chau Thong Production, Commercial and service company. Now the total staff includes 14 people, among them 10 are women.

Ms NGUYEN THI MY LIEN is a winner of the nomination Special prize of Jury.

Main activities of Chau Thong Production, Commercial and service company:

2011 – 2013 Focus on lubrication oil business. Supply lubrication oil to shipping companies.

2013 – now Concentrate on the agarwood products from local resources.

Chau Thong products are now popularly used in the domestic and are also for tourist. Total cost investment: 2 billion VND.

Total revenue: 9 billion VND per year. Cash payback within two years.

Total staff: 14 people, among them 3/4 are women.

Flower in Bloom



Ms Zou Tong
China

✉ 1187087301@qq.com

☎ +8618510227517

Ms Zou Tong is the CEO of Flower In Bloom. In 2013, she was elected to “Entrepreneurship Model: walk into the Tsinghua University” of CCTV2. Ms Zou Tong has participated in some work related to the 18th HORTIFLOREXPO CHINA. Her entrepreneurial story was covered by Xinhua News Agency. She was invited by “Confucius & Mencius Foundation” to perform Chinese flower arrangement for Chinese and foreign dignitaries. Ms Zou Tong shared her entrepreneurial stories on behalf of Tsinghua University’s x-lab excellent entrepreneurial projects in Yale.

Zou Tong founded “Flower in Bloom” 3 years ago to carry forward the culture of China and push the wave of traditional culture revival to the world in order to solve the standardization of flowers supplying and customers’ requirements of service upgrading; provide the companies with flowers art courses ; provide the companies with the flower art space integral layout, different kinds of flowers products such as bouquets, flowers gift boxes. Ms Zou Tong has chain of stores. Today the company employs 10 people.

BidiBidi enterprise



Ms Bernadette B. de los Santos
Philippines

✉ bidibidi101@gmail.com

☎ +63 9164513749

Bernadette is a social entrepreneur who owns and manages three interlinked entrepreneurial entities: an organic farm, a café and an arts & crafts studio and shop. Aside from teaching rural women livelihood skills, she also teaches in the university and is involved in numerous socio-civic organizations. She has sent a number of youth of her town to college and has provided livelihood to mostly rural women in Baao, Camarines Sur. As an artist, she has held several solo and group exhibits and as a poet, she has published a few poems.

Ms BERNADETTE DE LOS SANTOS became a winner in the nomination “Best “green-economy” project”.

BidiBidi enterprise is the name of Bernadette’s project. It is three-pronged:

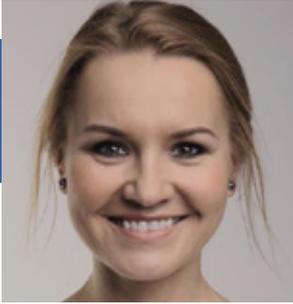
La Huerta de Rosario, a GAP certified and OA practicing farm, a learning site and a agro-tourism destination. In this venture, Bernadette has converted a once-idle land into a bustling and verdant farm, where vegetables are organically grown. The farm has been accredited as a learning site and has become a venue for students for their OJT. It also has a dorm-type accommodation where tourists and motorists can spend a night and where guests are served farm-to-table food. The vegetables grown are supplied to the BidiBidi Café and the local market. This project is the base of other enterprises.

BidiBidi Café is a coffee shop/gallery/library which serves local cuisine with a twist founded in 2017. Most of the ingredients are locally grown or locally sourced. It was opened to provide jobs to local students who need to earn to school projects. It is run by students from the nearby State Colleges/Universities. BidiBidi Café also serves as a venue for local artists to put their artworks on display, for writers to hold book launchings and for musicians to play their music.

