

Fostering the Young Women Entrepreneurship in the Danube Region

Employer's Association of Small and Medium Enterprises of Constanta (PIMM Constanta, Romania) organized on Thursday, January 14th 2021, the **5th Dissemination Event "Public Policies related to Female Entrepreneurship"**. within the **WOMEN IN BUSINESS** project.

PIMM invited female founders, people interested in founding their own business, female managers, institutions and networks that support female founders, as well as anyone interested in the **topic of female entrepreneurship and public policies related to female entrepreneurship**.

Iulian GROPOȘILĂ, PIMM President, welcomed **53 national and international participants** and thanked to them, the speakers and the project partners for the interest invested in the event underlining the need for such event in order to promote and foster female entrepreneurship.



The event continued with an introduction to the Women in Business Project and its status-quo by **Cristian DINA, project expert from PIMM** and moderator during the event.



Female entrepreneurship topic was detailed by **Bianca TUDOR, President of Elite Business Women**. She detailed the **main barriers faced by female entrepreneurs** in their own business and she showed that one of their main needs is the need for a business performance model structure.

She offered advices in overcoming these barriers and tips on how to achieve long term development of the business.

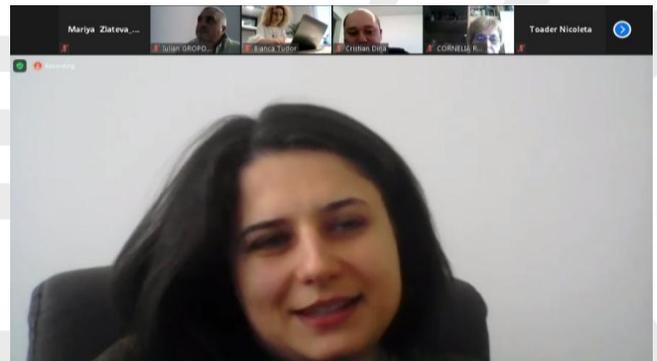
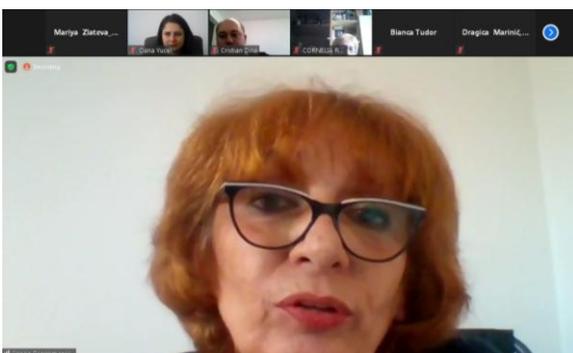
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Oana YÜCEL, trainer and coach, presented "The Mindset and Qualities of an Entrepreneur". She focused her speech on **characteristics of an entrepreneur and the psychological barriers because of which women do not start their own business.** She shared the effect of these barriers, steps on how to overcome them and how to achieve an entrepreneurial mindset.



Another aspect discussed during the event was **public policies regarding female entrepreneurship.** Cornelia ROTARU, president of ADAF Romania, presented a, recently finished, project implemented by the organisation, **"Get involved in public policies for the business environment"**, as well as the findings, the recommendations and the results of the project.

Corina DRAGOMIRESCU, vice president of The Advocacy Academy, showed the need for **public policies in business.** She shared her experiences regarding advocacy and lobby activities gained over her career, the challenges faced by most people when they want **to improve or propose public policies or legislation,** what steps can be taken, the **potential impact on entrepreneurs' activities** and the importance to find a way to **get involved in public policies,** thus improving the **business environment.**



The 5th Dissemination Event was recorded and uploaded on the Women in Business YouTube Channel. It can be watched [here](#).