

Millennia 2015

Women actors of development for world challenges

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Women entrepreneurs in the knowledge society

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Agenda

- **Introduction of the status of women in China**
- **The current situation of Chinese women entrepreneurs**
- **Rising of women entrepreneurs & triple bottom line**
- **Perspectives**

Current status of women in China

- Status of Women
- Participate in national and social and political affairs
- Women's Education
- Women's Employment
- Women's health and marriage and family

Impact of social reforms on the employment of women

- Women's labor becomes important part of enterprises with new types of ownership emerging after reform and opening up, including private sectors, joint ventures, foreign enterprises, etc;
- Compared with the situation before reform, the female labor force began to shift positions suited for women;
- The reforms break the situation of barriers between town and country and allow the free movement of the rural population;
- Women's labor force becomes the principal laid-off or unemployed

- **The reasons for the decline of China's current employment rate of women:**

1. the influence of limitation of real level of productivity development
2. the impact of concept changes of enterprises
3. the impact of adjustment of economic structure
4. the impact of gender

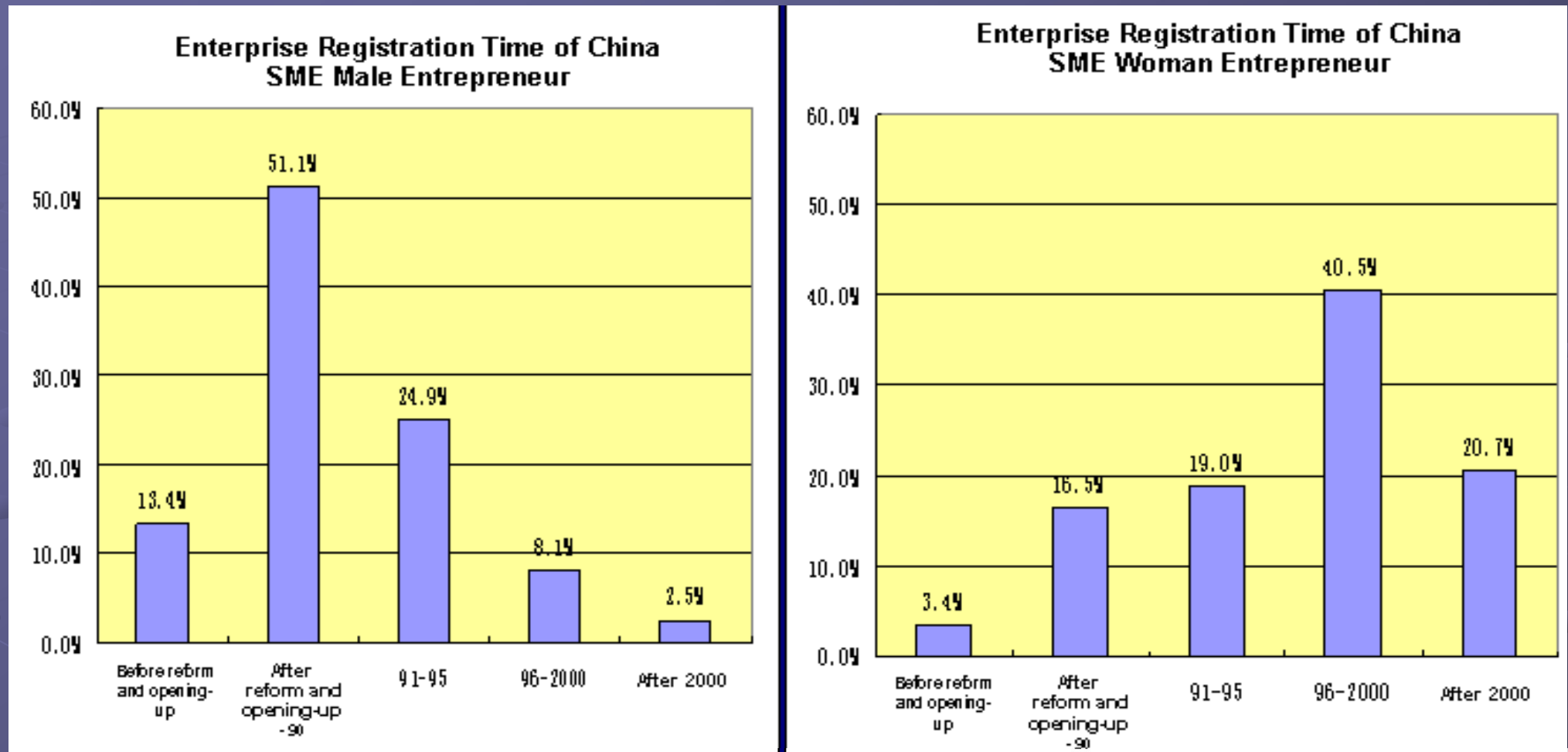