F.A.R.M. (Fabulously Absolutely Rural Made) by BidiBidi ent, founded in 2010, makes products from upcyclable materials using cultural and heritage skills such as hand embroidery, basket weaving and loom weaving. Thru F.A.R.M., Bernadette teaches rural women in Baao, and recently in neighboring towns, skills like hand embroidery, sewing, quilting, crochet and other artisanal skills. Currently, F.A.R.M. produces one-of-a-kind embroidered products and has launched several project:

Wild Indigo Dreams (products using upcycled denim) and 100 Joy Quilts (patchwork quilts using upcycled fabrics for victims of natural and manmade calamities).

000 Matryoshka Rus (Matryoshka)



Ms Natalia Larchenko
Russia

✉ natalia.larchenko@matryoshkadesign.com

☎ +7 9219139330

Ms Larchenko is the owner of Matryoshka Rus Company (Matryoshka brand). She holds a Master Degree in Marketing from Saint Petersburg State Technical University and Executive MBA graduated from the Stockholm School of Economics. Natalia has more than 10 years of experience in marketing and communications in large companies related to residential construction.

Ms NATALIA LARCHENKO from Russia is a winner of the nomination “International attractiveness”.

Matryoshka is a Russian brand of conceptual gifts, jewelry and clothes founded in 2014. The Matryoshka brand concept idea is based on one of the most popular and most recognizable symbols of Russia – famous nesting doll known as a matryoshka. **Matryoshka** is built and developed on three main principles - form, color and functionality. Each Matryoshka’s product is created according to the latest trends in fashion and design. Thus there are different target groups and products are bought by foreign guests as a modern designer presents from Russia or by Russians as fashionable jewelry. Now 7 full-time employees work in the company.

Womany Network



Ms Chang, Wei Shuan
Chinese Taipei

✉ shuan@womany.net

☎ +886-2-2377-5999

Wei Shuan Chang, the founder and CEO of Womany Media Group, regarded as key opinion leader in women leadership & entrepreneurship in Asia, has frequently been invited by public sectors for consultation on women and start-up policy and is honored by presidents as the paragon of female entrepreneur in Chinese Taipei. She won the entrepreneur star in Chinese Taipei in 2012 and selected as top influential women in 2016 by Digi Times. Regarded as a role model of girls, she is also a writer and a TED speaker & host, advocating for gender diversity and equality.

She demonstrated how to build up a media empire with civic topics, helped to define the role of technology as the means of initiating social change. She had led the very first #CodeforGender hackathon, which attracts more than 500+ people to apply with rare 1:1 sex ratio of contestants. She has profound experience in accessing startup strategies and fond of establishing innovative corporate culture. She actively raised the social movement of gender awareness; meanwhile she established new business models, which persistently doubles the revenue growth of Womany since 2014, and to help numerous business partners to reach their objectives.

“Be the change you want to see in the world.” is her motto. And she follows it.

Womany is the media group that has 3 core services:

- Womany, the leading women-empowerment media community.
- Lianhonghong, the first female-centric sex education media in Asia.
- Codeforgender, the first technology & gender community over the world.

Womany is the most influential gender empowerment media-community in Asia, attracting millions of readers over the world including USA, Singapore, and China.

The mission of Womany is to support and empower women to grow. And Womany fulfils its mission every day.

Bánh Mì by Minh Nhat



Ms Hoang Minh Nhat
Việt Nam

✉ Hoangminhnhat.ftu@gmail.com ☎ +84919982268

Ms Hoang Minh Nhat is 24-year-old chef, born in Hanoi and raised in the love of a three generation family. With encouragement from her parents, she started learning how to cook at the age of 5. Ms Hoan Minh Nhat is the winner of the nomination "Highest growth potential".

After becoming Masterchef Việt Nam, Ms Hoang Minh Nhat decided to quit her current job as a Banker to devote her time and efforts to cooking. Since then, she is completely free to pursue her life's biggest dream. In the future, Ms Hoang Minh Nhat has plans to open her own 2nd Vietnamese restaurant, start a cooking class for foreigners and launch an official Vietnamese cooking channel on YouTube.

