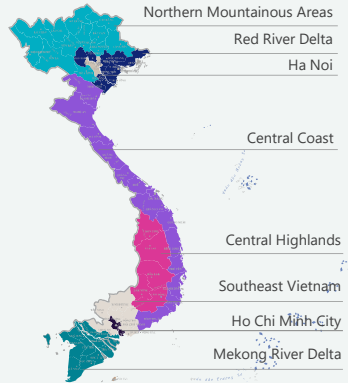




Methodology

Analyze data collected from **10,000 enterprises** who participated in the Provincial Competitiveness Index survey (PCI). PCI sample is chosen via stratified random sampling method and the survey is annually conducted in all 63 provinces and cities in Vietnam.



Business type

Private enterprises Limited liability company (LLC) Shareholding Company (SC)

Year of establishment

<= 2005 2006 - 2015 2016 - 2019

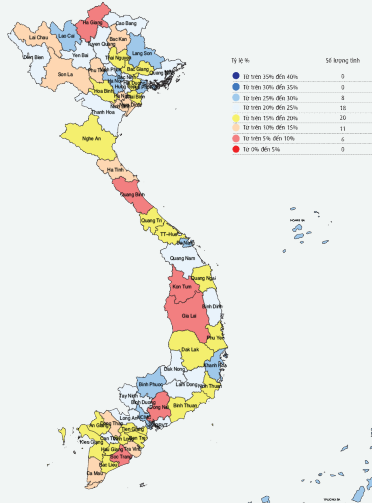
Economic sector

Manufacturing Trade/Services Agriculture
Mining Construction



The big picture: Women-owned enterprises in Vietnam

Women-owned enterprises across the country



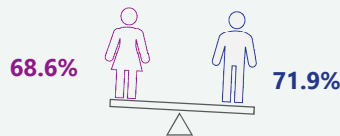
Top 10 cities and provinces with highest shares of women-owned enterprises

Province/City	Share (%)
TP. Hồ Chí Minh	28.26
Hà Nội	26.92
Hải Phòng	26.75
Khánh Hòa	26.39
Lào Cai	25.61
Lạng Sơn	25.49
Bình Phước	25.48
Đà Nẵng	25.1
Quảng Ninh	24.95
Lâm Đồng	24.77

Female owners obtain high qualification in education



68.6% of female business owners possess bachelor degree or master degree in business administration. This figure is approximate to that of male business owners (71.9%).

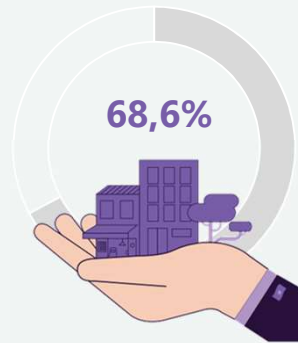


Women-owned enterprises mainly originated among business households

68.6% of women-owned businesses used to be business households.

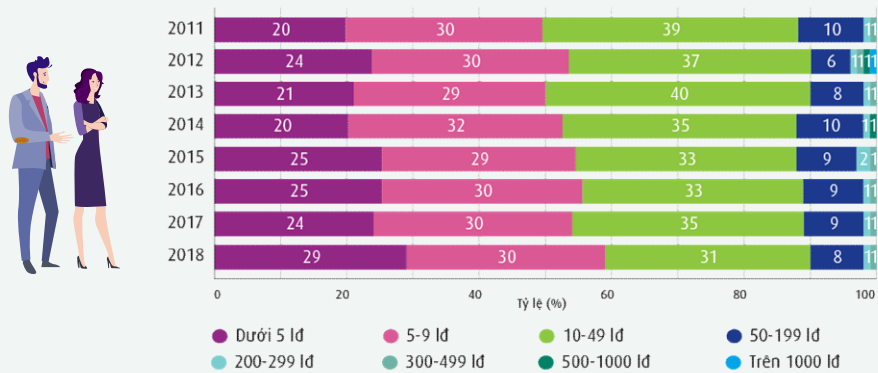
Other types of changing business forms account for a very small percentage (<= 3.5%).

