

APEC BEST AWARD

CATALOGUE OF THE BEST ENTREPRENEURIAL PRACTICES

2018



Ministry of Economic Development of the
Russian Federation



NOTE:

The names of public or private institutions referenced in this document do not imply the political status of any APEC member economy.

APEC Project: PPWE 01 2018S

Ministry of Economic Development of the Russian Federation, and the Committee on Women Entrepreneurship Development of OPORA RUSSIA (non-governmental organization for small and medium business) initiated APEC BEST Award in 2016. Since then, the contest has become a platform that gathers the best women's business practices on its site.

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INTRODUCTION

The catalogue is a compilation of information about the best women's entrepreneurial projects in APEC and their owners presented in the final part of APEC BEST Award 2018, results of the award ceremony and information about the winners, as well as a guide for future participants.

The first section of the catalogue is dedicated to practical advice on preparation of an investment pitch and a BEST award presentation. The author believes that this will help the participants feel more confident and ensure better results.

The second section is dedicated to the 2018 BEST Award. There you find criteria of nominees selection, nominations and the winners, details on the jury members.

In the third part participants and their projects and enterprises are presented. This part includes the contact information of participants that helps investors and possible partners to contact them. The main aim is to provide information about the initiative APEC BEST Award and successful women entrepreneurial projects to involve a wider audience to participation in APEC BEST Award.

“The BEST program offers business promotion, networking, consulting and mentoring support to the growing number of outstanding women entrepreneurs in the APEC region,” said Natalia Strigunova of Russia’s Ministry of Economic Development, which initiated the BEST Award with OPORA—Russia’s non-governmental organization for small and medium business.

“The rise of the digital economy and new, gender inclusive opportunities it creates for entrepreneurship, means that our work in APEC to enable women-led business growth will only become more critical,” added Strigunova. “Many of our BEST nominees already run quite tech-savvy operations. The possibilities for women’s economic empowerment are very exciting.”

BUSINESS PRESENTATION FOR INVESTORS

An investment pitch is one of the most important steps for the future of the business. The outcome of this presentation directly affects the prospects of the business. It can drive the business' development or hinder it. The presentation during the Contest "APEC BEST Award" is a classic pitch for investors.

In this section there will be given some hints for the preparation of an efficient presentation. The focal point of it is defining the aim of the pitch. You might desire a storm of applause or a heated discussion, or financial support for the project. When it's clear, you can start to prepare all materials.

Great value for the Contest's jury and for investors is defined as:

- | | |
|--|---|
| 1. Bright competitive product | 3. Project duration and period for return on investment |
| 2. Potentially replicable business model and | 4. Project team and their competences |

All these aspects should be reflected in the presentation. Therefore it's important to organize the process of preparing your presentation the right way. It consists of 3 stages:



Figure 1.

INFORMATION COLLECTION

At the beginning it is necessary to collect all available information about the topic that will be presented. In our case this implies the company or project information.

KEY PROPOSITION "PRODUCT"

What do you offer your client? What do clients pay you for?

CUSTOMER RELATIONS

Information: how do potential clients know about the company and products/ services? Does your business model imply a once-off sale or a multi-sale, which allows you to develop customer loyalty and create ways to retain customers?

CUSTOMER SEGMENTS

Who are your clients? Why do clients choose your product or service? List all possible fields where your clients are from.

CHANNELS

How and where can clients buy the product or service?

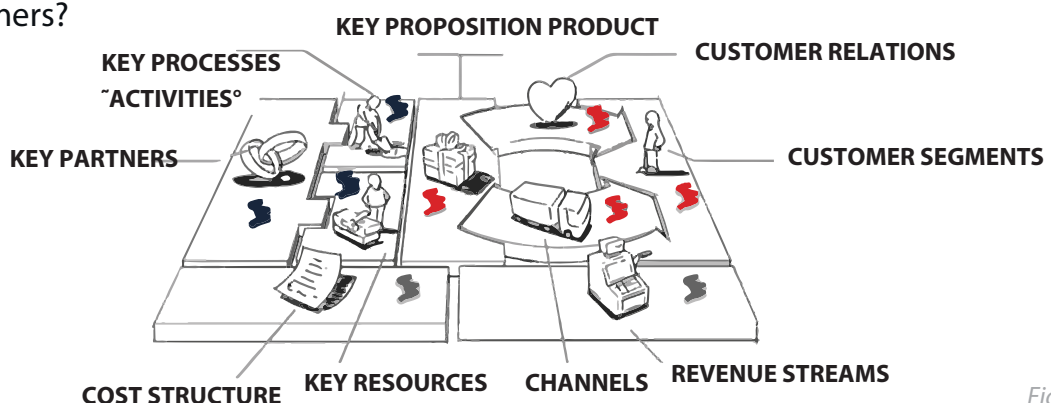


Figure 2.

REVENUE STREAMS

Financial highlights: annual revenue, profitability, growth dynamic (the company's history and milestones). What does the income consist of? Is it regular or unstable?

KEY RESOURCES

What kind of resources support the presented business model? What are the main resources?

KEY PARTNERS

What kind of interesting partnerships does the company have? Who are the partners?

PRESENTATION STRUCTURE

When all information is collected, the next step you need is to structure the presentation. Below is an example of a presentation for the Contest:

1. Description of the project or company.
2. Description of the product or service.
3. Marketing for the company.
4. Business model elements.
5. Competitive advantages of the company.
6. Social impact of the company.
7. The project team.

It is essential to plan the timing of the presentation. Usually the duration of the investment speech is no more than 5 minutes for your presentation. The presentation time is correlated with the number of slides. Often people overload their slides with text. Use pictures where and if possible, instead of words.

ON THAT NOTE, IT IS RECOMMENDED HAVING 7-10 SLIDES AND THE NEXT TIMING:



Slide 1 : Company information and its logo
Duration- about 20 sec includes

- When and by whom was it founded?
- Field of business

Slide 2 : Product information- 60 sec includes:

- Product description
- Customer segment; competitive advantage

Slide 3: Marketing strategy information
Duration – about 40 sec includes:

- Market value
- Market share
- Growth potential

Slide 4-5: Business model elements, including financial highlights - 40 sec for each slide:

- Annual revenue
- Profitability
- Dynamic of the growth (the history of company and milestones)

Slide 6(-7): Advantages of the company
Duration - about 40 sec for each slide:

- The project team
- Social impact of the company

FROM THE PRESENTATION THE FOLLOWING ISSUES SHOULD BE CLEAR:

Does the product have any advantages on the market?

Is the market share increasing?

What progress has the company already made?

It is good to illustrate the company's development dynamic.

What competences and potential does the team possess?

If anybody answers all above questions after your presentation you are on the right way. If the plan and presentation are ready we continue with the 3-d stage.

PRESENTATION ACCORDING TO THE STRUCTURE

GENERAL RULES AND RECOMMENDATIONS:

- Presenting is a skill. Nobody prepares you better than yourself.
- Keep an eye contact with the audience.
- Keep key points of the presentation plan in mind, instead of learn a speech by heart. Improvise around them.
- Use facts and statements to make the presentation clear.
- Find simple arguments. Everybody should understand what you are speaking about.
- All examples used in the presentation should be relevant to the topic. Find examples correlated with what you are speaking about at that moment.

STATEMENT

CLEAR

ARGUMENT

SIMPLE

EXAMPLE

CORRESPONDING

SUCCESS FACTORS ARE:



VISUAL CONTACT



CONFIDENT VOICE



MODERATE SPEECH RATE



ABSENCE OF PAUSES AND LOSS OF WORDS



NATURAL MOVEMENTS

IF POTENTIAL PARTNERS OR INVESTOR WOULD LIKE TO DISCUSS YOUR PROJECT IN DETAILS OR INVEST MONEY IN YOUR PROJECT AFTER THE PRESENTATION YOUR AIM IS ACHIEVED

APEC BUSINESS EFFICIENCY AND SUCCESS TARGET (BEST) AWARD

For the third time, the contest APEC BEST AWARD (BEST) took place on the sidelines of the 2018 APEC Women and the Economy Forum 5 of September 2018 in Port Moresby, Papua New Guinea, to promote greater women's economic empowerment and more active participation in trade and economic activity in the Asia Pacific.