LTC_Learning and Tutoring Center (Community Learning Space) & Bake & Brew Start Ups



Ms Hoang Minh Nhat
Thailand

✉ Kandy_s@hotmail.com
kamon1kd@gmail.com

☎ +66 867815097
+66 881067415

Ms Kamonwan Kakandee is from Buriram, the province in the Northeast of Thailand. She holds a Bachelor of Environmental Science from Khon Kaen University and an Associate of Business Administration from Community College of Vermont, U.S.A.. She's now running two businesses; one is titled L.T.C. and the other is titled Bake&Brew.

Her return from the United States in 2012 fueled her desire to start her own business based on learning English language. Since her funds were small she opened her garage for 15 children at a time and charged the equivalent of only \$1 per hour. From there, her passion for teaching English developed. She began her first English tutoring business with determination and patience. Her first business is titled LTC which stands for Learning and Tutoring Center (LTC). Her second business is called Bake & Brew which is located next to her tutoring business. She opened Bake & Brew two years after LTC with the idea that it would serve as a comfortable space for the community and also her students and their parents before and after tutoring. Bake & Brew was developed from her passion for coffee and baked goods. Having her two businesses next to each other and indirectly intertwined has made them much more successful. They serve as a safe place for the community to come and practice English, if they wish, while enjoying a cup of coffee and some baked goods.

"I believe that being optimistic and having positive attitude, you can earn so much more. Any success in life comes from a good attitude and strong will to always be the best you can be. Being yourself and putting the community first is what ultimately leads to personal success." – the words of Ms Kamonwan Kakandee.

LTC_Learning and Tutoring Center (Community Learning Space) Teaching English for children, ranging in age from 7-18 and those who interested in learning English;

ICT and smart technology help facilitate her business, in order that they provide easy access to useful resources and materials used in her classroom, as well as providing channel to communicate with her students and sharing her experience and free useful English lesson for those who interested in learning English;

Open the opportunities for all as a "Sharing Space / Co- Working Space" to learn, to create any development activities, any Start Ups, and others.

These businesses have become successful because of unwavering determination since the beginning. From 15 students, she now has 100-150 students for each semester and has more loyalty customer coming to Bake & Brew. It was found that the most important factor of success ability to always look towards the future. As she mentioned, she refuse to get stuck in a routine.

She continuously search for ways to make herself and her business better which, in return, makes her clients happier and more successful.

Her businesses have become successful because of her unwavering determination since the beginning. From 15 students, she now has 100-150 students for each semester and has more loyalty customer coming to Bake & Brew. She has found that the most important factor to her success is her ability to always look towards the future. As she mentioned, she refuses to get stuck in a routine.

ANTCLABS Inc.



**Ms Paris Kyung-yeon
Lee** Republic of Korea

✉ antclabs@gmail.com

☎ +82-10-9374-7231

ANTCLABS Founder

BLTouch Inventor / Creator

Research interests:

3D Printer; Robotics, Mechanical Engineering; Agricultural Field Robot

Awards:

Two Gold Prizes, Seoul International Invention Fair Grand Prize, Korean Intellectual property office

Gold Prize, Korea International Women's Invention Exposition

Certificate of Achievement, Minister of Science, ICT and Future Planning Republic of Korea

BLTouch is an innovative auto bed leveling sensor for 3D Printers. Without good bed leveling, 3D printers produce low quality products and it creates big difficulties for 3D printer users. So, bed leveling is one of the most important and difficult part in 3D printing. Before BLTouch, even though there is auto bed leveling system in open source firmware, it is very hard to measure the bed precise in 3D printer environment. But BLTouch can precisely measure the tilt of Bed surface and it could work with any kinds of bed materials, such as glass, woods, metals etc.

BLTouch was invented in July 2015, and launched at Indiegogo in September 2015. Now BLTouch is very famous and is considered No.1 bed leveling sensor in the 3D printing Business. It is loved by 3D printer users from over 80 countries.

Creative Studio “Shapka rulit”



Ms Natalia Bazil
Russia

✉ shapkarulit@gmail.com

☎ +79135343073

Graduate from the Siberian Federal University, Master in Linguistics.

