

## **Women entrepreneurs in the knowledge society**

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In the globalized knowledge economy, the physical difference between men and women is no more disadvantages for women to start up business, and the development of new economy has even provided many new opportunities to women.

According to the last survey report supported by China Association of Women Entrepreneurs, business-pioneering of women entrepreneurs entered the peak period in China since 1995 and such fever isn't cool down as yet. Chinese women entrepreneurs occupy about 20% of the total number of entrepreneurs in China now, and their enterprises cover almost all sectors, including manufacturing, social service, real estate and so on. However, there is still a large space for development, Chinese women entrepreneurs are good at industrializing products and services integrated with traditional Chinese culture, it's always hotspots how to make full use of feminine characteristic & explore women potentials towards the knowledge society, how to enhance their creativity to contribute to society & influence the world at the same time, and so on.

In order to build a harmonious society, women entrepreneurs have to undertake responsibilities of economic & social development as well as environment protection. Although there is still a long way to go, women entrepreneurs should further build up a scientific concept on development and make further contributions to implementing sustainable development.