APEC BEST Award was initiated by Russia and co-sponsored by Chile, PNG, Japan. More than 150 people participated in the event. The jury was headed by Ms. So Young Lee from Korea. The aim of APEC BEST Award is to spread the best practices of women-owned small businesses and provide the chance to these entrepreneurs to expand their network beyond local markets.

"By showcasing success stories of women entrepreneurs in the region, we hope that many women will be inspired to take the plunge and build their own business. When women are encouraged to embark on the entrepreneurship journey, it will have significant impact for the economy; it will create jobs, boost the ecosystem, and most importantly attract more women to be entrepreneurs,"- said Natalia Strigunova, the Head of Russia's delegation, Deputy Director of Department of Multilateral Economic Cooperation and Special Projects, Ministry of Economic Development of the Russian Federation, who initiated the BEST Awards.

APEC BEST Award provides an opportunity to internationalize women-run businesses, attract international partners and potential investors from the APEC economies as well as contribute to building a network among women-entrepreneurs, consultants, mentors and investors across the APEC region.

Nominated by their respective APEC member economies, the BEST Candidates own (more than 50 % of business equity) locally operated small or medium enterprise from 2 to 7 years and which have overcome break-even point and operate potentially replicable business model.



Ms. Natalia Strigunova, the Head of Russia's delegation, Ministry of Economic Development of the Russian Federation.

14 REPRESENTATIVES FROM 9 APEC ECONOMIES COMPETED IN 7 NOMINATIONS:

1. APEC BEST AWARD GRAND PRIX
2. HIGHEST GROWTH POTENTIAL
3. MOST INNOVATIVE BUSINESS MODEL
4. INTERNATIONAL ATTRACTIVENESS
5. BEST SOCIAL IMPACT
6. THE 4-th INDUSTRIAL REVOLUTION PROJECT
7. SPECIAL PRIZE



«APEC BEST AWARD 2018» mentors, Jury members and nominees.

«APEC BEST AWARD 2018» WINNERS



Winner of APEC BEST Award Miran Kim, Shimpyo & Neukkimpyo Co., Ltd.; Ms. Natalia Strigunova, the Head of Russia's delegation; Dr. Irina Saltykova, organizer and mentor of APEC BEST Award.

Miran Kim from Republic of Korea, founder and CEO of Shimpyo & Neukkimpyo Co., Ltd, was selected as the overall winner of the BEST Award 2018. Miran Kim has been an educator for 17 years. She holds an MBA and completed her PhD at the age of 37 but put her career on hold to give birth and take care of her son. Once she was ready to return to work, she found it difficult to get a job, despite her experience and education.

Her successful brand specializes in a human resource consulting to help unemployed mothers get back to the job market.

Ms. Kim adopted the concept of “3 Rs” – Reduce, Reuse, Recycle to her business model. Her aims to reduce social costs, reuse human resources and

recycle careers. Ms. Kim hopes that her company can help to close employment gaps and maximize the growth potential of women in the workplace.

Ms. Sallyn Lomutopa, Founder and CEO of Ginipa Coffee, from Papua New Guinea is the winner of the nomination “Best Social Impact”. A coffee farmer for 35 years, Lomutopa grew and sold parchment and green beans before she started her all-women coffee production company Ginipa Coffee in 2016. Ms. Lomutopa believes strongly in women’s empowerment and has been working for the past 18 years to facilitate economic opportunities for women. In addition to roasting and packaging coffee, her company also provides gender and diversity training for farmers as well as training for running a family business and to improve financial literacy.



Winner of the nomination "Best Social Impact" Ms. Sallyn Lomutopa, Ginipa Coffee, Ms. Rina Zoet, Jury member, Indonesia.



Ms. Tomomi Iwakiri, Narumi. The winner of the nomination "Highest Growth Potential Award".

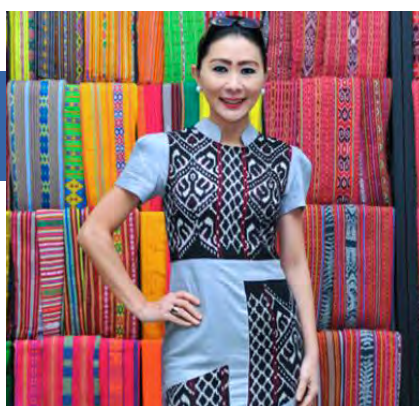
Ms. Tomomi Iwakiri, Founder and CEO of Narumi, Japan is the winner of the nomination Highest Growth Potential Award. Born in Japan’s Oita Prefecture, Iwakiri produces safe, ready-made processed food using traditional ingredients from her hometown. The population of Iwakiri’s hometown is aging and shrinking. It is increasing pressure on the primary local industry, food production, which as a result is facing challenges such as distribution problems, unstable incomes for suppliers and a lack of successors. Her company aims to protect the future of the local food industry, culture and community.

«APEC BEST AWARD 2018» WINNERS

Ms. Liudmila Shcherbakova, Founder and CEO of LLC Velpharm, from Russia, is the winner in the nomination "The Fourth Industrial Revolution project". A self-made entrepreneur, Shcherbakova has been involved in the pharmaceutical industry for almost 20 years. She founded LLC Velpharm, a modern high-technology pharmaceutical plant in 2016 . and successfully produces 40 brands to date. With her company, Ms. Shcherbakova aims to produce high-quality drugs at affordable prices.



Ms. Liudmila Shcherbakova, LLC Velpharm. Winner of the nomination: "The Fourth Industrial Revolution Project", Ms. Irina Saltykova, moderator; Nicole Verdugo Oviedo, Jury member, Chile.



Julie Sutrisno, PT. JSL Levico Sejahtera, Indonesia. Winner of the nomination: International Attractiveness

Indonesia was presented by Ms. Julie Sutrisno, Founder and CEO of PT. JSL LeViCo Sejahtera, became the winner of the nomination "International attractiveness".

Focusing her LeViCo brand on the unique weaving style of NTT, Province of Indonesia, Ms. Sutrisno hopes to empower local artisans as well as preserve their traditional weaving culture so that it does not become extinct.

Ms. Dominique Viera, Founder and CEO of Metaproject Innovation Co., Chile

An expert in finance and market analysis, Ms. Viera started her business, Metaproject-ICSA Consortium, to provide services for infrastructure. Currently the consortium oversees the technical inspection service of Arturo Merino Benitez International Airport, also known as Santiago International Airport.

Ms. Viera also created Metaproject Innovation Co, a startup that leads various environmental projects related to recycling in mining, tire businesses, airports and oil refineries.



Ms. Dominique Viera, Founder and CEO of Metaproject Innovation Co., Chile Winner of the nomination: Special Prize; Ms. Irina Saltykova, moderator

«APEC BEST AWARD 2018» WINNERS



Zarah Jane D. Juan, Green Leaf Eco Bags, Inc., the Philippines. Winner of the nomination: Most Innovative Business Model; Ms. Chen Yan, Jury member, China.

Due to the growth of interest to the Contest from APEC economies the event was expanded by a non-official part giving an opportunity to present more projects that are important for PNG because they are directed to solve the social problems. The first time there were presented projects led by disable women and demonstrated that all limitations are only in our minds.

The Award attracted the interest of mass media, business and public community to the issues of the developing women entrepreneurship across APEC economies.

In addition, APEC BEST Award provides the participants with an opportunity to give their businesses global exposure, attract international partners and potential investors from the APEC economies.

Ms. Zarah Juan is a designer that turned her passion into a business that aims to sustain the many diverse communities in the Philippines. Her firm, Zarah Juan Brand designs unique bags and shoes and outsources the production of these products to various Filipino artisans. Juan's company also provides continuous mentorship and capacity-building for the communities it engages, supporting sustainable livelihoods and promoting the uniqueness of each community.