More than 8 years' experience in Business (retail). The co-partner of Creative Studio “Shapka rulit”

Creative Studio “Shapka rulit” founded in 2015 is a Russian brand of original handmade hats. The idea of the project is to give the work opportunities to those women who can't do it full-time. Each hat has its own design. The company teaches women to crochet them, providing them with materials and tools. Products have different target groups and are mostly bought by tourists at ski resorts as a souvenir. There are 15 part-time employees (home-office).

Business Incubator



Ms Carol Hanlon
Australia

✉ carol.hanlon@belmontbec.com ☎ +61 (0)433 349 521

In 1973 MsHanlon started as fashion designer at clothing Manufacturer being small business owner. In 1983-1993 she had being working as President & Member Quota Club of South Barwon, Geelong Victoria (Focus on speech, hearing impaired community projects). She got Geelong Small Business Award – Manufacturing Category under 20 employees in 1986. 1987 she became Council Member in Victorian Govt - Community of Community Service Clubs.

1978 – 1992 she was a Major Fashion Show Events, Geelong, Melbourne, Sydney.

Ms Carol Hanlon graduated from Australian Institute of Company Directors – promoting professional standards in governance, business and organizations.

Now she is a Founding Manager, Belmont Business Enterprise Centre Inc. - small business advisory support and Founder/ Manager, Textile Clothing Footwear Resource Centre WA Inc.- Fashion, TCF Industry support.

May 2017 – Carol Hanlon was awarded with 'Iconic Women Creating a Better World for All Award' at Women in Economy Forum, New Delhi, India.

BPW Business Incubator ONLINE Retirement Income Planning for Women - assisting women to gain a better understanding of financial self-assessment, goal setting skills and develop retirement plans for their future. 2016-2017;

MY Business Incubator, ONLINE support to small business across Western Australia, 2013-2014;

BPW Business Incubator, Founder and Project Manager, ONLINE support to women in business nationally, 2013-2014;

MY Business Incubator Natural Disaster Assistance Training & Mentoring Project – providing support to small business suffering natural disasters 2011-2012.

Betta breed, Local Thai Fighting Fish Farm



Ms Sirinut Chimplee
Thailand

✉ sirinutfarm@yahoo.com

☎ +66 86 176 1228

+66 81 515 3818

Ms Sirinut Chimplee is from Muang district, Nakhon Pathom province. She holds a Bachelor of Business Administration from Sripratum university. She has received innovation award: the National Outstanding Farmer Award in 2015 in the category of “Ornamental fish and aquatic plants”. She is the first Thai entrepreneur who can export the LIVE Thai fighting fish abroad.

In 1999, after the ASEAN economic crisis in 1997 after her return back home she started to help her family in a fish farm “the ornamental fish farm” category. It was just a small family business focusing on only breeding and sales to all the middlemen who came to her family and pay. Then she found more market chains instead of only breeding the fighting fish at home. She started to join all kinds of relevant trainings, meetings as well as direct contact to all respective agencies, and partners. Ms Sirinut Chimplee became the member of the Ornamental Fish Association of Thailand, where there are lots of Fish Clubs at different levels which also link with all the relevant academic institutes such as the Faculty of Business Management of Rajabhat Nakornpratom University, etc. Because among the ornamental fish, the most important success and important factor is breeding. Currently Ms Sirinut Chimplee is the owner of one of the famous fish farms in the Central region of Thailand.

Betta breed in Thailand

- Local Fighting Fish Farm which use ICT to facilitate all operational system both local and global market.

GIFTWORLD SYSTEM LOVE STREET

APEC Economy: Việt Nam

KEY PRODUCT

Ordering diverse gift sets in unique packaging through the network of offline shops and e-commerce platform, creating strong and sustainable links between producers of unique gifts and the woman enterprise community. The platform and offline support provides an opportunity to sell meaningful gifts, gift boxes and “From heard to heard” service and original gifts made by small producers in women community.

