

SESSION #10: SERVING WOMEN-OWNED MICRO BUSINESS



Speakers:

- Ade Ashaye, Executive Vice President, Women's World Banking
- Muna Sukhtian, Managing Director, Microfund for Women (MFW)
- Mavic Austria, President and CEO, Card Bank Inc.

Main takeaways:

- **Women-owned micro businesses require a tailored approach.** The speakers gave numerous examples of how they designed their responses considering the different situations and needs of women entrepreneurs during the pandemic. MFW offers online entrepreneurship training for women. Card Bank offers Facebook pages to bring together women entrepreneurs and offers activities for children.
- **Women in micro business require support provided in traditional employment,** including micro-insurance. Digital platforms can provide not only banking solutions but also business continuity for women entrepreneurs.