




“Past, Present and Future: SME Policy in Egypt”
15 – 16th January 2008

Jordan Forum for Business & Professional Women

CEO
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About The Forum

- The Forum a **not-for-profit Business Association**, established in **1976** business and professional women club
- In 2001 the forum was registered under the name “Jordan Forum for Business and Professional Women” (JFBPW) honored by Her Majesty Queen Rania Al Abdullah as its honorary President.

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Our Vision

Jordanian Business and Professional Women have equal opportunities, rights and leadership roles in the business sector, and effectively contribute to the socio-economical development of Jordan

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Our Mission

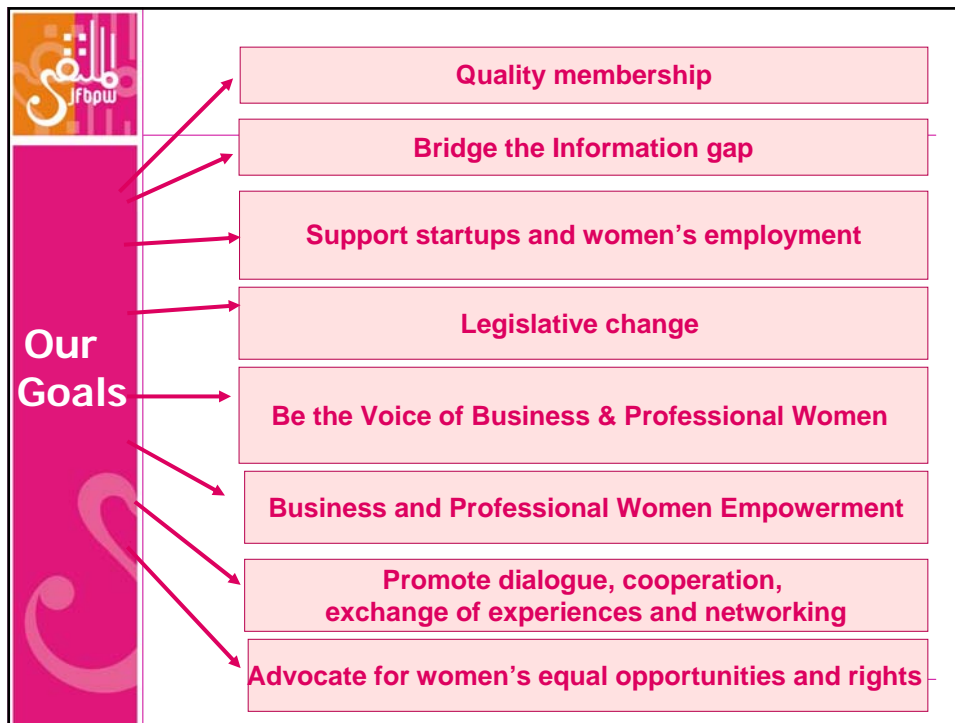
“To be the platform that represents, supports, develops, empowers, advocates and networks business and professional women in Jordan,

through

technical education,
advocacy,
networking,
training and professional support.

And through fostering constructive dialogues and actions those empower business and professional women nationally and in the regional and international scopes.

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Beneficiaries

- Business women
 - Owners and managers of SMEs
 - Investors
 - Potential business women (startups)
- Professional women
 - Doctors, lawyers, ...etc
 - High caliber career minded women
- High caliber Self employed women
- Corporations who are women advocates

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To Create Change We Work with