Ms. Dorothy Devine Luana, DEVINE MANAGEMENT SERVICES LIMITED Inc. ; Ms. Theresia Timbi, Mitu Spice; Ms. Varo Matagu, Tailoring; Ms. Georgina Benson, Mohone' Coffee , Papua New Guinea





Ms. Nicole Verdugo Oviedo
Chile

Focusing on Women's empowerment and women's involvement in business, Nicole Verdugo is Head of Gender Department at DIRECON (International Economic Relations area at the Foreign Relations Ministry of Chile) and leads Chile's negotiation teams in gender matters in bilateral and multilateral free trade agreements. She also led the negotiation process in gender matters with Uruguay, Canada, Argentina and Pacific Alliance observers states. Since 2016 she has been the coordinator of the GTG (Gender Technical Group) of the Pacific Alliance, working on the Alliance Presidents' gender mandates within the 4 countries. Co-creator of the Gender platform of the Pacific Alliance "Mujeres Empresarias de Alianza del Pacífico" (Businesswomen of the Pacific Alliance) and of the PA business women work program, and APEC Gender Group Focal point for the last 2 years, coordinating with the public and private sector towards goals in gender and commerce of the 21 APEC economies.

Being responsible for the gender management improvement program of DIRECON, she aimed to incorporate this area's gender perspectives in their public policies so as to identify and correct inequalities in gender in Government's services and works in the strategic plan of the Mujer Exporta program.



Ms. Chiqui Escareal-Go
Philippines

Ms. Chiqui Escareal-Go is the President and CEO of Mansmith and Fielders, Inc., the only advocacy-based marketing, sales, innovation and strategy training and consultancy company in the Philippines. She is also Vice Chair of Waters Philippines, the market leader in the premium segment of home consumer durables.

A long-time advocate of female empowerment in business and industry, Chiqui is the Chair of the Women's Business Council Philippines and was recognized as Outstanding Filipina Entrepreneur in 2011, GoNegosyo Women Enabler Awardee in 2014, and the ASEAN Women Entrepreneurs Network Awardee in 2015.

Author/co-author of eight marketing and entrepreneurship books, Chiqui is a lifelong learner and believes in multidisciplinary approaches to innovation and insighting, and in foregrounding the humanities with science, technology and business. This passion for continuous learning is rooted in her quest for excellence in education starting from De La Salle University where she graduated with a double degree in AB Communication Arts and BSC Marketing Management (Accelerated Program), at the Ateneo de Manila University where she has an M.A. in English Language and Literature Teaching degree and at the University of the Philippines where she is currently taking up her MA Anthropology course. Further, Chiqui is an Executive Scholar in Marketing and Sales of Kellogg Business School, Northwestern University and has taken advance marketing and management courses from the Harvard Business School, Columbia Business School (CEIBS campus), and the University of California, Berkeley. She just completed the Advanced Management Program (Americas 2018) at IESE Business School.



Mr. Masateru YOSHIDA
Japan

Mr. Masateru Yoshida is the Director for International Affairs, Gender Equality Bureau, Cabinet Office.

EDUCATION

2000 Bachelor of Laws, University of Tokyo

2005 Master of Public Administration, American University

PROFESSIONAL EXPERIENCES

2017 - 2018 Principal Deputy Director, Office for Designing 100-year Life Society,
Cabinet Secretariat

2015 - 2017 Deputy Director for Planning and Management of Economy and Fiscal Policy

2014 - 2015 Deputy Director for Measurements for Low Birthrate

2013 - 2014 Executive Secretary to Minister of State for Gender Equality,
Women's Empowerment, and Children Affairs

2013 Deputy Director for Children and Child-rearing

2011 - 2013 Deputy Director for International Youth Exchange

2009 - 2011 Principal Deputy Director of Gender Equality Bureau

2007 - 2009 Deputy Director for Cabinet Affairs and Parliament Issues



Ms. So Young Lee
Republic of Korea

- 2018 July ~ Now : IITP (Institute for Information & Communication Technology Promotion of Ministry of Science and ICT) Executive Committee Member for Social Issues.
- 2018 April ~ Now : International Innovative Women's Association Chairman.
- 2014 Jan. ~ 2018 Feb. : Korea IT Business Women's Association Senior Vice President. - 2017 December ~ Now : National Science and Technology Council, Local Science and Technology Development Committee.
- 2016/2017 APEC WEF BEST AWARDS Judge/ Head of Jury.
- 2015 Jan. ~ 2016 Dec. : National Science and Technology Council, Expert committee (IT, SW Convergence).
- 2014 May ~ Now : APEC WEF Korea Delegate.
- 2014 April ~ Now : K-ICT Startup Mentoring Center, CEO Mentor.
- 2005 ~ Now : Kyungpook National University Adjunct Professor IT College.
- 2006 Nov. ~ 2018 July : Seahyun Korea Co. Ltd. CEO (R&D focus company's Founder).
- 2000 : Kyungpook National University Graduate School (Opto-Electronics) Ph.D.



Ms. Rinawati Prihatiningsih / Rina Zoet Indonesia

Real Estate, Property Management, Property Consultant and Maintenance Contractor Rina Zoet is Indonesian, married with her Dutch husband, and has four children. She is the Founder, Owner and Managing Director of CV. Hako Mulia Abadi, a boutique real estate consulting and management company in Jakarta. She has a Bachelor's degree from the Universitas Gadjah Mada (Yogyakarta) and a Master's degree in Gender Studies from the Universitas Indonesia (Jakarta). She plays a leading role in the advancement of women in Indonesia. During her study she had been working in Jakarta as a property agent and had advanced to the position of Senior Marketing Executive for PT. KOLLIPAC Indonesia, one of the leading Real Estate companies in Indonesia.

After acquiring her Bachelor degree in 1995, Rina became an independent agent, successfully growing the business and established, after four years, in 2003 her own company, Hako Mulia Abadi (HAKO).

After her Master's, Rina focused on consolidation of her Hako business and has taken up leading roles to advance Gender Equality in Business, Government and the Society. She started to work as the Head/Coordinator of Secretary General of the Indonesian Business Women Association (IWAPI); as the Head/Coordinator of the Permanent Committee of Gender Mainstreaming, reporting to the Deputy Chairman of Women's Economic Empowerment of Indonesian Chamber of Commerce (KADIN); a member of AREBI - the Indonesian Real Estate Broker's Association.

She became a member of FORKOMNAS, the National Communication Forum, organized under the Ministry of Women Empowerment and Child Protection.

Since 2013 she is an Ambassador for YMSI (Yayasan Musik Sastra Indonesia, the Indonesian Classical Music Foundation). Rina is a presenter on gender equality presenting in Indonesia and abroad: in Kyoto University, Kyoto, Japan; Thang Long University, Hanoi, Việt Nam; Eastern Mediterranean University, Famagusta, Northern Cyprus.



Ms. Chen Yan
China

Ms. Chen Yan is Chief Strategic Officer in Focus Media Group.

She joined Focus Media (China) holdings Co. Ltd as CSO Aug.2005.

A top management team member responsible for integration of acquired companies into Focus Media, privatization from NASDAQ and IPO in China's stock market. Excels in management.

With rapid change of technology, media is being re-defined. Mobile internet and digitalization are inevitable trend. Pioneered with KanterMedia Research Infosys OOH Assessment System, 1st in the world outdoor TV audience rating system. Teamed up with Millward Brown, to become the first to employ TV, outdoor TV, Internet, mobile internet MixReach system, a multi-screen impression assessment tool.

2000-2005, work for Media Agency, Zenith Media, the biggest global media Public.

Orchestrated the outdoor team, the biggest outdoor team at the time and act as Vice General Manager of the team. The work processes created then is still widely used by Media Agency. Prior to 2000, worked in Sales, Marketing and management roles in foreign entities.

Ms. Chen Yan has a number of awards:

2012, Man of The Year, The China most influential Advertisements by China Advertisement Association.

2014, One of the 3 from China to speak at the World Advertisement Forum.

2015, China Women Pace-Setter.



Ms. Natalia Strigunova
Russia

Ms. Strigunova is a Deputy Director of Department of Multilateral Economic Cooperation and Special Projects in Ministry of Economic Development of the Russian Federation.

Graduated from the School of Economics, Moscow State University.

Since 1991 Ms. Strigunova has served in various capacities within governmental bodies of the Russian Federation, dealing with issues related to attracting foreign investment and creating favourable investment climate in the Russian Federation, promoting export and organizing international exhibitions, developing economic relations with the CIS countries.