CUSTOMERS

KEY RESOURCES

Creative team, offline shops, e-commerce platform partnership with designers and gifts producers, women community members, SMEs, customers’ loyalty, original design and ideas for new products and services, variety of high-quality products

CUSTOMER RELATIONS

Forming customers’ loyalty and community online and offline, developing the network of branches as the results of ordering diverse high quality gift sets in unique packaging available to customers and individual approach.

CHANNELS

SMM communications, offline stores, women entrepreneurial community, official website.

FURTHER DEVELOPMENT

Growing number of online visitors, increasing conversion to offline shopping and achieving rate of 500,000 Dong/shopping time – 5 times/year/member.

Individuals aged 25+ and have good income and prefer using e-commerce

International and non-government organizations

Corporations and Groups

Individuals and collectives have demand for high quality gift sets



WOOMUP

APEC Economy: Chile

KEY PRODUCT

Creation of gender-diverse eco-systems and an online platform, providing women with opportunity for networking, training, sponsoring and mentoring to come over the “glass ceiling” in career development.

KEY PARTNERS

The key partners of WoomUp are corporations, SMEs, women communities and individuals willing to participate in the network and services providing. The online platform supporters also play significant role.

CUSTOMERS

CUSTOMERS BASE INCLUDES:

Customers’ base includes:

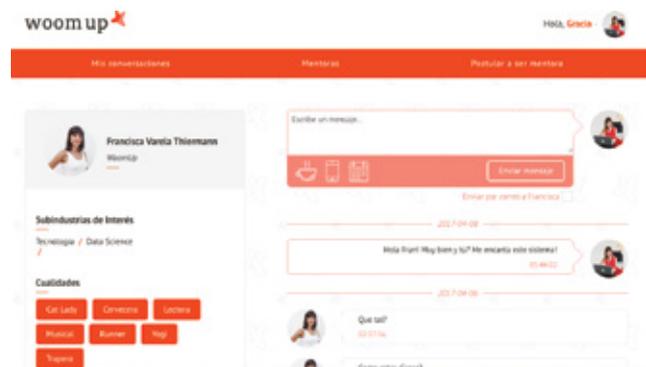
- B2C clients who use one of nine possible types of mentoring or training services
- B2B customers who are provided with mentoring service for women executives, internal and / or external networking, trainings for students and / or employees and data analysis based services

KEY RESOURCES

Creative team, e-commerce platform, mentors’ community and trainings methodologies

CUSTOMER RELATIONS

Promotion through communities, SMM and social media, direct sales to B2B clients, presentations at conferences and business events



CHANNELS

SMM communications, social networks, Internet homepage, direct sales

FURTHER DEVELOPMENT

Geographical expansion in APEC economies



PT. Kencana Ungu Mulia APEC Economy: Indonesia

KEY PRODUCT

Offline media and range of events held for women community, such as Indonesian Women Conference & Award and Character Building Workshops. Major revenue stream of the projects is formed from participants' fees and advertising placement. The project has transformed the way that Indonesian State Owned Enterprises (SOE) and private corporations communicate with the public by evaluation and recognition through related Awards and publishing the results with positive impact on website or by the media. The nominee has transformed these related events into a business venture that is viable and beneficial to society.

CUSTOMERS

- Public organizations
- Private Companies
- Government Companies
- Association
- State Owned Enterprises
- Regional Owned Enterprises

CUSTOMER RELATIONSHIPS

POTENTIAL CLIENT KNOW ABOUT MY COMPANY AND SERVICES FROM THE FOLLOWING COMMUNICATION CHANNELS:

- CEO Interview
- Association
- Companies
- Conference
- Awarding ceremonies

KEY RESOURCES

Partnerships with academic institution, training consultants, governments institutions (Ministries) and NGOs, project' team, brands' reputation, customers' base, methodologies created.

