



The Asia Foundation

Improving Lives, Expanding Opportunities

EMPOWERING MIGRANT WOMEN AS ENTREPRENEURS IN CHINA

The Asia Foundation is committed to building a better tomorrow by harnessing the skills and talents of women. Together with our partners, we are improving the livelihoods and socioeconomic well-being of Chinese migrant women by empowering them to start and grow businesses.



One-third of the “new-generation” of migrant workers in China are women, many of whom aspire to become entrepreneurs. Meanwhile, the Chinese government is encouraging the development of small and medium enterprises (SMEs) and micro-business as part of its economic development and job creation strategy. Despite this potential convergence of interests, migrant women entrepreneurs still face many critical obstacles to starting and growing a business. Because they are not residents of the cities in which they intend to operate, they are unable to take advantage of existing entrepreneurship programs, ineligible for state-funded micro-credit programs, and have limited access to business networks.

To address these challenges, The Asia Foundation is providing migrant women entrepreneurs in China with entrepreneurship training, technical business assistance, and mentoring, as well as facilitating access to capital.

OBJECTIVE:

TO PROVIDE CHINESE MIGRANT WOMEN ENTREPRENEURS WITH ENHANCED ECONOMIC OPPORTUNITIES BY FACILITATING ACCESS TO THE TOOLS NECESSARY TO START AND GROW BUSINESSES.

FUNDERS:

GSRD FOUNDATION

GE FOUNDATION

THE ASIA FOUNDATION'S INDIVIDUAL DONORS



Site visit to a car manufacturing enterprise owned by a woman entrepreneur in Kunshan



Participants take part in a program session on Analysis of Costs, Investment and Profitability

Universal evidence shows that businesses are most vulnerable to failure within the first three years of operation. Targeted individual business-mentoring services improve entrepreneurs potential to survive and grow their business, and increase their potential to access micro-loans.

IMPACT

- 541 migrant women entrepreneurs trained
- 621 migrant women entrepreneurs reached through additional in-person and social media information sessions
- Tailored business mentoring for 60 motivated graduates in need of more customized technical assistance
- 41% of the beneficiaries have launched or started the process of launching new businesses (as of December 2016)
- Business owners are 18% more likely to provide for their families equally alongside their husbands, or serve as major bread-earners (as of December 2016)

SUSTAINABILITY

- Local business mentor teams, comprised of successful local entrepreneurs and relevant government administration staff were established in Shanghai and Kunshan to serve during and beyond the program.
- Inspired by the program, the local women's federation launched a government-funded women entrepreneurship incubator in May 2017, and commissioned The Asia Foundation's local partner to manage the incubator.
- Local partners became active support organizations for women's entrepreneurship.

3 PILLARS OF WOMEN'S EMPOWERMENT PROGRAMMING

- Women's entrepreneurship and economic opportunities
- Women's participation in political and public life
- Women's rights and personal security, including freedom from violence

The Asia Foundation is a nonprofit international development organization committed to improving lives across a dynamic and developing Asia. Headquartered in San Francisco, The Asia Foundation works through a network of offices in 18 Asian countries and in Washington, DC. Working with public and private partners, the Foundation receives funding from a diverse group of bilateral and multilateral development agencies, foundations, corporations, and individuals.



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