

CLOSING THE GENDER GAP WILL INCREASE GDP BY 15%

CHALLENGES CREATE OPPORTUNITIES

SURVEY

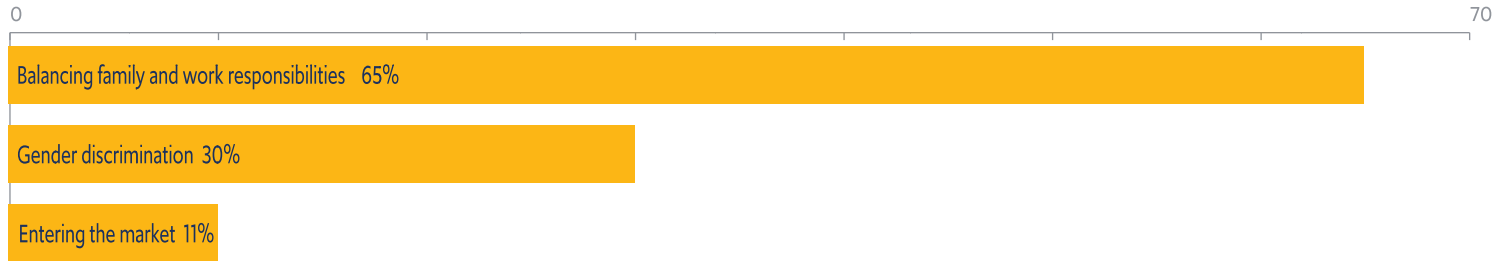
Country: JAPAN

Number of respondents: 191

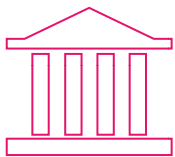
Background: Japanese female entrepreneurs

Date of survey: August to September 2020

TOP CHALLENGES FACED BY WOMEN-OWNED BUSINESSES



ENABLING WOMEN USING ECOSYSTEM APPROACH



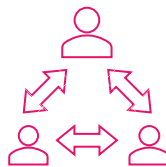
GOVERNMENT

- Cultural shift for men to play equal part in family roles
- Childcare facilities
- Data availability

- Inclusion of women-owned businesses in supply chain
- Mentoring by female executives
- Create a diversified and inclusive work environment



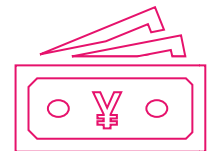
CORPORATIONS



NGOS

- Connect buyers and sellers
- Build knowledge and awareness
- Advocates for changes
- Financial support as intermediaries
- Networking and mentoring

- Access to financial resources and knowledge
- Collaboration with NGOs
- Design channel and target products



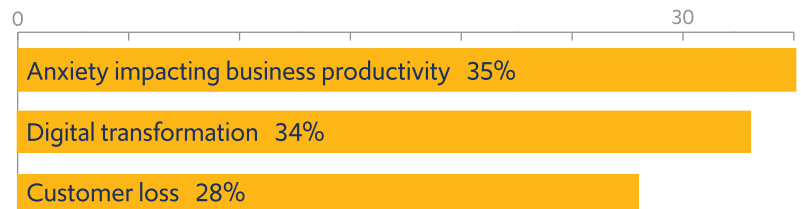
FINANCIAL INSTITUTIONS

ECONOMIC GENDER GAP*1
115TH RANKING AMONG **153** COUNTRIES IN 2020

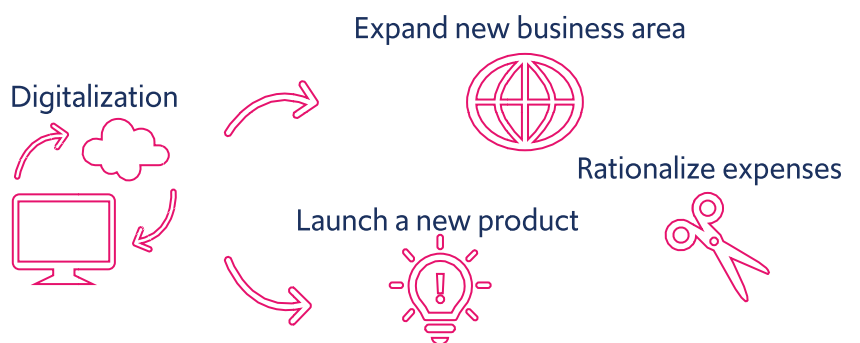
5% PRESENCE OF WOMEN IN LISTED COMPANIES' BOARD OF DIRECTORS*2

15% WOMEN IN MANAGERIAL POSITIONS*3
JAPAN HAS MADE LITTLE PROGRESS IN FOSTERING WOMEN IN LEADERSHIP POSITIONS

COVID-19 PANDEMIC AMPLIFIED EXISTING BUSINESS CHALLENGES...



