

**APBWG**

+48 694 819 938

wioletta.zasepa@apbwg.pl

## **CHANGE IS A WOMAN!**

**How to tackle with effects of economic crisis  
on the employment of women -**

### **WOMEN'S ENTREPRENEURSHIP**



**Wioletta Zasepa**

CEO

**Polish-Balkan Agency for Economic Cooperation**

e-mail: wioletta.zasepa@apbwg.pl

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wioletta.zasepa@apbwg.pl

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# 1. The crisis has its good side!



## Post-crisis world needs women

**Research shows that during the recession, women whose husbands have lost their jobs, activate professionally.**



During the recent crisis in the United States, many wives took over the role of the sole breadwinner and began to enter the labor market.

- Previous history shocks were stimulus for the suffragettes fighting for equality.
- According to scientists, also the last recession speeded up some trends at work that emerged from several decades: highlighted the the change gender roles in the family, workplace fairness and work-life balance.

# The current economic crisis as a crisis of male leadership

## „The Athena Doctrine ”

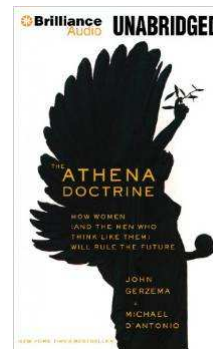
(John Gerzema, and Michael D'Antonio)

How feminine values can solve our toughest problems and build a more prosperous future

- Based on a landmark survey and results from Young & Rubicam's respected Brand Asset Valuator's global survey
- interviews at innovative organizations
- Fortune 500 boardroom
- eighteen nations
- 64,000 people surveyed

Two thirds feel **the world would be a better place if men thought more like women.**

This marks a global trend away from the winner-takes-all, masculine approach to getting things done.



# The current economic crisis as a crisis of male leadership

## „The Athena Doctrine ” (2)

(John Gerzema, and Michael D'Antonio)

How feminine values can solve our toughest problems and build a more prosperous future

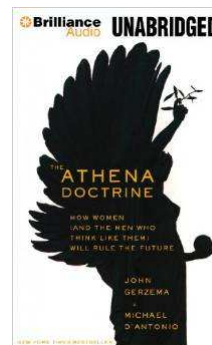
### Women's leadership:

- focused on the future,
- expressive, reasonable, flexible, loyal, patient, cooperating, intuitive, zealous, empathetic, selfless.

**Male leadership** is firmness, strength, aggression, independence, pride.

The Athena Doctrine shows how feminine traits are ascending and bringing success to people and organizations around the world.

By nurturing, listening, collaborating and sharing, women and men are solving problems, finding profits, and redefining success in every realm.



## The current economic crisis as a crisis of male leadership

### Cleaning up after guys - General Motors case

In **December 2013**, the Board of Directors of General Motors has decided to hand over **power** - the first time in over hundred years of history of the company - **in women's hands**.

Instead of start preparing a new development strategy, **Mary Barra** - the new chairwoman had to clean up after their predecessors.



## The current economic crisis as a crisis of male leadership

### Hedge Fund Research

According to the „Women in Alternative Investments: A Marathon, Not a Sprint” – Rothstein Kass’s third annual report, **women-owned or managed hedge funds and private equity funds outperform their male counterparts**

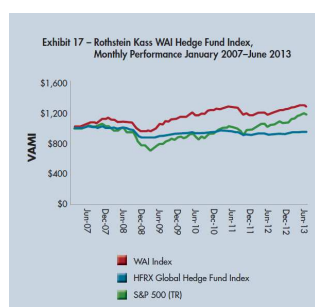


Exhibit 18 – Annualized Statistics of the Rothstein Kass WAI Hedge Fund Index Versus Benchmarks, January 2007–June 2013

Statistical Analysis	WAI Hedge Fund Index	HFRX Global Fund Index	S&P 500
Compound ROR	6.0%	-1.1%	4.2%
Standard Deviation	9.5%	6.9%	17.3%
Cumulative Return	46.5%	-7.14%	30.4%
Cumulative VAMI	\$1,465	\$929	\$1,304
Sharpe (5%)	0.2	-0.8	0.0
Largest Monthly Gain	7.3%	3.1%	10.9%
Largest Monthly Loss	-7.6%	-9.3%	-16.8%
% Positive Months	62.8%	55.1%	61.5%
% Negative Months	37.2%	44.9%	38.5%

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## The current economic crisis as a crisis of male leadership

Credit Suisse studies



Credit Suisse studied publicly traded companies and found that, over the past six years, the share prices of companies with at least one woman on the board outperformed those with no women on the board.

From 2008 to 2012, the stock prices of companies with at least one female board member were, on average, twenty-six per cent higher than for companies with no female board members.

