CLOSING THE GENDER GAP WILL INCREASE GDP BY 15%

CHALLENGES CREATE OPPORTUNITIES

TOP CHALLENGES FACED BY WOMEN-OWNED BUSINESSES

- Balancing family and work responsibilities (65%)
- Gender discrimination (30%)
- Entering the market (11%)

ENABLING WOMEN USING ECOSYSTEM APPROACH

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

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

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

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

COVID-19 PANDEMIC AMPLIFIED EXISTING BUSINESS CHALLENGES...

- Anxiety impacting business productivity (35%)
- Digital transformation (34%)
- Customer loss (28%)

....BUT EVERY CRISIS HAS ITS BRIGHT SIDE

- Digitalization
- Launch a new product
- Rationalize expenses

ECONOMIC GENDER GAP*1 RANKING AMONG 153 COUNTRIES IN 2020

PRESENCE OF WOMEN IN LISTED COMPANIES’ BOARD OF DIRECTORS*2

WOMEN IN MANAGERIAL POSITIONS*3

Japan has made little progress in fostering women in leadership positions

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

WE Connect INTERNATIONAL

SURVEY
Country: Japan
Number of respondents: 191
Background: Japanese female entrepreneurs
Date of survey: August to September 2020
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.

**Challenge 1: 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 I am working."

**Challenge 2: Biological Obstacle**
Obstacle caused by femininity
"Unpredictable schedule due to fertility treatment, childbirth, childcare, etc."
"Physical condition Menopausal health management."

**Challenge 3: 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**

**Full-time and Part-time Employees Average Ratio**

**Top 5 Key Business Challenges**
Enter new market
Competence and differentiation
High quality customer service
Business efficiency
Employee development

**Multiple Industries**
Women-owned businesses are thriving in diverse industries

**High-demand Training Topics**
Sales and marketing
Access to new market
Strategy
Financing
Cross-sector exchanges