Her present activities are focused on the issues related to multilateral economic cooperation with Asian countries, including interaction with the Asia-Pacific Economic Cooperation (APEC), Association of the South-East Asian Nations (ASEAN), East Asia Summit (–EAS), BRICS (Brazil, Russia, India, China, South Africa), Asia-Europe Meeting (ASEM), Black Sea Economic Cooperation (BSEC), Conference on Interaction and Confidence Building Measures in Asia (CICA).



Ms. Avia Koisén
Papua New Guinea

A female Lawyer and President of Women's Chamber of Commerce.

Ms. Koisén holds a Bachelor of Law Degree from the University of Papua New Guinea and a Masters in Law from the Queensland University of Technology, Australia.

She is a professional lawyer with more than 20 years' of experience and is Principal of Koisén Lawyers, her own civil law firm in Port Moresby, practicing in Banking Advice and Finance, General Litigation, Commercial Law, Property Law, Family Law, and Legislation. She is admitted to practice at the National and Supreme Courts of Papua New Guinea.

Ms. Koisén is also one of the founding members and currently the Interim President of the Papua New Guinea Women's Chamber of Commerce, established in 2013.



Ms. Irina Saltykova
Russia

Technical director of ANO APE "Ericsson Training Center", Ph.D. Irina has over 20 years of professional experience as manager and business trainer in Ericsson training center working for Ericsson AB (Sweden), Telecom Paris (France), Ericsson Telecomunicazioni SpA (Italy), Tele2 (Kazakhstan), "Vympelcom", "Megafon", "MTS", Turkcell group. Experienced as MBA program lecturer in Moscow Technical University of Communications and Informatics. Company specialization is training, consulting in Telecom and project management. Company successfully realized projects for corporate clients and Public structures, including Russian Export Center, Moscow Government, State corporation of small and medium business. Irina is co-author of the training program "Mom is an entrepreneur". Irina is an organizer and moderator of APEC Best Award 2016, mentor in several international projects in different fields.

Irina is an expert in Federal program of mono-cities management team development in Russian Presidential Academy of National Economy and Public Administration. She is a specialist in presentation, communication, product and project management, strategy, cross-cultural features, development of educational products. She is a speaker at the APEC Seminar on Women as Prime Movers of Inclusive Business. She is the researcher of the joint research project with a Korean university on Women's Economic Empowerment and ICT: 'Capacity Building for APEC Women's Entrepreneurs in the Age of the 4th Industrial Revolution'.

A GLIMPSE INTO GINIPA COFFEE



Ms. Sallyn Lomutopa

Papua New Guinea

✉ ginipakofi@gmail.com

☎ +(675) 70630577

The winner in nomination Best Social Impact

Mrs. Sallyn Lomutopa was born 24.08.63. She is married with 7 children. She started Coffee Farming Business in 1980 and has been doing it already 38 years. This business includes coffee growing and selling as parchment and green bean. In 2004 she established affiliates and supply chain of farmers based of 826 households (small holder coffee farmers). Among 112 hectares of state lease land distinguished for agriculture development 25 hectares have already been utilized with coffee plants being planted and 87 hectares is yet to be developed.

In 2004 Lower Unggai Community Development Foundation (LUCDF) was established and now 1768 farmers are included into it. In the same year Mrs. Sallyn Lomutopa established farmers training center.

In 2016 Mrs. Sallyn Lomutopa started the new project on coffee roasting and packaging. The company provides also some other services to rural farmers in partnership with donors as a social obligation:

- Gender and Diversity Training for Farmers. - 2015
- Family Business Trainings. - 2016
- Financial literacy Trainings. - 2016
- Role Model Farming Family Training. - 2017
- Rolling out Extension programs through our role model farmer networks. -2017- 2018

In 2018 it was proposed the Village Savings and Loans Association Concept for Rural Farmers (VSLA).



«APEC BEST AWARD» PROJECTS 2018 A GLIMPSE INTO GINIPA COFFEE APEC Economy: Papua New Guinea

KEY PRODUCT

100% Organic Pure Arabica Coffee in unique packaging air-tight packets with coffee.



CUSTOMERS

Individuals aged 25+ and collectives who have demand for high quality coffee and good income



International and non-government organizations



Corporations and Hotels



KEY RESOURCES

There are small owner gardens, good organizational structure, the original design of packs and well trained team.

Team of the enterprise consists of 6 farm handymen, 1 supervisor, 1 manager and 50 – 60 casual laborers during coffee harvesting period.



CUSTOMER RELATIONS

Forming customers' loyalty and community on-line and off-line, participating in different events organized by government and promote the brand providing high quality gift sets in unique packaging available to customers organized by government.

CHANNELS

SMM communications, offline stores, women entrepreneurial community.



FURTHER DEVELOPMENT

Growing number of online visitors, increasing conversion to offline shopping; increasing activation in social networks; creating website.

METAPROJECT



Ms. Dominique Viera
Chile

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Special Prize of Russian Federation

Master in Finance. Expert in treasury, business development, project control, business valuation and risk management. Leader of projects in Finance, Marketing and Business. She worked in Microsoft (Software), IBM (Hardware and Consulting), KOTRA (Korean Trading Office-Marketing and Business), Larox Corporation (Mining Machinery-Lappeenranta-Finland), Metaproject (Services and Studies for Mining).

Mrs. Viera obtained the 4-th place in the World Business School Competition "Management Game" organized by Carnegie Mellon University (CMU) in Pittsburgh (2008).

In 2014, Ms.Viera started own business Metaproject-ICSA Consortium to provide services in the Infrastructure sector (Ministry of Public Infrastructure). At present, the consortium is in charge of the Technical Inspection Service of the Arturo Merino Benítez International Airport, an emblematic project of the Ministry of Public Infrastructure. Also she created, the Metaproject Innovation Co. for different environmental projects related to recycling such as mining tire recycling, airport recycling and associated projects in gas control issues in refineries and foundries, as well as the generation of biodiesel and soil remediation through the Jatropha tires's recycling plant. Construction of the first tire recycling plant in Latin America based in ozone, that produces electric energy at the service of a planetary mining for Chile and Latin America with capacity of 700 tons of oversize tire for recycling.

The company was founded to manage, optimize and develop innovative alternatives for an inclusive and sustainable mining industry, mitigating the environmental liabilities generated by the various mining processes, providing renewable energy.



METAPROJECT

APEC Economy: Chile

KEY PRODUCT

Creation of recycling the inevitable waste in mining and production of gas, oil, scrap and black coal from tires through pyrolysis (waste valorization (added value)).

KEY PARTNERS

The key partners of the project are logistic companies, mining companies, government structures, CME companies.

CUSTOMERS

CUSTOMERS BASE INCLUDES:

- Customers' base includes:
- B2C clients who use one of nine possible types of mentoring or training services;
 - B2B customers from mining industry and construction sector;
 - SME who interested to utilize oversize tires.;
 - Organizations interested in elimination of the Tire Collection Environmental Consequences ;
 - Organizations interested in liberation of productive soil interested in cost reduction.



CUSTOMER RELATIONS

Promotion tin social media, direct sales to B2B clients, presentations at conferences and business events



CHANNELS

SMM communications, social networks, Internet homepage in English, direct sales.

KEY RESOURCES

- Creative well trained team (80-100 employees), government ;
- About 12 to 14 thousand old tires thrown per year, only in Chile;
- Positive image of green project (recycling of inevitable waste);
- Effective management of an inevitable waste in mining.

FURTHER DEVELOPMENT

Geographical expansion in APEC economies

PT. JSL LEVICO SEJAHTERA



Ms. Julie Sutrisno
Indonesia

✉ julie_1706@yahoo.com ☎ +62 8111 491 526

The winner in nomination "International Attractiveness"

Ms. Julie Sutrisno Laiskodat is originally from Nusa Tenggara Timur (NTT) Province. She is a mother of 3 sons. Ms. Sutrisno is really amazed by the natural and cultural beauty that the Land of Flobamoratas (an extension of the big island occupied by some ethnic groups, such as Flores, Sumba, Timor Rote, Alor, Lembata and Sabu) has.