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## Women CEOs in the Fortune 500

Number of Fortune 500 women CEOs reaches historic high\*

The ranking of America's biggest companies boasts some 25 female CEOs, up from 20 a year ago, and more than at any point since Fortune started compiling executive gender in 1998.



1. Mary Barra  
Company: General Motors  
Fortune 500 Rank: 7



2. Margaret C. Whitman  
Company: Hewlett-Packard  
Fortune 500 Rank: 17



3. Virginia M. Rometty  
Company: IBM  
Fortune 500 Rank: 23

Women currently hold 5.2 percent of Fortune 500 CEO roles and 16 percent of Fortune 500 companies female board members.

\*Last updated on January, 6th 2015

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## But in Poland...

- In Poland per **100 chairmen** one can find only **6 chairwomen**.
- On the boards of listed companies only **12% are female members** (in Europe – 18%).
- Among the largest Polish companies there are also those with no board female members.
- The Warsaw Stock Exchange has introduced a special index - **Respect Index** to promote balanced women participation in the authorities of listed companies



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## But in Poland...

Amway Global  
Entrepreneurship  
Report 2013  
Encouraging Entrepreneurs –  
Eliminating the Fear of Failure



### According to the Amway Global Entrepreneurship Report 2013:

- **67% of Polish women see entrepreneurship positive,**
- **33% of women are ready to start their own business**
  
- **Factors encouraging entrepreneurship and the foundation of businesses:**
- **seeking for independence,**
- **public funds, loans for startups(54%)**
- **entrepreneurship education and teaching of business skills (26%)**

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## Polish-Balkan Agency for Economic Cooperation

Polish-Balkan Agency for Economic Cooperation (APBWG) was created as a result of:

1. the compilation of the unique degree, professional qualifications and experience of the CEO of the company

2 growing interest of investors interested in making business in Polish and Balkan markets. It offers consulting services for Polish and Balkan entrepreneurs interested in economic cooperation.



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## Polish-Balkan Agency for Economic Cooperation

### Background of CEO:

- Graduate of Serbian and Croatian philology at the Institute of Slavonic Philology at the Jagiellonian University.
- Graduated from postgraduate studies Financial Markets Analysis and Investment Advice in the Cracow School of Business at the EU in Cracow.
- Graduated of the Executive MBA program of Cracow School of Business at the EU Cracow and the School of Business of Stockholm University.
- The title of a Certified Adviser in the Alternative Trading System issued by the Warsaw Stock Exchange.
- Knowledge of the Serbian and Croatian, also fluent in Business English.
- Certified in Prince2 Project Management.
- Since 2013 running own business.



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## Polish-Balkan Agency for Economic Cooperation

The particular focus of APBWG is on Croatia which is one of the most important markets in the Balkan region.



On the 1<sup>st</sup> of July 2013 Croatia joined the European Union. Poland which since several years is a member country of the EU can be for the Croatians a reference and a good example in utilizing the possibilities related to the membership in the EU. Moreover, the membership of both Croatia and Poland in the same European group without economic barriers favors a more dynamic cooperation between both the countries.

**We connect companies and institutions interested in Polish-Balkan economic cooperation**

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## Our services

### Support for companies wishing to enter new markets

APBWG offers a wide range of activities that help to avoid common mistakes and identify the appropriate export strategy, including:

- market and competitive analysis
- creating the right market entry strategy
- identification of potential partners
- product customizing
- direct talks with potential partners

### Trade exchange

- trade mission organization
- direct talks to potential partners
- support in company's marketing concept implementation
- comprehensive organization of trade fairs

### Support for capital projects

In many areas of APBWG's business services there are financial, economic and strategy consulting for entrepreneurs in Poland and in Croatia.

- obtaining financing
- capital project services
- financial and economic consulting
- strategy consulting
- organization consulting



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## Polish-Balkan Agency for Economic Cooperation implements women's right policy

Polish-Balkan Agency for Economic Cooperation takes part in conferences, seminars, meetings.

There are not only meetings devoted to women's affairs, but all kinds of meetings – related to the economy, energy, economics, mining, police etc.

**We show that in all these areas that are considered to be masculine one can also find women.**



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## Increasing women's participation in public and business life...

...goes on!

Now we want to show our knowledge and our experience, to share it.

**THE WOMAN IN THE BUSINESS WORLD - IT IS CERTAINLY A CHALLENGE!**



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## Thank you for your attention



Wioletta Zasepa  
CEO  
Polish-Balkan Agency  
for Economic Cooperation Ltd.  
e-mail: [wioletta.zasepa@apbwg.pl](mailto:wioletta.zasepa@apbwg.pl)  
Mob. +48 694 819 938

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wioletta.zasepa@apbwg.pl

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