FURTHER DEVELOPMENT

Loyalty support of partners and advertisers, cooperation with the Ministry of Women Empowerment and Child Protection of Republic of Indonesia (Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Republik Indonesia = KPPPA RI) to continue promoting Indonesian women who play key roles in economic, social and cultural fields of life for local communities and nationwide in Indonesia.



PHUC LINH AGARWOOD

APEC Economy: Việt Nam

KEY PRODUCT

Vietnamese souvenirs, valuable products and jewelry made from Agar wood and Precious metals.

CUSTOMERS

Local customers on domestic market, Vietnamese and international tourists buying products as gifts, jewelry and souvenirs

KEY RESOURCES

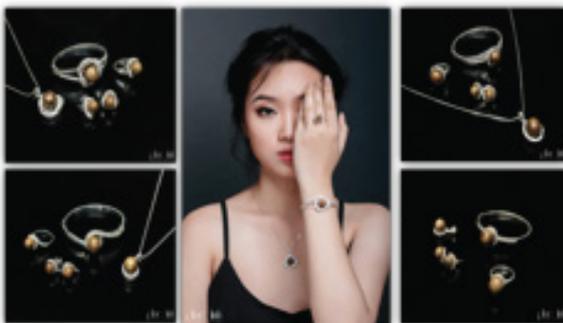
Shops located in attractive places, intangible assets, including technologies and quality control system, brand reputation, key customers relations and partnerships with airports and other tourists' stopping points; company's team, natural resources.

CUSTOMER RELATION

Goods are sold in offline shops located in attractive areas, such as the Han Market in Danang city, international airports, tourist stopping points and through company-owned web site (<http://tramhuongphuclinh.vn>), social media and hot-line

FURTHER DEVELOPMENT

Implementation of geographical expansion strategy through starting export activity to ARAP countries, Chinese Taipei, China and India



AERU

APEC Economy: Japan

KEY PRODUCT

Started with publishing and spreading information about Japanese traditional culture and craftsmanship after being charmed by the techniques of Japanese craftsmen. Other than crafts, aeru company sells traditional Japanese products for homecare and baby gifts adapted for use in the modern home.

CUSTOMERS

The target market includes Japanese companies whose services are directed to children. The enterprise focuses on baby gifts as a way of adopting and transferring traditions and culture to the next generation.

KEY RESOURCES

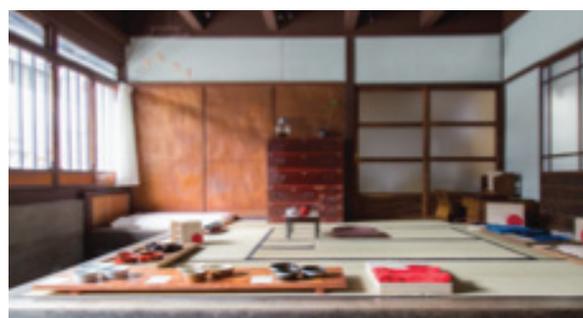
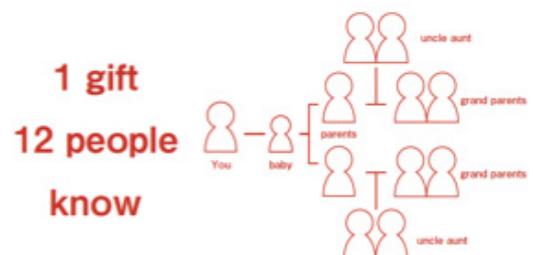
Developed product-line, internet-shop, offline-shop, intangible assets, including brand reputation and recognition.

CUSTOMER RELATIONS

Significant part of customer relations is focusing on babies, as on target audience providing significant opportunities for establishing direct contacts with customers – family members and support customer loyalty.

FURTHER DEVELOPMENT

- Business growth through customer loyalty
- Active online promotion for the customers.
- Expansion to the new regional markets through adaptation of the traditional crafts to the modern needs and customers' behavior.