Only 0.4% of women-owned enterprises have stocks currently listed on the HCMC or Ha Noi Stock Exchange.



Small number of employees

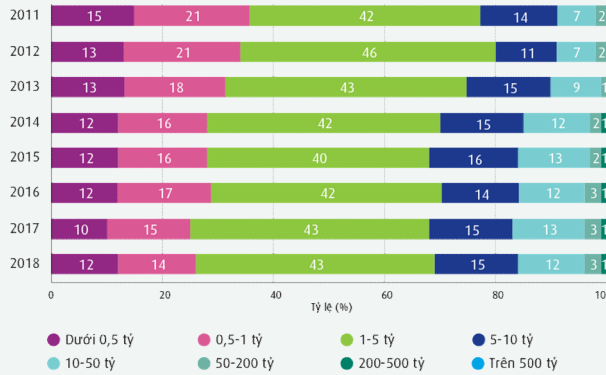
Most of women-owned enterprises have less than 50 employees



Nguồn: VCCI-USAID, Điều tra PCI 2011-2018

Limited amount of capital

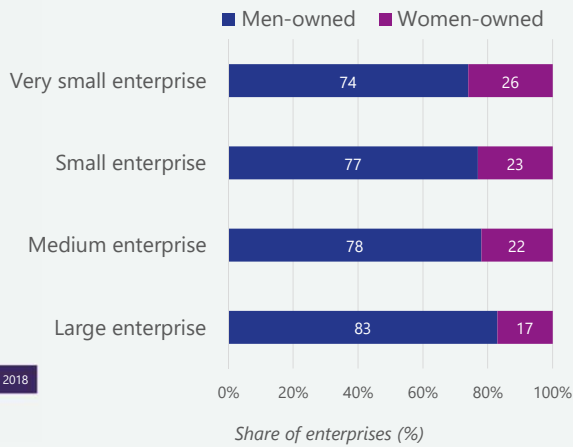
The number of enterprises with business capital of VND 5 billion or less accounted for the largest proportion (~69%). This percentage is higher than that of the male-owned enterprises (~ 64-65%).



Women-owned enterprises are less likely to be found as enterprise size grows

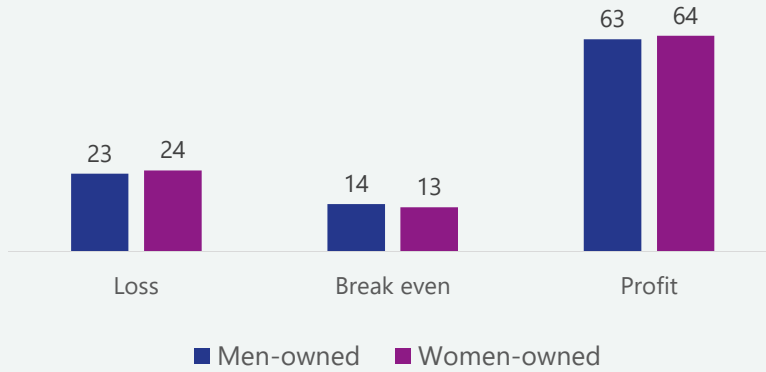


Nguồn: PCI 2018



Business performance of women-owned enterprises are similar to men-owned enterprises

Business performance last year (% enterprises)



Having similar business performance but whether women-owned enterprises have the same advantages/ disadvantages like men-owned enterprises?

Unique pressures on women: balance in work and family life



Madam **Nguyen Thi Phuong Thao**, CEO Vietjet Air

“ Besides of doing business, businesswomen have to manage most of their family's housework such as cooking, taking care of children, or even preparing ties for husbands. So what should women do? **Let make efforts 3 times higher than ordinary people!** ”

DOANH NHAN VN



Unique pressures on Women: Social Prejudice

“Women are only good at doing housework. They do not know a thing about business stuff, management or regulation. Even if they do, it is unlikely that they can do it well”

“Women cannot concentrate as much of their time on work as men do, they had better focus on taking care of the family and the children instead”



“If women are assigned to take the leadership, they should be put in the second place. The top positions should belong to men”

“Female entrepreneurs tend to be afraid of risks and do not dare to step forward or make a decision like men”

