



## STATEMENT

HON. AUDLEY SHAW| MINISTER OF INDUSTRY,  
INVESTMENT & COMMERCE

JOINT MGCES/MIIC MEDIA LAUNCH – WOMEN  
ENTREPRENEURSHIP SUPPORT PROJECT – PHASE II  
MIIC – 2ND FLOOR CONFERENCE ROOM| AUGUST  
25, 2021.  
10:00 A.M.

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### SALUTATIONS:

- HON. OLIVIA 'BABSY' GRANGE, MINISTER OF CULTURE, GENDER, ENTERTAINMENT AND SPORT/BUREAU OF GENDER AFFAIRS
- HON. DR. NORMAN DUNN, MINISTER OF STATE, MIIC
- MRS. SANCIA BENNETT-TEMPLER, PERMANENT SECRETARY, MIIC

- MR. DENZIL THORPE, PERMANENT SECRETARY,  
MINISTRY OF CULTURE, GENDER,  
ENTERTAINMENT & SPORT
- MISS TONNI-ANN BRODBER, REPRESENTATIVE,  
UN WOMEN UN WOMEN MULTI COUNTRY  
OFFICE
- MISS MICHELLE PARKINS, CHIEF TECHNICAL  
DIRECTOR MIIC,
- MRS. SHARON COBURN-ROBINSON, PRINCIPAL  
DIRECTOR BUREAU OF GENDER AFFAIRS,  
MCGES
- MR. ORAL SHAW, PRINCIPAL DIRECTOR, MSME  
DIVISION, MINISTRY OF INDUSTRY,  
INVESTMENT & COMMERCE
- MRS. IRENE MOORE– RECIPIENT FROM PHASE I
- AWARDEES
- SPECIALLY INVITED GUESTS

- MEMBERS OF THE MEDIA
- LADIES AND GENTLEMEN

GOOD MORNING, I AM PLEASED TO BE HERE WITH YOU TODAY FOR THE LAUNCH OF THE WOMEN'S ENTREPRENEURSHIP SUPPORT PROJECT (WES), PHASE II.

THIS PROJECT WAS ESTABLISHED THROUGH A MEMORANDUM OF UNDERSTANDING BETWEEN THIS MINISTRY AND THE MINISTRY OF CULTURE, GENDER, ENTERTAINMENT AND SPORT'S (MCGES) BUREAU OF GENDER AFFAIRS, IN A COLLABORATIVE EFFORT. OUR OBJECTIVE IS TO EMPOWER WOMEN IN SUSTAINABLE FORMAL ENTREPRENEURIAL DEVELOPMENT, WITH PRIMARY EMPHASIS ON THE PARTICIPATION OF RURAL WOMEN AND YOUNG WOMEN IN TRANSFORMING AND MODERNIZING THE MSME SECTOR AT THE REGIONAL AND NATIONAL LEVEL.

FURTHER, UNDER THIS MOU, BOTH MINISTRIES SOUGHT TO COLLECTIVELY ADDRESS THE CHALLENGES FACING WOMEN IN THE MICRO, SMALL AND MEDIUM-SIZED ENTERPRISE (MSME) SECTOR, SUCH AS ACCESS TO FINANCING, CAPACITY BUILDING, TRAINING AND SECURING MARKETS.

THIS PROJECT COMMENCED IN 2018 WITH SUPPORT TO FOUR WOMEN OWNED BUSINESSES WHO EACH RECEIVED \$250,000.

PHASE I OF THE WES PROJECT, FACILITATED INCREASED CAPACITY BUILDING AND TECHNICAL AND FINANCIAL SUPPORT TO WOMEN-OWNED SMES, IN ORDER TO

- CREATE A CLIMATE CONDUCIVE TO INCREASING THE NUMBER OF WOMEN ENTREPRENEURS,
- THE SIZE OF THEIR ENTERPRISES,
- RAISING THEIR OVERALL PRODUCTIVITY LEVELS
- THEREBY BOOSTING THEIR ABILITY TO SCALE THEIR OPERATIONS,
- BECOME FORMAL BUSINESSES,
- AND ULTIMATELY LEVERAGING THEIR POTENTIAL FOR OTHER BUSINESS DEVELOPMENT SUPPORT SERVICES AND ASSISTANCE.

THE SUCCESS OF THE FIRST COHORT LAID THE GROUNDWORK FOR US TO SECURE ADDITIONAL FUNDING FROM UN WOMEN FOR 10 WOMEN OWNED BUSINESSES FOR 2021.