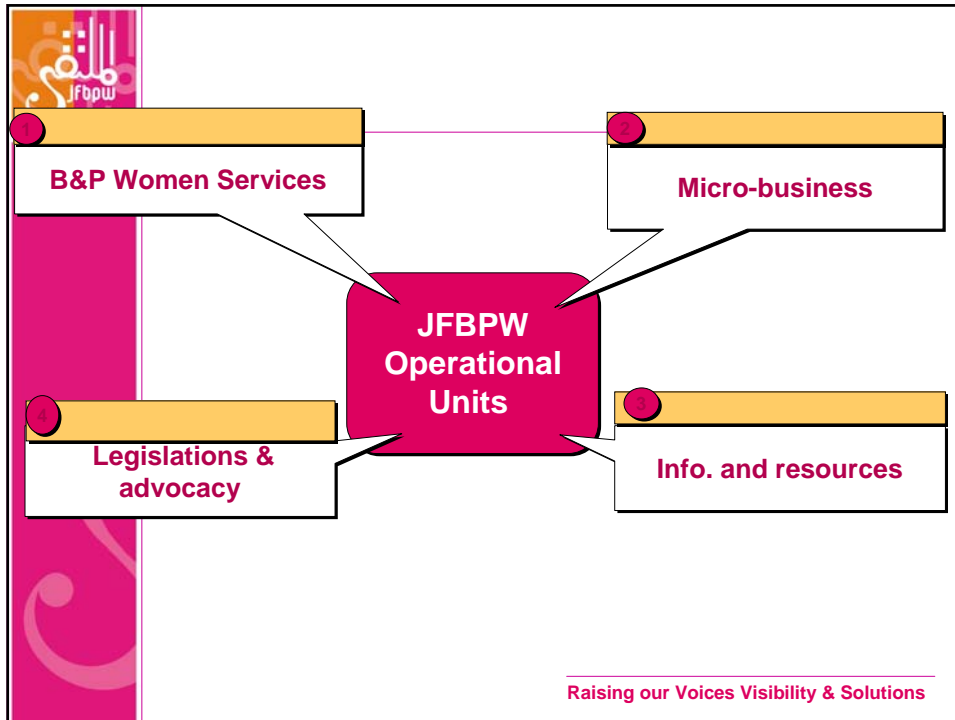
- Top decision makers
- Legislative power
- Economy leaders
- Media
- Community

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Operational Units/Programs

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1 B&P Women Services

Unit Mission
To empower and network B&P women in Jordan

Services
Forums to get consensus
Specialized Training
Networking
Support in marketing
Ensure their representation in regional and international events

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2 **Micro-business**

Unit Mission
To provide needed support to women startups to ensure their progress from the initial stage to the survival stage with minimum risks and encouraging environment.

Services
Providing business incubators with full admin. Services in addition to technical and legal support
Specialized Training to startups
Networking

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3 **Info. and resources**

Unit Mission
To provide accountable socio-economic national data and statistics reg. B&P women status and markets

Services
conduct socio-economic researches and studies on Jordanian Women in the market.
Develop data-bases
Provide short studies on market issues for members
Provide specialized resources for business managers and owners

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4 Advocacy and legislation

Unit Mission
To provide support for B&P women, and to contribute to achieving just and supportive legislations

Services
Conduct forums to discuss laws and regulations affecting women
Advocate women rights with decision makers
Provide Legal counseling in business related issues such; trade agreements, export/import regulations, women rights at work place ... etc

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Our Activities

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Training for Women SMEs



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Networking fair



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Workshops



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Incubation



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Vocational Training



نورة صبيحة الأدوات الصحية المنزلية الكهربائية

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Vocational Training



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Vocational Training Products



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Family Programs





Latest Achievements

- Establish the Women's Brokerage Forum
- Introduce corporate membership segmentation and restructuring
- Around 600 counseling service provided
- Data base for registered businesswomen in Jordan

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Latest Achievements

- Jordanian businesswomen profile – country study and regional partner
- Women managerial styles pilot study
- Receiving the Award “Mark of Best Practice from King Abdullah II Center for Excellence”
- Conduct the First National Businesswomen Conference

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Award Ceremony



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Projects Implemented - Internal Development

Institutional development

- Review bylaws
- First strategic planning process
- Establish accounting system
- Computerization
- Internal regulations

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Projects Implemented - Internal Development

- Updated strategic plan (branding, more focus and new image)
- Restructuring
 - Organizational Chart
 - HR
 - Membership
- Capacity building
- Approaching towards International best practices
- Specialized committees formation
- Approach to women in sectors not addressed previously – Media & Airline

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Projects under implementation

- Signed several MOUs with National and International Organizations – SABEQ, JE, Ministry of Labor, National fund for Training, MicroFund for Women, Irada Program, etc.
- Conducted the National Forum for the Jordanian businesswomen January 27, 2007
- Export Toolkit program
- Banking project
- Network for Enabling Women Access to Economic decision Making Positions
- Hadithah Project for Jordanian & Iraqi Women

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Businesswomen Challenges


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Organization Challenges


- Manifestation of the new focus into quality services to women SMEs
- Maintaining the best practices implementation
- Capacity building in certain fields
- financial sustainability

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Priorities for next stage

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Visibility, voices and solutions

- Network to support women owned/shared SMEs
- Legislation change
- Specialized Training and Mentoring
- Marketing solutions
- Information and data solutions on a national level

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**Thank you for listening
Forum's Team**

