



# Aus4Equality|GREAT Partnering for Change



## Supporting Women in Son La to Start-up and Run Businesses WISE Social

### Opportunity

Increasingly small to medium-sized enterprises (SMEs) are powering the Vietnamese economy and now account for 45% of GDP. There is the opportunity to develop women-led businesses and support start-ups in the tourism and agriculture sectors in Son La. However, local women face significant challenges.

**This project will work with women that aspire to have a business, women that are interested in upscaling their business as well as providing foundation knowledge and skills for women to work in the agriculture and tourism sectors. An overarching objective is to support the start-up ecosystem in Son La through business incubation, a business accelerator and mentoring.**

### Challenges

Women business owners and potential women entrepreneurs in Vietnam face barriers that not only limit their prospects but harms the broader economy. These barriers are often more pronounced in north-west Vietnam and for ethnic minority women where there are not the same support mechanisms and networks in place as in major cities. Specific challenges facing women in Son La include:

- » Lack of knowledge and business skills
- » Lack of access to finance
- » Limited connections and relationships
- » Spending more than men on housework and care of family members

### Solutions for Change

- » Training on business skills
- » Incubation program for women start-ups
- » Acceleration program for existing women-led businesses
- » Supporting the establishment of women-led cooperatives
- » Seed funding and access to formal finance
- » Building the capacity of women to participate in sector policy dialogue
- » Connecting women to local business mentors
- » Training on gender equality
- » Documenting and disseminating women-led business success stories

### Expected Results

- » **Increased income** for 146 women, including 73 women from ethnic minority groups
- » **69 new jobs** created for women, including 34 women from ethnic minorities
- » Minimum 80% of participating women report **increased confidence**



Provincial People's Committee  
Son La Province