Current issues

- Education to girls in poverty-stricken & low-income regions still needs our concerns
- The trend of flow-out of rural population imposed extra burdens to villages & flow-out women
- In terms of AIDS prevention, women are more fragile to AIDS.
- Imbalanced gender ratio of births, which not only shows the social attitude to the issue of gender, but also have serious influence on the future of the nation.

The current situation of women entrepreneurs in China

- In the globalized knowledge economy, the physical difference between men and women is no more disadvantage for women to start up business, and the development of new economy has even provided many new opportunities to women, which has formed a new trend of women's starting undertakings in different parts of the world.
- With China reform and opening-up, especially after the socialist market economy established in 1995, women entrepreneurs have reached the peak period of development and the booming situation lasts until nowadays. At present women entrepreneurs account for 20% of the total entrepreneurs of China.

Comparison of enterprise registration time

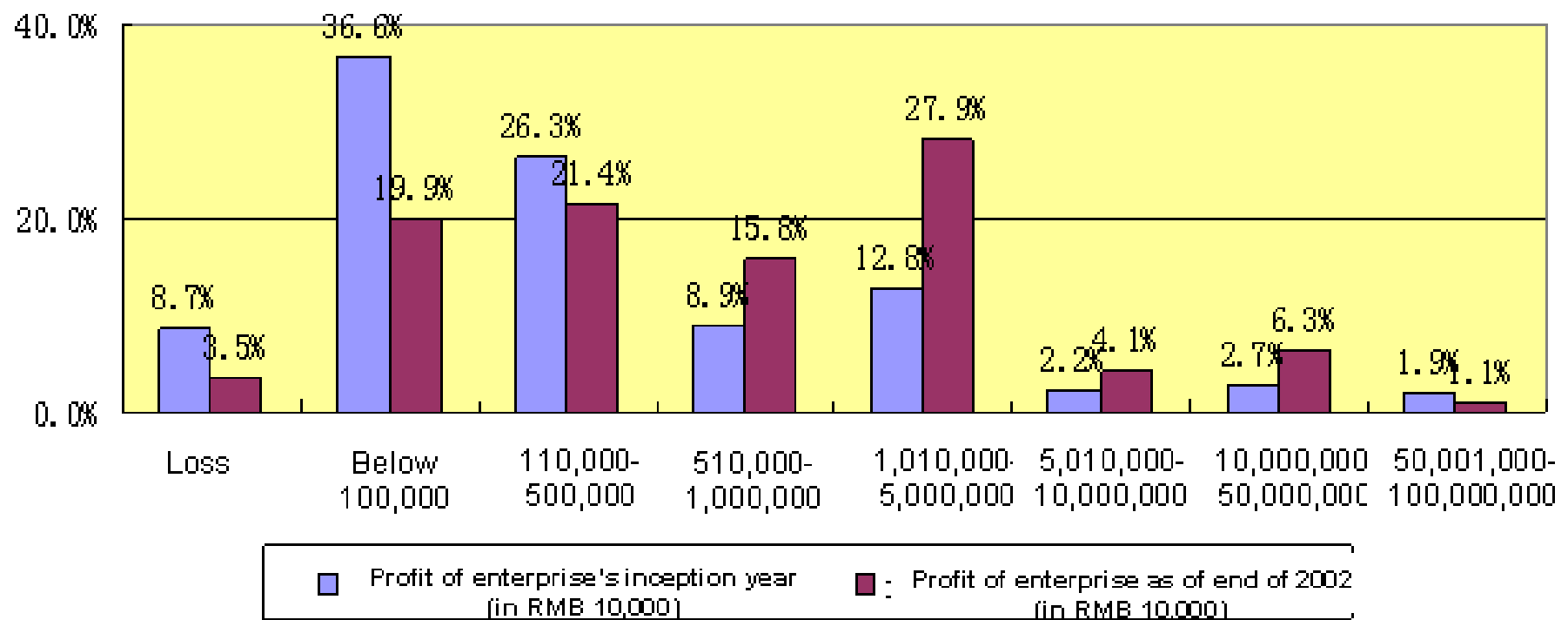


Source: Report of China Association of Woman Entrepreneurs

After 1996 women entrepreneurs develop so swiftly that over 60% of them sprang up after 1996. Nowadays, their development is just in its peak period with a good development tendency.