Flower in Bloom

APEC Economy: People's Republic of China

KEY PRODUCT

“Flower in Bloom” was founded to carry forward the culture of China and push the wave of traditional culture to the world in order to standardize the flower supply and customers’ requirements of service upgrading; provide the companies with flowers art courses, provide the companies with the flower art space integral layout, a range of flowers products such as bouquets, flowers gift boxes.

CUSTOMERS

Middle and high-end women, companies and organizations.

KEY RESOURCES

Chain stores, unified online platform, formed line of online and offline membership services, formed chain management system, self-built ERP system to work with the flower chain system and the perfect supply chain, brand recognition and reputation, network of contacts with key customers, independent inflatable packaging that has been patented. Flower materials: carefully choose perennial supply of flower materials to ensure quality and year-round supply, unified product design, different prices, different styles and different application scenes to meet high end demands for all categories of flower application.

CUSTOMER RELATIONS

- Offline and online interaction
- Provide product design, brand management to build loyalty
- New media operations, customer service center’ activity for orders and after sales services;
- Production, sales and distribution in offline stores;
- Flower enthusiasts interactions online and offline
- Providing accurate recommendations based on users’ needs, together with standardized service procedures to achieve satisfactory user experience.

FURTHER DEVELOPMENT

- Increasing business activity and scale through domestic market penetration
- Building customer loyalty and relations with corporate clients
- Regular presentation at local and international business events



BidiBidi enterprise APEC Economy: Philippines

PROJECTS BIDIBIDI ENTERPRISE IS THE NAME OF BERNADETTE'S PROJECT. IT HAS THREE DIMENSIONS:

LA HUERTA DE ROSARIO

A GAP certified and OA practicing farm, a learning site and an agro-tourism destination. In this venture, the company has converted a once-idle land into a bustling and verdant farm that grows organic vegetables. The farm has been accredited as a learning site and has become a venue for students for their OJT. It also has dorm-type accommodation where tourists and motorists can spend a night and where guests are served farm-to-table food. Vegetables grown are supplied to the BidiBidi Café and the local market. This project is the base of other enterprises.

F.A.R.M. (FABULOUSLY ABSOLUTELY RURAL MADE)

by BidiBidi ent, makes products from upcyclable materials using cultural and heritage skills. F.A.R.M. was founded in 2010 to teach rural women in Baao, and recently in neighboring towns, skills like hand embroidery, sewing, quilting, crochet and other artisanal skills. Currently, F.A.R.M. produces one-of-a-kind embroidered products using upcycled denim patchwork.



BIDIBIDI CAFÉ

is a coffee shop/gallery/library which serves local cuisine with a twist. Most of the ingredients are locally grown or locally sourced. It was opened to provide jobs to local students who need to earn money for school projects. It is run by students from the nearby State Colleges/Universities. BidiBidi Café also serves as a venue for local artists to put their artworks on display, for writers to hold book launchings and for musicians to play their music.

ALL PROJECTS ARE REALIZED IN RURAL AREAS AND CAN BE CONSIDERED AS SOCIAL ENTREPRENEURSHIP. THE KEY IDEA IS TO ACHIEVE A SYNERGY EFFECT AS A RESULT OF THE COMBINED PROJECTS.



BidiBidi enterprise

APEC Economy: Philippines

CUSTOMERS

All the projects have the same target audience: the local community and tourists.

KEY PARTNERS

Company has a wide range of partners, including state-owned organizations to receive tourists' stream and state support.

KEY RESOURCES

Land and facilities, organic farming technology, local community, founder's enthusiasm, wide range of partners.

CUSTOMER RELATIONS

Events to attract local customers, owned-website, cooperation with tourist guides and state organizations.

FURTHER DEVELOPMENT

- Increasing number of tourists
- Opening new project for the same target audience



Matryoshka Rus APEC Economy: Russia

KEY PRODUCT

Matryoshka is a Russian brand of conceptual gifts, jewelry and clothes. Matryoshka brand concept idea is based on one of the most popular and recognisable symbols of Russia – the famous nesting doll known as matryoshka. The main principles of Matryoshka are form, colour and functionality.