In her opinion color design and the weaving techniques are the intellectual and cultural property which is a part of the cultural heritage that should be preserved.

However, taking into account a technological development and cultural transformation toward modern life, it's necessary to keep up with the times and challenge the modern market changing an operational model.

In 2014, she finally established a weaving boutique named "LeViCo Butik Tenun NTT/LeViCo in Jakarta Selatan. The sold products are handmade by the women at the villages in East Nusa Tenggara. Weaving is one of Culture that still going on till present day by the village women and economically women have great roles not only in molding families but also developing and improving society as a whole.

By waving the women weaver can provide a better life and education for their children's future.

One of the mission of LeViCo is to bolster Women Empowerment for the women in the villages of the whole East Nusa Tenggara (Nusa Tenggara Timur, NTT).

JSL LeViCo devotes to cultural promotion to shape the tribe's future of East Nusa Tenggara by promoting of waving cloth art and craft to the World.

PT. JSL LEVICO SEJAHTERA

APEC Economy: Indonesia

KEY PRODUCT

Selling handmade weavings from all 22 districts of NTT that is one of the 34 provinces in the Indonesian archipelago. The Woven Fabrics from each district has their own motives and colors. Behind each motive has different meaning which is the relics of their ancestors.

CUSTOMERS

- Local customers on domestic market;
- International tourists buying products as a gift.



CUSTOMER RELATIONSHIPS

POTENTIAL CLIENT KNOW ABOUT MY COMPANY AND SERVICES FROM THE FOLLOWING COMMUNICATION CHANNELS:

- Participation in International Fashion Week and Festivals, direct sales in boutique, SMM.
- Working together with media, government, public sectors, entrepreneurs, donors, and partners creating the good image with waste disposal, cultivating and planting natural dye crops. JSL LeViCo devotes to cultural promotion to shape the tribe's future of East Nusa Tenggara by promoting of waving cloth art and craft to the World.
- Working together in partnership with all the stakeholders to build awareness of the significance of cotton plantations and diverse natural dye crops for communities would benefit the cultural preservation, health, environment and rural agriculture in NTT.

KEY RESOURCES

Partnerships with woven fabrics, 25 dress makers (in Jakarta), shops located in attractive places, intangible assets, including technologies and quality control system, brands' reputation, customers' base.



FURTHER DEVELOPMENT

- Implementation of geographical expansion strategy through starting export activity to APEC countries;
- Participation on international marketplaces;
- Goods placement in international airports, tourist stopping points and though company-owned web site

Narumi



Ms. Tomomi Iwakiri Japan

✉ info@narumi-oita.com ☎ +81-97-579-7177

The winner in nomination "Highest Growth Potential Award"

Ms. Iwakiri was born in Oita prefecture in 1971. She is married with three children. Ms. Iwakiri studied nutrition at a junior college. She worked for real estate and construction company from 1991. In 2012 Ms. Iwakiri established "Narumi" to commercialize the local cuisine, and in 2014 "Narumi" was incorporated as a food manufacturer.

Developing the company Ms Iwakiri established own factory for business expansion and stable manufacture in 2015. In 2017 "Narumi" was changed to a stock company in 2017.

Ms. Iwakiri and her business were awarded:

Silver Prize, "Local ready- to-eat meals Grand Prix" in Foodex Japan in 2014

Superior Taste Award, International Taste & Quality Institute (ITQI) in 2015

The Regional Future Award, "Women's New Business Plan Competition" presented by Development Bank of Japan (DBJ) in 2016

Oita Prefectural Governor's Award (Women Business Challenge Award) in 2017.

"Narumi" aims to transmit Oita foods towards the whole nation and the world and revitalize the local primary industry: agriculture, fishery, and livestock industry.

Ms. Iwakiri tells about idea of her business: "In Japan, especially in Oita, the primary industry produces good foods but it faces many hardships including distribution problems, unstable incomes, and shortage of successors, which accelerate the aging and depopulation of local areas.

We needed to develop "food products" that match the need of consumers and sellers.

Therefore, we focused on ready- to-eat meals processed foods without additives, which are tasty, healthy, easy to cook and easy to distribute in normal temperature.

Our new products brought expansion of sales channels, income of Oita's primary industry and employment of women in my company. It is now contributing a lot to the protection and the future of our local industry, culture, and community."



Narumi Ltd.

APEC Economy: Japan

KEY PRODUCT

Ready- to-eat meals, safe ready-made processed foods without additives utilizing local ingredients and food culture of Oita prefecture.

CUSTOMERS

The target market includes retail stores, café and shops, railway companies and organizations.

CUSTOMER RELATIONS

In communication with the customers focus is on local food culture and high standard life. Good attractive packages and advertizing healthy (nonadditive), tasty food and saving the cooking time are direct to women as on target audience with significant opportunities for extending customers network– family members, colleagues and friends but also customer loyalty support .



KEY RESOURCES

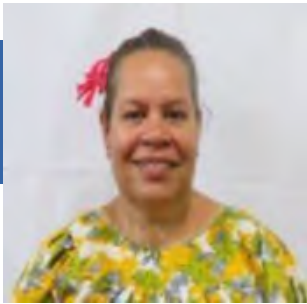
- Collaboration with agricultural producers, branding designers, local government;
- Developed product-line, self production, shops;
- Intangible assets, including brand reputation and recognition.

FURTHER DEVELOPMENT

- Business growth through domestic market penetration.
- Expansion to the new regional markets through adaptation of the traditional cuisine to the modern needs and customers' behavior.
- Active online promotion for the customers.
- Building customer loyalty and relations with corporate clients.
- Regular presentation on local and international business events.



DMS Devine Management Services Limited



Ms. Dorothy Devine Luana

Papua New Guinea

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Ms.Luana is 54 years old with one married daughter. She has a Master Degree in urban and regional planning from the Queensland University of Technology in Australia. She used to work for various Development Agencies and Companies for over 15 years but left and now Ms. Luana is self employed development entrepreneur. While she is a farmer she is also an inventor and Innovator of new/modified health and beauty products. Her long term goal is to export products overseas.

Her husband supports the business particularly with financial management. To-date with the support of family Ms. Luana has funded own venture 100 percent.

The first company DMS Ltd was registered in 26 April 2000. DMS Ltd owns 16 hectares of land of which 6 hectares is fully planted with following crops. Cocoa, Coffee, Galip (canarium). Most of them are for the local market.

As Ms.Luana is keen on health promotion and sustainable livelihoods so combined the two passions and created the new company DMS Organics in Y2015 for fair trade.

It has taken a lifetime as a farmer, 10 years to establish network of key farmers and 5 years of testing and trial of down streamed products.

Ms.Luana is convinced that the approaches DMS has taken to network with farmers provide fair pricing for raw products, guarantee consistent buying and undertake market research on health and beauty products, will reap benefits:

1. Farmers with fair pricing;
2. Employment opportunities;
3. Opportunity to export and bring into the economy needed foreign exchange.



DMS Devine Management Services Limited

APEC Economy: Papua New Guinea

KEY PRODUCT

Processed and packed raw products: dry herbs and spices, virgin coconut oils, packaged honey, canarium (galip) nuts, bakery products (cakes, cookies, biscuits, paste), hair and body washes, body scrubs and creams, moisturising and massage oils.



CUSTOMERS

Local customers on domestic market, international tourists buying products as gifts in the own shop, outlets.

KEY RESOURCES

Well organized farmer network, developed product-line, shop, intangible assets, including technologies and quality control system, brand reputation, company's team (up to 15- 20 people at any one time), natural resources.

CUSTOMER RELATION

Significant part of customer relations is focusing of the recognition and the credibility of the brand, providing fair pricing for raw products, guarantee consistent buying providing significant opportunities for establishing direct contacts with customers and supporting customer loyalty;

Brand promotion through formal and informal presentations;

Undertake market research on downstream health and beauty products.

FURTHER DEVELOPMENT

Business growth through domestic market penetration.

Active online promotion for the customers.

Implementation of geographical expansion strategy through starting export activity to APEC.



SHIMPYO & NEUKKIMPYO CO., LTD.



