

# Proud to be...

## SUPPORTING ENTREPRENEURIAL WOMEN IN WALES



Llywodraeth Cymru  
Welsh Government

#businesswomenwales

The under representation of women in business in Wales, as is the case in the United Kingdom both as business owners and senior managers, is well documented. The gender gap in entrepreneurship means that women are not achieving their full economic potential and the Welsh economy is missing the even greater contribution they could make in terms of job creation, innovation and increased gross domestic product.

### Adult population in the UK engaged in entrepreneurial activity

10.5%  5.2%



Source: GEM 2018

As well as being important for growth and employment generation, entrepreneurship is widely regarded as a strong basis for women's economic independence.

The evidence is simply too overwhelming to ignore, business support in Wales needs to be more responsive and truly inclusive if we are to unlock the full potential at both an individual and economic level.



Get a copy of the Good Practice Guide on <https://businesswales.gov.wales/supporting-women-wales> or scan this code.

### Women owned businesses in Wales



To address the issues the Welsh Government invited an Expert Panel to review the position in Wales. The Panel has made a number of recommendations accompanied with a Good Practice Guide. The recommendations are clear and encourage the business support community in Wales to consider and refresh their approaches and adopt a more gender-focused approach to supporting entrepreneurial women.

Working together, we can achieve a shared ambition of a prosperous and inclusive Wales where women entrepreneurs are supported and encouraged to achieve success.

It is easy to get involved and demonstrate support by following these simple steps:

- 1 Use the 'Good Practice Guide' to review your current services and adopt a more gender-focused approach.
- 2 Join the conversation and tell others what you are doing to improve support for women entrepreneurs on #businesswomenwales
- 3 Register to get a copy of the 'Proud to be Supporting Entrepreneurial Women in Wales' logo to show your support on your website and materials.  
E mail us at [supporting.entrepreneurialwomeninwales@gov.wales](mailto:supporting.entrepreneurialwomeninwales@gov.wales)
- 4 Spread the word and encourage others to take part.