Profit of women entrepreneurs

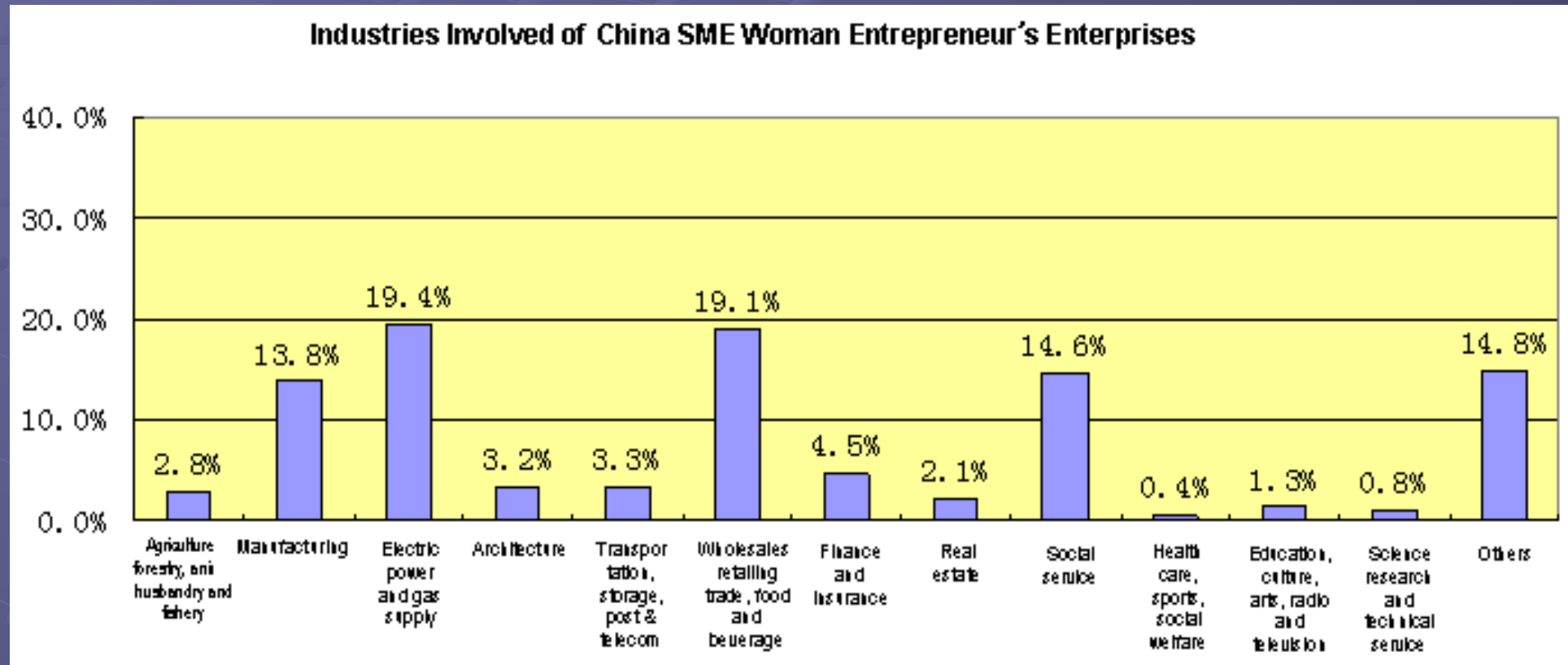
Profit of enterprise's inception year and profit of enterprise as of end of 2002
China SME woman entrepreneur



Source: Report of China Association of Woman Entrepreneurs

Over 96% of the enterprises of women entrepreneurs are profitable.

