

MEDIA RELEASE

V+ing Café in Chinese Taipei assisted by ‘BPW Business Incubator ONLINE Training & Mentoring APEC Project’

The ‘BPW Business Incubator ONLINE Training & Mentoring APEC Project’ delivers small business training to 20 small business women from APEC economies such as Chinese Taipei, Republic of Korea, Chile, The Philippines and Australia.

One such business to receive business mentoring and training was V+ing Café in Chinese Taipei, which was started by Yi-Yun Cheng in 2011.

Yi-Yun Cheng from V+ing Café said, “When I was a college student, I majored in restaurant and hospitality management, and I was concerned about why we didn’t have any independent cafes close to our school. I was lucky enough to meet a shop owner nearby, who offered me the opportunity to start my own café. As a student, I felt like I understood what my customers needed, and I was excited and working with food and people.”

“I wanted to run a cafe which was different from the other fast food restaurant near my school V+ing is not only a café but is also a space that others can use to hold art workshops and discuss social issues.” Yi-Yun said.

“I believe in the future there will be food shortages, and that climate change will adversely affect the agriculture industry. We are focusing on utilising local produce and making fresh and well-made food options for our customers, including slow cooked food. We tell customers where our produce comes from.” Yi-Yun continued.

The Chinese Taipei Foundation for Women’s Rights Promotion and Development have linked to collaborate with Australia’s Belmont Business Enterprise Centre Inc. (BEC Global), TCF Global and the BPW Business Incubator Training & Mentoring Program on a pilot project to specifically help women in APEC economies develop their small business skills. Women globally have long sought out opportunities to learn business skills to improve their knowledge and practical skills in starting or running a small business.

The ‘BPW Business Incubator ONLINE Training & Mentoring APEC Project’ evolved from the Asia-Pacific Economic Cooperation’s (APEC) aim to support women’s economic empowerment. From this focus, the Foundation for Women’s Rights Promotion and Development in Chinese Taipei has been leading the first stage of an exciting project called ‘Innovation for Women and Economic Development: Facilitating Women’s Livelihood Development and Resilience with ICTs’. The APEC Multi-Year Project MSCE 03 2013A. The project will now provide free ONLINE mentoring and training support to 20 women in small business.

Women will be invited to participate in the pilot from Chinese Taipei, Republic of Korea, Chile, the Philippines and Australia.

The Pilot Project includes 20 initial small businesses owned by women that will gain:

- One hour online mentoring one-to-one to provide skills assessment
- Twenty hours online business skills training
- Certificate upon completion

Founder of the BPW Business Incubator ONLINE Women in Business Training & Mentoring Project Carol Hanlon said recently, “We are excited to be able to help women business owners in APEC economies, and are receiving many international accolades for this program and on the 10th of March I will be presenting at the NGO Parallel Forum during UN CSW59, New York, The topic will be ‘**Empowering Women in Business through Online Training & Mentoring**’. We have provided support to 700 women across Australia through the BPW Business Incubator Project and are supporting 20 women through the APEC Pilot within 5 economies.”

Yi-Yun Cheng from V+ing Café said, "I'm glad to have the chance get involved in this project. The most unforgettable experience was the time I spent with my on-line skype mentor Jeya. She was so passionate and shared her business experiences with me. She also helped me produce a new business plan. I also learned techniques in importing and exporting and social media and marketing."

For further information:

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