Fashion Collection

- jewelry, including pendants earrings bracelets charms
- scarves
- sweatshirts

Home Collection

- kitchen towels
- ceramics (salt & pepper set, money box)

Each Matryoshka product is created according to the latest trends in fashion and design.

CUSTOMERS

There are different target groups: foreign guests purchase products as a modern designer souvenir from Russia. Russians buy the products as fashionable jewelry items or gifts.

KEY RESOURCES

Product line design and characteristics, offline-shops located in tourist areas, creative team.

CUSTOMER RELATIONS

Own retail chain, owned-website, cooperation with tourist guides and event management professionals.

FURTHER DEVELOPMENT

- Increasing number of shops
- Expansion to the new markets, including international airports
- New shops in different regions of Russia
- Focus on cooperation with big-event organizers



Womany Network APEC Economy: Chinese Taipei

KEY PRODUCT

Womany is one of the most influential gender empowerment media-communities in Asia, attracting millions of readers over the world including USA, Singapore, and China. The group presents the following key activities to the market: online media, community and offline events related to the gender issues. The company focuses on building and popularizing a gender-friendly ecosystem, by increasing awareness, identifying problems, pinpointing community demands and analyzing and systematizing solutions.



WOMANY IS THE MEDIA GROUP THAT HAS 3 CORE SERVICES:

- Womany, the leading women-empowerment media community.
- Lianhonghong, the first female-centric sex education media in Asia.
- Codeforgender, the first technology & gender community over the world.

KEY PARTNERS

are represented by the leading multinational and Asian corporations:



CUSTOMERS

Wide audience in Asia and the USA, companies opened for gender diversity popularization and interested in gender-friendly ecosystem building and developing.

CUSTOMER RELATIONS

promotion of gender diversity through online media and running offline events related to the gender issues, SMM activities

FURTHER DEVELOPMENT

- Increasing number of community followers
- Sustaining and developing relations with existing partners, attracting new partners
- Expansion to new markets.

Bánh Mì by Minh Nhat

APEC Economy: Việt Nam

KEY PRODUCT

Company provides the market with the network of traditional Vietnamese street-food facilities selling the Bánh Mì that is one of the most famous Vietnamese basic meals which can be served for Breakfast, Lunch, Dinner or simply a snack. A bánhmì sandwich typically consists of one or more types of meats, accompanying vegetables, and condiments.

The company has taken the Bánh Mì to a whole new level of freshness, quality and taste with their signature recipe and filling combinations. Bánh Mì has promoted such approach to become a global phenomenon over the last few years as one of Việt Nam's most iconic and tastiest street-foods.

In addition, the company provides everyday consumers with a trusted healthy brand of snack which has the highest sanitary standards.

KEY PARTNERS

Landlords, key food-suppliers

CUSTOMERS

Wide-range of local customers

KEY RESOURCES

Brand, founder's reputation as one of the most respected food celebrities in Việt Nam, team and unique corporate culture, operating model fit-outs and focus on strong profitability and ROE per shop, media activity, reputation of the leader the market in health and food safety and hygiene.

CUSTOMER RELATIONS

As company is focused on local customers, each shop is strategically laid out to maximize efficiency and usable area, whilst minimizing fixed rental cost. Typically a smaller format retail shop will have some internal and external seating however many of the consumers of Bánh Mì typically will pick and go. Each shop contains the same fit-out branding and the average upfront cost of establishing a shop (with pre-payment of rent) is US\$15,000. If a shop does not meet standard minimum sales requirements it can very easily be relocated at minimal cost to the company.

CUSTOMER RELATIONS

- Business growth through customer loyalty
- Active promotion of online platform for the customers.
- Expansion to the new regional markets through adaptation of the traditional crafts to the modern needs and customer' behavior.

FURTHER DEVELOPMENT

- Profitable growth by operation-model multiplication
- Investments' attraction
- Entering new markets

