

WOMEN ENTREPRENEURSHIP IN ASIA

A project by Émilie and Julie



February 2020

Un Jour Un Sourire

WHO ARE WE ?



Before talking about our project, we would like to introduce ourselves.

Julie : 23 years old, from le Pays Basque. Student in Kedge Business School, she worked in trade marketing for her first internship, and she is concerned about “consumption of tomorrow”. She’s also very active, she likes volley-ball and hang out with her friends.

Émilie : 24 years old, from Dijon. Student in Kedge Business School as well, she worked for a start-up for the last 6 months and has the entrepreneurship spirit. Besides, she’s passionate in everything she does especially oenology.

We met in our school two years ago and soon started a friendship, maybe because we like the same things? Gastronomy, oenology, entrepreneurship culture, gender equality... These are subjects that affect our everyday lives and that is why we decided to start a project linked to these topics.

A tour around Asia, during 6 months in order to meet women entrepreneurs.

PRESENTATION OF OUR PROJECT :

After we met, we decided that one day we would leave France and travel across the world in order to discover cultures that are completely different from ours. Confront with new situations and meeting new people was our goal. Then, after some shared ideas, we looked for a real motivation.

During our two different work experiences, we noticed that managers were mostly men and that the place of women wasn't enough represented yet. And what about entrepreneurship? It is a subject we like, and which is discussed a lot in Business School nowadays.

Thus, our project is to meet these women entrepreneurs all over Asia, interview them in video format and understand their motivation in creating their business. The goal is to inspire the younger generations of women, afraid to embark on an adventure where inequalities are still present. To show through the concretization of business creation projects, that women are as competent as men and that the results are visible.

Goal :

- ➔ Creating inspiration for a young population, future executives

Target :

- ➔ Interview of 12 to 15 women entrepreneurs in the form of video testimonials relayed on our social networks (Facebook, Instagram)

Audience :

- ➔ 12 500 students in KedgeBS, but also younger generations (women or not) looking for motivation, in order to finalize their projects

When :

- ➔ From January to July 2020, all over Asia



ROUTE DESCRIPTION :

What we already did :

THAILAND :

- ➔ Kitty Chopaka, founder of Elevated Estate (published)
- ➔ Apolline Le Coustumer and Juliette Legrand, founders of NOMAE SWIMWEAR (published)

SINGAPOUR :

- ➔ Julie Tardieu, founder of EDITION LIMITEE
- ➔ Laura Dagoneau, founder of Le Petit Croissant (published)
- ➔ Nathalie Ricaud, founder of Get Organised and Beyond

VIETNAM :


- ➔ Stéphane-Laure Caubet, founder of 8S2B
- ➔ Delphine Rousselet, founder of World Connection Asia


What we would like to do :

Hong-Kong
South-Korea
Taiwan
Cambodia
Indonesia

Today, we can't be sure of the rest of our trip because of the CoVirus. In that way, we are thinking of changing our itinerary in order to travel in Laos, Myanmar, Cambodia, Philippines and Indonesia. It's kind of a challenge for us because the number of women entrepreneurs in these countries, is lower than in HK or Korea.

FIND US ON :

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