

# European Region Entrepreneurship Connection EFEB Network

NEWSLETTER

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## IMPLEMENTED ACTIVITIES OF EFEB PROJECT PARTNERS

### EFEB ACADEMY

**SEGE** organized its first EFEB Academy in September 2016, during the 2<sup>nd</sup> Female Entrepreneurial Week. The Academy was organized in Thessaloniki, on 28 of September 2016, entitled **"Concrete Opportunities for Development of SMEs"**.

The local academy aimed to educate women entrepreneurs, or women who are willing to start their own business in order to develop their skills with the objective to provide new economic and social opportunities and their active participation in the economic development of Europe. 29 attendees listened to 6 experienced experts talk about the development of SMEs and the future of female entrepreneurship. At the beginning Mrs Triakosari Despoina, president of SEGE and Mrs Tektonidou Kuriaki, Deputy Gen. Secretary for International Economic Relations and Development Cooperation of Ministry of Foreign Affairs, welcomed the participants.



Later the main sessions started where curricula materials from EFEB Network project were presented to the participants of the academy. Mrs Perifanou Claire, Treasurer of SEGE, presented the EFEB Network Project, its activities, its aims and its expected results and informed the participants for the future ToL webinars. Mrs Kouvela Foteini, General Secretary of Gender Equality, talked about "The current needs of SMEs" and Mrs Tsaltampasi Apostolina, Vice President of SEGE, about branding of the company. Mrs Nika Aida, General Secretary of SEGE, talked about the "digital environment", Mr Mulonas Naoum, Entrepreneurship PhD, made a practical approach to modern training methods of women entrepreneurs.

At the last session Mrs Grompanopoulou Eleni, coordinator of Open people's University talked about new forms of entrepreneurship.

## SUPPORT OF WOMEN ENTREPRENEURS IN UKRAINE

**East Invest 2** is a regional program to promote investment and trade, supported by the EU and implemented by EUROCHAMBRES and UEAPME. The program is working to improve conditions for small and medium-sized enterprises in the countries of the Eastern Partnership. One city from Lithuania, Spain and Ukraine were united in the framework of the project **East Invest 2** to increase and improve support services for women entrepreneurs in Chernigov city of Ukraine. In November 2016 their partners from the Spanish city of Sevilla and the Lithuanian Siauliai arrived in the Ukrainian city-partner, to share their experiences of assistance to women entrepreneurs in opening and running a business.

During the project implementation:

- 115 women entrepreneurs participated in three seminars and trainings;
- 80 women entrepreneurs were interviewed - in the form of individual interviews or focus groups - to study their needs;
- 50 women entrepreneurs from Chernigov took part in the conference "Building the business community of women entrepreneurs: Ukraine-EU";
- 9 Ukrainian women visited Sevilla in Spain and Siauliai in Lithuania.

All participants pointed out how important it is to develop and be inspired by example of successful European colleagues. In addition, to inspiration, participants of the program, as they themselves say, **require better training, networking, access to new markets and finance**. And thanks to the support of such women in this part of Ukraine, they will be better prepared to grow their own business. And so they will contribute to the economic development of the region.



## WOMEN ENTREPRENEURS INVOLVED IN EFEB

### **NATASHA GORIUP** *Director of travel agency*

After taking a degree in Biology from the University of Odessa, **Natasha** joined the staff of the Danube Nature Reserve in Vilково city, where she worked for 13 years as a plant ecologist and site manager. After that she was Deputy Director and Head of the Science Department.

In 1995, Natasha joined the Nature Conservation Bureau (UK) as a Project Manager, working on biodiversity issues in Ukraine, Pakistan, Kazakhstan, and Abu Dhabi (UAE).

She is now the Director of Odessa-based travel agency Salix Nature Tours. Natasha brings to all tours a deep knowledge of the natural world and an eagerness to inform her tour participants about all aspects of Ukrainian culture and history.



### **NATALIA GALITSKAYA** *Owner of private hairdressing salon*

Natalia has been trained in Odessa in all aspects of hair color, hair design, both curly and straight textures. She attended classes and hair shows regularly to keep current on all the latest trends. Helping people find the style that is right for them is why she loves her job.

Since 2014 Natalia has her own hairdressing salon in Vilково city, where she also takes a position of the Head Master and teaches other women how to make a beautiful hairstyle.

EUROPEAN REGION ENTREPRENEURSHIP CONNECTION - EFEB NETWORK

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