

Fostering the Young Women Entrepreneurship in the Danube Region

Due to COVID-19 the **4th Dissemination Event** had to be postponed from a face-to-face event in Stuttgart to an online **meeting via Zoom on the 16th of June 2020**. The event brought together interested groups, academic institutions, business support organizations, key decision makers, stakeholders and SMEs discussing about „**female entrepreneurship**“. **Inspiring speakers** could be gained as representatives for female entrepreneurship and **52 participants** were joining the online event.

Agenda

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- **16.00-16.10: Lisa Zordel (bwcon GmbH): Women in Business Project**
 - **16.10-16.40 Tanja Rug (Coach & Trainer, Co-Founder She Potential): Resilience goes business - which factors support a resilient female entrepreneur?**
 - **16.40-16.55 Ilke Heller (Co-Founder Innovative Women): Innovative Women Network**
 - **16.55-17.10: Break**
 - **17.10-17.20: Jürgen Raizner (Steinbeis Transfercentre): Erasmus Project Ifempower**
 - **17.20-17.35: Samira Djidjeh (Founder & Animation Producer @ greenboxx animation & Chairwoman Digital Media Women e.V.)**
 - **17.35-17.50: Christine Deger (Cybersecurity Expert & founder of Changeboxx IT Solution)**
 - **17:50: Discussion/ Questions**

The event started with an introduction to the **Women in Business Project** and the **Status-quo of the Project** by **Lisa Zordel** (bwcon GmbH, Germany).

Keynote Speaker was **Tanja Rug** (Business Coach & Co-Founder of the Online Academy She Potential) who was presenting the topic „**Resilience goes business**“. Besides a general introduction about resilience she gave helpful advices how to improve your own resilience.



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The founders of the „**Innovative Women**“ **Network** highlighted the importance of building up a network and presented their new mentoring program which is developed by and for female entrepreneurs.

Moreover the Erasmus Project „**Ifempower**“ and its outcomes were presented by the „**Steinbeis-Transferzentrum Ost-West-Kooperationen**“. This project aims to empower females to get engaged in self-employment and entrepreneurship especially in SMEs.

Samira Djidjeh – founder of greenbox animation and Chairwomen Digital Media Women e.V. – was looking back at the beginnings of her career and her experience founding a company. Besides she highlighted the usage of a network and the importance of finding her own way how to network and how to build up her own community.



Christine Deger – cybersecurity expert and founder of Changeboxx IT Solution – was also speaking about her experiences founding her own company and which factors influenced her career.

Meanwhile some participants were exchanging their contacts via the Zoom Chat and a follow-up email with the presentations and contact details of the speakers was sent to all participants after the event.

The Dissemination Event was recorded and uploaded on the **Women in Business Platform** as well as on the **Women in Business YouTube Channel**. It can be viewed [here](#).