PHASE II WILL FOCUS ON BUILDING ON THE GAINS OF THE PREVIOUS PHASE, BY PROVIDING TECHNICAL ASSISTANCE AND FINANCIAL SUPPORT TO TWENTY (20) WOMEN ENTREPRENEURS PER ANNUM FOR THE NEXT FIVE YEARS. FURTHER, THROUGH THE WIDER COLLABORATIVE INITIATIVE BY THE BUREAU OF GENDER AFFAIRS/MCGES, MIIC AND THE JBDC, THERE WILL BE A CAPACITY BUILDING WORKSHOP HOSTED BY THE JBDC DURING EACH YEAR OF THE PROJECT, TO GUIDE THE PROCESS AND THE RECEIPIENTS.

LADIES AND GENTLEMEN, THIS PROJECT IS ALIGNED WITH SEVERAL OF MIIC'S STRATEGIC OBJECTIVES, SPECIFICALLY:

- THE PROMOTION OF THE ENTREPRENEURIAL CAPACITIES OF WOMEN IN JAMAICA THROUGH

CAPACITY BUILDING, TECHNICAL ASSISTANCE,  
AND FINANCIAL SUPPORT TO CREATE A  
FAVOURABLE CLIMATE TO INCREASE THE  
NUMBER OF WOMEN ENTREPRENEURS AND  
THE SIZE OF THEIR COMPANIES

- THE FACILITATION OF PARTICIPATION BY  
WOMEN IN THE TRANSFORMATION AND  
MODERNIZATION OF THE MSME SECTOR, BY  
SUPPORTING THE ADOPTION OF BUSINESS  
POLICIES THAT ENABLES THEIR INCLUSION,  
INCREASE THEIR INCOMES AND WEALTH-  
CREATION ACTIVITIES
- PROMOTING THE CHALLENGE AGAINST THEIR  
SOCIAL EXCLUSION BY STRENGTHENING  
WOMEN EQUALITY AND EQUITY



WE TAKE THIS OPPORTUNITY TO THANK THE UN WOMEN FOR COLLABORATING WITH US ON THIS CRUCIAL PROJECT, AS WE CONTINUE TO EXPAND AND IMPROVE WOMEN OWNED BUSINESSES AND POSITIVELY AFFECT THEIR LIVELIHOODS.

ENTREPRENEURSHIP IS WIDELY NOTED AS ONE OF THE MOST CRUCIAL AND VIABLE AVENUES FOR ECONOMIC EMPOWERMENT AND POVERTY REDUCTION, AMONG MARGINALIZED GROUPS IN THE DEVELOPING WORLD THIS IS NO DIFFERENT IN JAMAICA. AS SUCH THIS MINISTRY OF INDUSTRY, INVESTMENT & COMMERCE HAS ENSURED THAT THE DESIGN OF OUR MSME AND ENTREPRENEURSHIP POLICY FACILITATES EQUAL AND EQUITABLE OPPORTUNITIES BETWEEN BOTH

WOMEN-OWNED AND MEN-OWNED  
BUSINESSES.

ONE OF OUR KEY PRIORITIES IS TO TRANSFORM  
OUR MSMES INTO GLOBALLY COMPETITIVE  
ENTERPRISES, AND IN THE PROCESS, MAKE  
ENTREPRENEURSHIP A MORE ATTRACTIVE  
CAREER CHOICE FOR WOMEN.

LET ME TAKE THIS OPPORTUNITY TO  
CONGRATULATE THE RECIPIENTS WHO UNDER  
PHASE II WILL RECEIVE A GRANT OF \$100,000  
EACH, WHICH WILL BE USED TO IMPROVE THE  
CAPACITY OF THEIR BUSINESSES AND GET THEM  
ON THE PATH TO FORMALITY DURING THE  
COURSE OF THE FISCAL YEAR.

IT IS THE GOAL OF THIS MINISTRY, TO CONTINUE TO EXPAND THE WES PROGRAMME IN THE COMING YEARS, BRINGING MORE WOMEN ENTREPRENEURS INTO THE FOLD.

AGAIN, OUR HEARTFELT THANKS TO UN WOMEN, FOR THEIR CONTINUED SUPPORT, WHICH HAS PROVED INSTRUMENTAL TO THE CONTINUATION & EXPANSION OF THIS PROGRAM.

WE LOOK FORWARD TO CONTINUED COLLABORATION BETWEEN BOTH MINISTRIES AND, ROLL OUT OF THE SUBSEQUENT PHASES.