Ms. Miran Kim
Republic of Korea

✉ momsjobkorea@naver.com ☎ +010-5240-7109

The winner of APEC BEST AWARD

Ms. Kim had got Master degree in Business Administration from Kyungpook National University in 2013 and Ph.D. in Education Engineering from Keimyung University in 2016. Ms. Kim has been creating her career in the education field starting from 2011. She is an expert in Educational context development, program planning and teaching. Ms. Miran has an experience of work in Dong-A University and Catholic Kwandong University, Yozuma Group Korea Corporation etc.

2015 Ms. Kim founded the company "Shimpyowa & Neukkimpyo Co., LTD."

Ms. Kim is an author of several books: "An answer to future entrepreneurship" / 2017, Media Forest;

"Start-up Business and Management strategy" / 2018, G-World; Base Camp for Knowledge Generation / 2015, Media Forest

3R project (Reduce social cost, Reuse human resources, Recycle career) is carried out for women who are disconnected from career by involving childcare and childbirth. After the kid's birth Ms. Kim remarked how difficult to find new jobs for women whose life was changed due to marriage, pregnancy, childcare and thought about socio-economic losses due to involuntary female unemployment due to childbirth and child rearing. It was the first step to her business.

.She shared this idea with seven other friends, all highly-educated stay at home moms with diverse backgrounds, and started a human resource consulting company to help unemployed mothers get back to the job market.

Ms. Kim adopted the concept of "3 Rs" – Reduce, Reuse, Recycle – to her business model. Her business aims to reduce social costs, reuse human resources and recycle careers. Kim hopes that her company can help close employment gaps and maximize the growth potential of women in the workplace.



SHIMPYO & NEUKKIMPYO CO., LTD.

APEC Economy: Republic of Korea

KEY PRODUCT

KEY RESOURCES

Well organized highly-educated team, brand reputation, partner's network, agreements with government.

CUSTOMERS

Women who are disconnected from career by involving childcare and childbirth, companies interested in staff working part time, government.

Research service for government

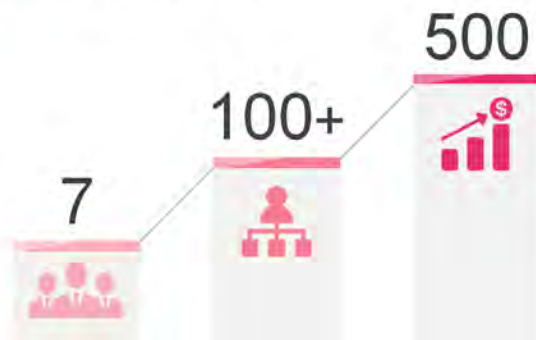
Training professional instructors

Individual career road-map consulting

Quality Time-based Job for women

Design specialized workshops

 Journey of transformation



CUSTOMER RELATION

Significant part of customer relations is focusing on the solution helping decrease socio-economic losses due to involuntary female unemployment due to childbirth and child rearing, recognition of the brand credibility. Organizing motivation seminars and community events the team creates the synergy of moms joined by common problems and shows success stories providing the loyalty of the customers and attracting the new one.

FURTHER DEVELOPMENT

Implementation of geographical expansion strategy by providing services to companies on APEC market distantly through usage of Internet technology.



Gansu Huajing Landscape Engineering Co. LTD



Ms. Yuan Xiaoqin
China

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☎ +8618919811110

Ms. Yuan is the Chairperson of Gansu Hua Jing Landscape Engineering Co., Ltd., MBA in finance from Zhejiang University School of Economics and an MBA in business management from Lanzhou University. She came from Lanzhou where she started up as an entrepreneur. She is a council member of the China Women Entrepreneurs Association. Ms. Yuan has established three companies. They mainly deal in architectural decoration materials and office furniture, property services and household management services, urban landscaping, historic building-related projects, municipal public works, housing construction.

The company Gansu Huajing Landscape Engineering Co. LTD. was established in 2012 Gansu Hua Jing Landscape Engineering Co., Ltd. aims to enhance the overall image of cities and create a beautiful urban and living environment for citizens by planning, design and construction mainly through: renovation of old streets and markets in various cities; creative transformation of various traditional chic and business streets; improvement of urban landscapes and urban greening.

In September 2017 the company contributed significantly to transforming Lanzhou into a National Garden City by implementing city landscape projects, changing city signage system as well as road lighting and sculpture design.



Gansu Huajing Landscape Engineering Co. LTD

APEC Economy: People's Republic of China

KEY PRODUCT

Services in planning, design and construction of cities. improvement of urban landscapes and urban greening. The company sells the services on upgrading and renovation of old streets and markets in various cities; Creative transformation of various traditional chic streets and signature business streets.

CUSTOMERS

- Public organizations;
- Private Companies;
- State and regional owned enterprises;
- Municipal government;
- Government companies;
- Associations.

CUSTOMER RELATIONS

Potential clients know about the company and it's services from the following communication channels:

- CEO Interview ;
- Association participation;
- Conference and awarding ceremonies.

Forming customers' loyalty an enterprise embraces the mission of adding to the beauty of the city and the well-being of people as a city dream maker.

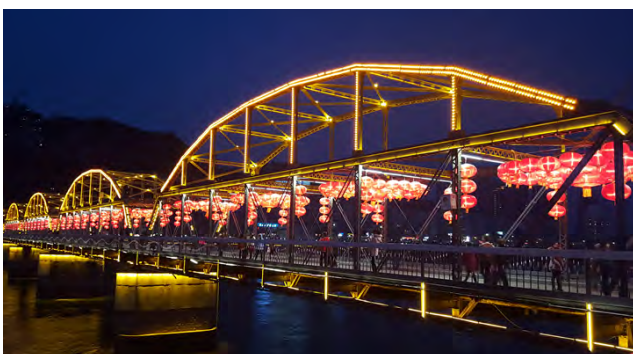
FURTHER DEVELOPMENT

Building customer loyalty and relations with corporate clients, regular presentation at local and international business events, implementation of geographical expansion strategy through starting export activity to APEC economies.



KEY RESOURCES

Partnerships with academic institutions, training consultants, government institutions and NGOs, project' team, brands' reputation, customers' base, methodologies. An enterprise incorporated more than 200 SMEs, among whom women employees taking up 65% of the total number .



Jaukae Bilum Products



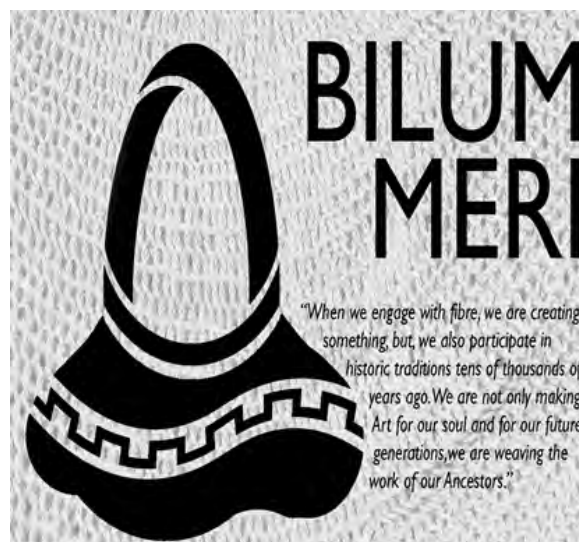
Ms. Florence Jaukae
Papua New Guinea

✉ bilum.meri@hotmail.com ☎ +67571143031

Ms. Florence Jaukae Kamel started her business in 2002. Now it is 100% women-owned and controlled by women enterprise. Ms. Florence Jaukae Kamel is a member and the Chairperson for Bilum Export Promotion Association (BEPA) which is the Bilum Project funded by ITC.

She worked in a very difficult business environment in the informal sector. This inspired Ms. Jaukae Kamel to bring the unique Bilum making skills to the forefront of development, economic development and independence for women.

Ms. Florence Jaukae Kamel is a member and the Chairperson for Bilum Export Promotion Association (BEPA) which is the Bilum Project funded by ITC. Bilum Making and selling is a demanding task. She also acts as a conduit for weavers to sell their products and to explore the Creation of New Products and Creative Designs. She is marketing face and promotor of all Bilum Products. Most of products are sold both internationally and locally. This enterprise is based in Goroka in the Eastern Highlands Province of Papua New Guinea.