Distribution for women entrepreneurs in industries: Covering every industry



Source: Report of China Association of Woman Entrepreneurs

It is investigated that women entrepreneurs' enterprises are mainly distributed in manufacturing (13.8%), industries of electric power, gas and water supply (19.4%), wholesale and retail trade as well as catering (19.1%) and social services (14.6%).

Difficulties

- However, women entrepreneurs are relatively in a disadvantageous position as a whole and have their own shortcomings.
- Failing to changing their knowledge quickly
- Lacking experiences for international markets
- The enterprises of most women entrepreneurs are comparatively weak and small.
- Women entrepreneurs will meet with more difficulties than men entrepreneurs in the society (such as family, society and corporate management).

What do women want in the commercial world

● According to the latest survey of WNSF:

- Women are more likely to take contributions to the society as a key factor for the satisfactory degree of working.
- Women are more likely to take voluntary jobs advocated by their communities & companies.
- They care more about the labor policy & environmental performance.
- They believe that companies should do better in respective of social responsibility.

Sustainability & triple bottom line

● Sustainable development:

“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

--- “Our Common Future”, the Bruntland Report, 1987

● Triple bottom line:

- ✓ Economy accountability
- ✓ Social ethic
- ✓ Environment sustainability

Triple bottom line & harmonious society

- Chinese government proposed to join hands to build a harmonious world, which fundamentals are “lasting peace” and “common prosperity”. Lasting peace is the premise, and common prosperity is the ultimate goal of a harmonious society.
- Triple bottom line has become an important vehicle to achieve this ultimate goal.

Beijing Meridian SUN Company (1)

● Our Company has been engaging in:

1) The future technology

In order to achieve sustainable development, enterprises should meet the requirements on environmental protection, energy saving, emission reduction, resource conservation / comprehensive utilization, as well as people's life & health.

To such a task we invested in a research center of the future technology dedicated to development of the future technologies that focus on energy saving & environmental protection in agriculture, etc. and carry on technology transfer & industrialization

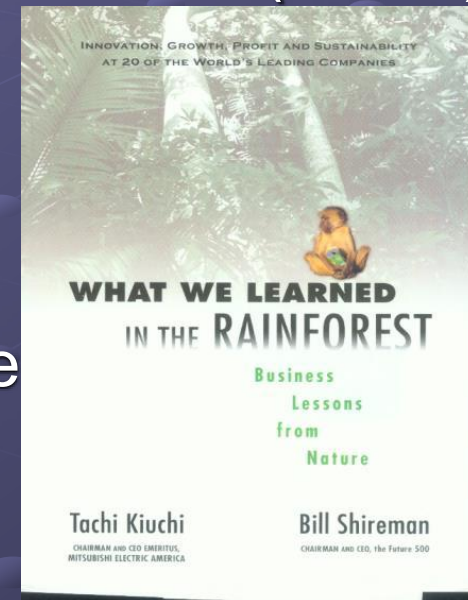
Beijing Meridian SUN Company (2)

2) The future industry

We are supporting the activities of Future 500 (China).

● The Future 500:

- An international not-for-profit alliance of leadership companies, which is based in North America (San Francisco) with affiliate offices in Tokyo-Japan, Beijing-China.
- Devoted to stakeholder engagement to maximizing the triple bottom line and shaping future sustainable enterprises that serve not only shareholders, but also stakeholders.



0强企业的可持续运营模式

企业运营
新模式

道法自然

(日) 木内多知 (Tachi Kiuchi)
(美) 比尔·舍尔曼 (Bill Shireman) 著



Beijing Meridian SUN Company (3)

3) The Social undertakings

Today we are living in an aging society, proportion of the elderly population in the community as a whole occupy a large scale. But in the maintenance of the elderly, China is still in the development stage.

Our company are establishing an non-profit caring house for elder in a mountain located in suburb of Beijing.



Perspectives

- It is predicted that in 2015 women entrepreneurs of China will occupy 25% of the total of entrepreneurs and in 2020 the rate is expected to reach 30%.
- These rising entrepreneurs will tightly keep up with the pace of the development of times, have great potential in creating fortunes & employment, enhancing sustainability & social reform, reducing poverty and supporting the development of human society.
- Enhancing the consciousness of sexual equality and improving the social surroundings for the women's development



**Thank you
for your attention!**