

## MEDIA RELEASE

### **'Pelham Cases' 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 'Pelham Cases' from Chile. 'Pelham Cases' started in 2012.

Flavia Maguida from 'Pelham Cases' said, "I found a need and thought I could do something great to fulfill it. I was right out of design school and had almost no business training, but I had the clear vision of what I wanted to do and I was sure that what I could contribute was absolutely different than what was available at the time, so I just went ahead and opened up my business."

"I have loved being part of the 'BPW Business Incubator ONLINE Training & Mentoring APEC Project'. Since my business is online, I work all day all by myself, plus I don't have much business training. So my favorite part of the project was being able to interact with somebody else that knows about business and that is abroad (which is crucial since an important part of my operations is exporting). The other thing I've liked very much is learning about specific topics you don't usually find in business courses, like How to Establish a Label in the US or How to License my Designs." Flavia Maguida said.

When asked to divulge her best business tip, Flavia Maguida from 'Pelham Cases' said, "To not hold back because of lack of information. All the information we need is available, we just have to go and get it. This year I committed myself to train on everything my business was needing, and I've gotten most of it thanks to the 'BPW Business Incubator ONLINE Training & Mentoring APEC Project'."

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 will see the provision of 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 10<sup>th</sup> 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."

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