...BUT EVERY CRISIS HAS ITS BRIGHT SIDE



*1,2,3 The World Economic Forum for 2020

CHALLENGES CREATE OPPORTUNITIES

Cultural and societal norms in Japan appear to be a decisive factor on gender equality at work. In Japan, many women are expected to choose between having a family and career. Moreover, the division of labour at home is often unbalanced.

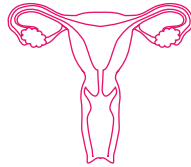


LEGAL OBSTACLE

Revision of Inequality by Law

"Japan has not yet adopted the system of selective surname after marriage."

"My husband's family often says that I should know my place as an obedient wife; therefore, I have to use a false name in work so that they won't find out at I am working."

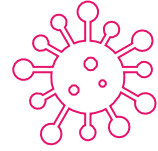


BIOLOGICAL OBSTACLE

Obstacle caused by femininity

"Unpredictable schedule due to fertility treatment, childbirth, childcare, etc."

"Physical condition Menopausal health management."

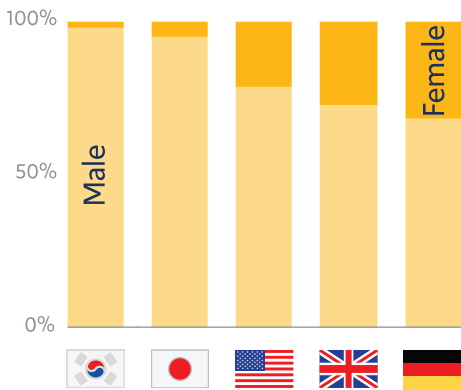


COVID-19 OBSTACLE

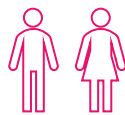
"COVID-19's subsidies were all based on the previous year's level, so it was a system that could not be used by those who had just started a business."



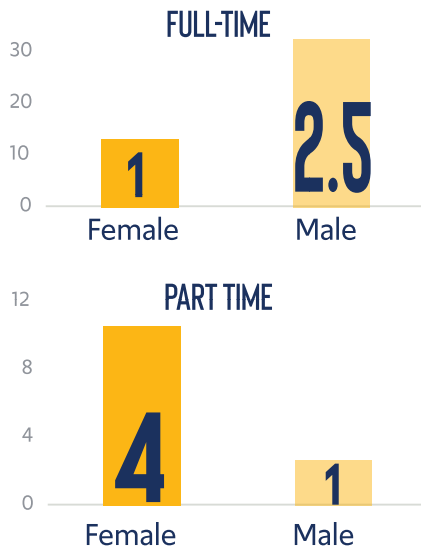
LOWER-THAN-GLOBAL-PEER PRESENCE OF WOMEN IN LISTED COMPANIES' BOARD OF DIRECTORS



Source: The World Economic Forum for 2020



FULL-TIME AND PART TIME EMPLOYEES AVERAGE RATIO

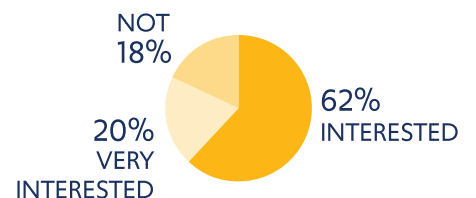


TOP5

KEY BUSINESS CHALLENGES

- Enter new market
- Competence and differentiation
- High quality customer service
- Business efficiency
- Employee development

>80% ARE INTERESTED IN DEVELOPING AND MENTORING PROGRAM



MULTIPLE INDUSTRIES

WOMEN-OWNED BUSINESSES ARE THRIVING IN DIVERSE INDUSTRIES

- Consulting
- Retail
- Education
- Manufacturing
- IT and communication data related
- Advertising and marketing
- Healthcare
- Gastronomy

- Real estate
- Entertainment
- Energy and infrastructure
- Logistics
- Hospitality / Tourism
- Agriculture / Forestry / Fisheries
- Financial planner

HIGH-DEMAND TRAINING TOPICS

- Sales and marketing
- Access to new market
- Strategy
- Financing
- Cross-sector exchanges