Jaukae Bilum Products

APEC Economy: Papua New Guinea

KEY PRODUCT

Designs Bilum Wear and Bilum Bags.

CUSTOMERS

All the projects have the same target audience: the local community and international one, museums and art galleries.

CUSTOMER RELATIONS

Company has a wide range of partners, including state-owned organizations to receive tourists' stream and state support mostly export to Australia, recently to New Zealand, Spain and Germany, USA.



KEY PARTNERS

Company has a wide range of partners, including state-owned organizations to receive tourists' stream ; museums and galleries in Australia, New Zeland, USA.

KEY RESOURCES



30 specialist weavers and 100+ commissioned weavers, natural materials, shop, government support.

FURTHER DEVELOPMENT

Building customer loyalty and relations with corporate clients, regular presentation at local and international fashion events, product line extantion, implementation of geographical expansion strategy through starting export activity to Portugal, latin America.



GREEN LEAF ECO BAGS, INC.



Ms. Zarah Jane D. Juan
Philippines

✉ zarahjuan@yahoo.com

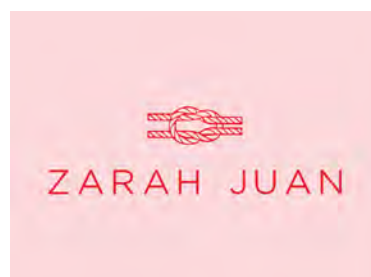
☎ +632 817-5824

The winner in nomination "Most Innovative Business Model"

Ms. Zarah Jane D. Juan is an alumna of the Swedish Institute at Stockholm, Sweden where she took up her Management Program. The company Green Leaf Eco Bags, Inc. was established 2007. A faculty of the SoFA Design Institute in Makati, she was also part of the ASEAN Economic Forum held in 2015 and had been an active participant in majority of the Department of Trade and Industry's livelihood programs.

With the ecosystem that Zarah Juan created in her business, Filipino artisans supporting sustainable livelihood are empowered and honed through mentorship and capacity-building. All of her efforts in creating a sustainable world-class fashion brand collection were not left unnoticed. From her roots in Bulacan in Central Luzon, Zarah has received recognition through citations and awards. In 2017, the Zonta Club of Makati and Environs named her the Bravo Empowered Woman for Business. In 2018 she was GoNegosyo Inspiring Filipina Awardee, also given an Unsung Women Heroes Award by the Soroptomist International (SI) Philippine Region, Inc.

Ms.Zarah Juan Brand (subsidiary of Green Leaf Eco Bags, Inc.) was established in 2016. Zarah Jane D. Juan is a designer and creator of world-class fashion brand collection with exquisite quality that brings out the creativity of Filipino Artisans. Her creations in making one of a kind shoes, bags and accessories are expertly weaved with traditional Filipino Craftsmanship having contemporary designs to make each collection relevant and updated.



GREEN LEAF ECO BAGS, INC.

APEC Economy: Philippines

KEY PRODUCT

Shoes, bags and accessories expertly woven with traditional Filipino Craftsmanship having contemporary designs to make each collection relevant and updated.



CUSTOMERS

The project's target audience is the local community, tourists, retail networks.

CUSTOMER RELATIONS

Events to attract local customers, owned-website, cooperation with tourist guides and state organizations, cooperation with retail.

KEY PARTNERS

Company has a wide range of partners, including state-owned organizations to receive tourists' stream and state , retail networks, gift shops.

KEY RESOURCES

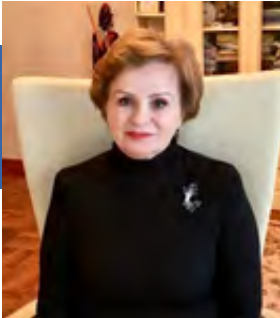
Facilities, organic farming technology, local community, training courses, wide range of partners.

FURTHER DEVELOPMENT

- Increasing number of tourists
- Development of e-commerce using on-line platforms;
- Development of cooperation with gift shops.



LLC "Velpharm"



Dr. Liudmila Shcherbakova
Russia

✉ ls@veltrade.ru

☎ + 7 495 2280696

The winner in nomination "The Fourth Industrial Revolution Project"

Until 1989 Ms.Shcherbakova worked in party and government organizations.

From 1989 to 1992 she had postgraduate course at the Academy of Public Administration under the President and as the result she had got Ph.D. in Economy.

Ms. Shcherbakova worked as associate professor at the Russian Academy of Civil Service until 2016. Moreover, she founded LLC Veltrade in 1999. Nowdate Ms.Shcherbakova is General Director of LLC Veltrade, Chairman of the Board of Directors of LLC Velpharm, founder and president of the Bright Way Group of companies.

LLC Velpharm was founded in 2016.

LLC Velpharm is a modern high-tech pharmaceutical plant that meets the requirements of GMP and produces high-quality effective drugs of a wide variety of pharmacotherapeutic groups at affordable prices. The plant is part of the Russian group of companies «Bright Way Group». The plant was established within the framework of the State program "Development of Pharmaceutical and Medical Industry for 2013-2020", with the support of: Ministry of Industry and Trade of the Russian Federation; Industrial Deployment Fund of the Russian Federation;The Government of the Kurgan region.



LLC "Velpharm" APEC Economy: Russia

KEY PRODUCT

High quality effective medicines produced in different forms (ampoules, tablets, capsules).

Injections
in ampoules

150 mln. pcs. / year

Solid dosage
forms (tablets)

800 mln. pcs. / year

Solid gelatin
capsules

200 mln. pcs. / year

CUSTOMERS

There are different pharma groups, pharmacies, hospitals.

KEY RESOURCES

- Innovative production line and eco - technologies;
- 196 young professionals in team where an average age is 38 years old and 46 % of them have University degree and digital literacy;
- Total quality management;
- International GMP standard certificate; Government support.

CUSTOMER RELATIONS

Owned-website, professional exhibitions.

FURTHER DEVELOPMENT

- Expansion to the new markets including international one.
- Production lines with new forms of finished pharmaceutical products.



LIFE STAR INTERNATIONAL LIMITED



Ms. Melody Wang
Chinese Taipei

✉ melody@lifestartw.com ☎ +886-989-141-327

The motto of Ms.Wang is "I only live once, if I do it right, once is enough". After school, she has no rich and powerful background, so, everything should start from the grassroots level. Ms.Wang never regards "salary" as the main criteria for a job. She started with the International Language center, which offered only a small salary. Two years of teaching experience determined the direction which had a huge impact to her career. She often met people from multiple races and different cultures. She learnt being attentive to other people, open up the international outlook and planned her future. She started to work for the computer company when one of her students needed to sell computer component worldwide being a teacher as well. 1990 Ms. Wang got married and everything started from zero again. But that time, decided to be the boss for herself. Based on the computer knowledge and the passion of language, she built up her enterprise. No pain no gain. Start-up was indeed a painful and lonely journey. Very often she traveled with whole bag of samples to different countries to sell her products but confronting endless slam door and rejection. She was only 26 and she didn't want to know "frustration is the best teacher." Ms.Wang remembers time when she begged to sell something and earn enough money to go home. The important aspect of her current life is diversity between work and family and the socioeconomic class lines. That's why she decided to start something differed from her ordinary life. So, Y2015 Life Star International Limited was founded.

Life Star strategy combines with the beauty industry GMP factories and health food factories to develop masks, essences, creams and health foods. The product is developed with biomedical engineering academic research institution, in concern with sustainable EcoDesign, aiming for environmental protection. Materials of the products are from local production, increase the added value of products, and help to boost related local industries.



Life Star International Limited

LIFE STAR INTERNATIONAL LIMITED

APEC Economy: Chinese Taipei

KEY PRODUCT

The Major® silk protein product is high-concentration silk protein solution extracted by the patented technology. Items produced with Major® silk protein product are: wound dressing, homeostatic compression dressing, non-stick patch, orthopedic medical material.



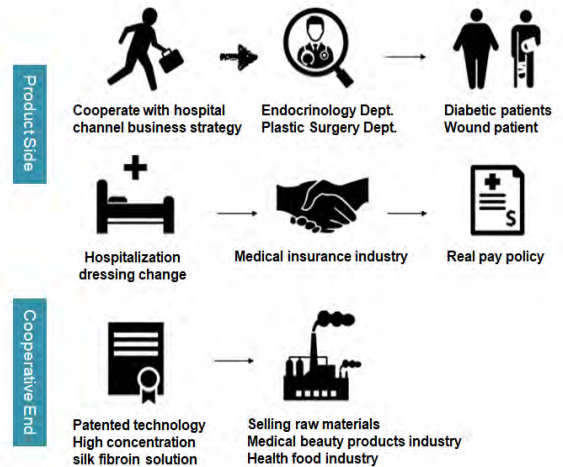
CUSTOMERS

Customers are represented in medicine (hospital channel and medical production), medical insurance industry, beauty industry, health food industry.

KEY RESOURCES

All resources consist of technologies, production and the team:

- Patents on used technologies;
- Local natural production materials usage;
- Cooperation with National Taiwan University of Science and Technology for R&D, EcoDesign responsible for environmental protection, Ministry of Economic Affairs.



CUSTOMER RELATIONS

Promotion of products through online media and running offline events.



FURTHER DEVELOPMENT

- Organize and participate in business events
- SMM activities
- Sustaining and developing relations with existing partners, attracting new partners Expansion to new markets.

MITU SPICE



Ms. Theresia Timbi
Papua New Guinea

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☎ +675 712 923 25

Ms. Theresia Timbi from the Western Highlands Province of Papua New Guinea, married with five children and 10 grandchildren.

She worked as a travel consultant with Air Niugini, the National Airlines for ten years then started her own travel agent for the last 15 years and wound up this business due to economic factors. Now Ms. Timbi invests time in her community doing community services, which includes training and mentoring rural women to improve their social and economic status in a strong patriarchal society and venturing into organic agro business but specialising in organic spice.

Given her experiences and having an entrepreneurial mindset, Ms. Timbi places a high value on business that is land and home based, that compliments women's traditional roles in gardening, food processing and preservation, connectedness to our natural environment and cultural heritage. She believes in promoting business that empowers everybody to be a winner and benefit equally in the profits that impacts positively in enhancing livelihoods of women and families in rural households.

Ms. Timbi is the owner and Director of MITU Spice.

The name MITU in the PNG Pidgin/English means "I am in it too". MITU Spice includes all the women and their family members who are involved in this initiative as a gatherer of forest herbs and spice, garden producer, wholesaler or retailer in the gathering, production and Market value chain.

The variety of spices and herbs include those that are farmed and those collected from the forest. The ones farmed are; ginger and oregano. The rest are 100% pure organic gathered from the wild in the bush, forest and riversides. These are; Tumeric, chillie, cinnamon, fennel, curry leaf, kauwaragl leaf, Hagen Basil, mint, Simbu Green Tea, Mondia Soup.



MITU SPICE

APEC Economy: Papua New Guinea

KEY PRODUCT

Company provides the market with the variety of spices and herbs included those that are farmed and those collected from the forest. The ones farmed are; ginger and oregano. The rest are 100% pure organic gathered from the wild in the bush, forest and riversides. These are; Tumeric, chillie, cinnamon, fennel, curry leaf, kauwaragl leaf, Hagen Basil, mint, Simbu Green Tea, Mondia Soup.



CUSTOMERS

Wide-range of local customers.

CUSTOMER RELATIONS

As company is focused on customers, each shop where is strategically laid out to maximize efficiency and usable area. Each shop contains the same fit-out branding.

KEY RESOURCES

This an entrepreneurial network where over 300 women throughout 4 provinces in the highlands region gathering, processing and selling their spices to MITU spice; MITU team who then processes, refines and packages for sales to customers; equipment, brand reputation.

KEY PARTNERS

Trade companies, women society, local government.

FURTHER DEVELOPMENT

- Business growth through customer loyalty;
- Expansion to the new regional markets through adaptation of the traditional crafts to the modern needs and customer' behavior;
- Participation in regional events.



MOHONE' COFFEE



Ms. GEORGINA BENSON
Papua New Guinea

✉ mohonegb@gmail.com ☎ +675 70493294

Ms. Benson is from Goroka in the Eastern Highlands Province, however she was born in Port Moresby and grew up there as well. 5 years ago she moved to Lae. Ms. Benson has a Bachelor Degree in Management from the Divine Word University and has been in the banking and finance industry for with the ANZ Bank (PNG) Limited 16 years.

Mohone' Coffee is a locally owned trading business owned by Georgina Benson. Ms. Benson started operation in 2016 as we decided to operate in the formal market. PNG produces and supplies quality coffee which majority of these coffees are exported to the overseas market. Although some of these are sold locally, they are too costly and the average and low income earners of PNG are not able to afford them. This is where Mohone' Coffee comes in to provide quality coffee that is affordable. Our coffee filter bag is the first of its kind in PNG as no one has produce this before hence there is a niche market for yet to be tapped. Tabled below is our price schedule (subject to change)

PNG produces and supplies quality coffee which majority of these coffees are exported to the overseas market. Although some of these are sold locally, they are too costly and the average and low income earners of PNG are not able to afford them. This is where Mohone' Coffee comes in to provide quality coffee that is affordable. Our coffee filter bag is the first of its kind in PNG as no one has produce this before hence there is a niche market for yet to be tapped.



MOHONE' COFFEE

APEC Economy: Papua New Guinea

KEY PRODUCT

Company provides the market with the speciality ground coffee in coffee filter bag (similar to tea bag - 10grams p/ bag).

KEY RESOURCES

This an entrepreneurial network consisting of the families in supply chain in villages, companie's team, equipment for packaging, collaboration with trade companies and hospitality industry, government support.



CUSTOMERS

Wide-range of the customers:
The low incomer earners and the rural population which is >80% of PNG, the hospitality industry in PNG and overseas.

KEY PARTNERS

Trade companies, hotels, touristic companies, local government.

CUSTOMER RELATIONS

The company focuses on the care about the customers and convenience to use coffee filter bags anytime anywhere. The customer does not need coffee plungers or filters when he use this product. The loyalty of the customer to the company grows because of quality coffee delivery that is affordable, convenient for the clients and at the same time has the fair price. Attractive packs with the brand lable used in touristic places promote the brand not only in PMG but worldwide as well.

FURTHER DEVELOPMENT

- Business growth through customer loyalty in PNG;
- Expansion to the new regional markets through promotion of the traditional coffee in convinient pack to change local customer' behavior;
- Participation in regional and international business events;
- Expansion to the corporate sector.



Tailoring



Ms. VARO MATAGU
Papua New Guinea

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Ms. MOMORU MOREA
Papua New Guinea

Inclusion of women with disability into active life is one the main issues decided in Papua New Guinea. Ms. Varo Matagu & Ms.Momoru Morea are with NCD Deaf Association. Both of them graduated the courses on sewing, arts and craft from Red Cross Training Center. They work with Luk Poi Wai Tailoring:

1 years – Work experience

11 years – Practical experience

They studied sewing, ironing, types of stiches, measurements, material selection for different occasions and etc.

In 2013 – 2016: Local tailoring company – Complete Tailoring

In 2017 Ms. Varo Matagu left Complete Tailoring in 2016 and started private tailoring.

Varo and Momoru are into Tailoring since 2013. Despite their disability, they are skilled and successful in the tailoring business with wide range of products:

Men's shirts, trousers;

Women's dresses and blouses;

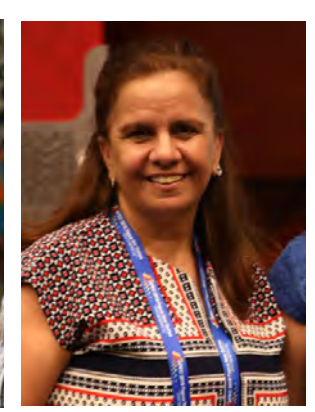
Suits – Ladies and Gents;

Wedding Dresses and suits;

Curtains and beddings – bed sheets, bed covers, pillow slips etc.



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