Difficult access to finance (1): Loan term

Men-owned enterprises

16,41 months

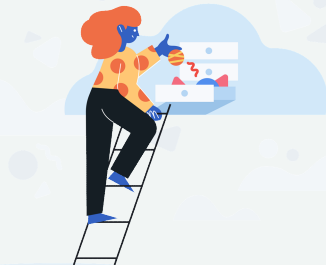


Women-owned enterprises

13,74 months



Difficult access to finance (2): Credit policies



87.54% of women-owned businesses believe that they cannot borrow money without collaterals

64.43% said that state-owned enterprises were more favored in terms of interest rates and lending conditions than private enterprises.

40.5% Women-owned businesses thought that the loan procedure was troublesome

Difficulty in seeking suitable personnel

Only **29.3%** of female owners thought that labor in the provinces/cities fully met their demand for employment; **61.9%** said employees only partially met.



Difficulty in developing business partnerships

“ Female entrepreneurs always face more disadvantages than their male counterparts since **the availability of business opportunities depends heavily on networking**. This can be attributed to the fact that men can still do social networking after work to look for business opportunities whereas most women need to get home. The natural role of women has somehow limited their ability to access more business opportunities. ”

Madam **Nguyen Thi Mai Thanh**,
President of REE



<https://forbesvietnam.com.vn/thao-luan/phu-nu-kinh-doanh-va-suc-manh-can-bang-329.html>

Hard to predict changes of government's policies

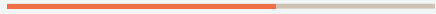
70.8% of female owners cannot predict the change of laws made by central authorities



66.3%

The lower rates of corresponding figures in male-owned enterprises

66.7% female owners cannot predict the change of policies made by local governments



63.1%

70.7% cannot predict the local government's implementation of central legislation

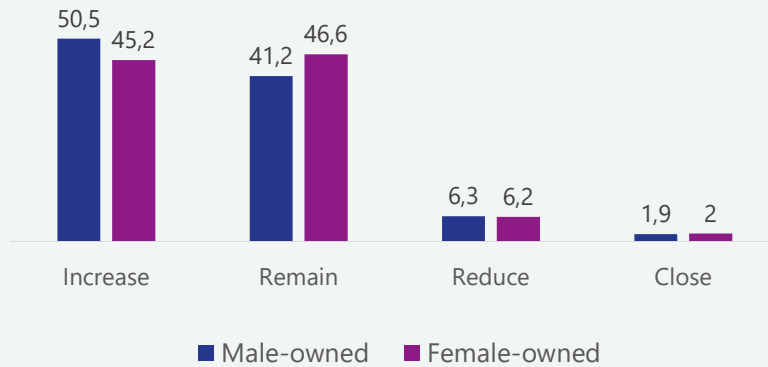


65.8%

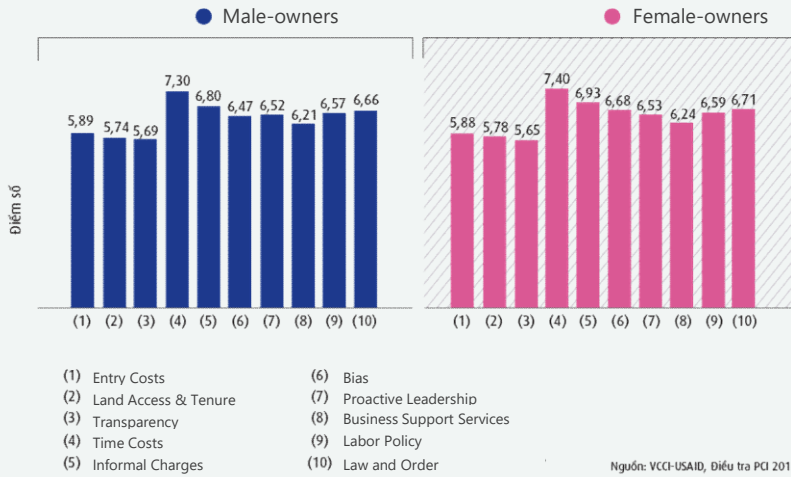


Business plan for the next two years

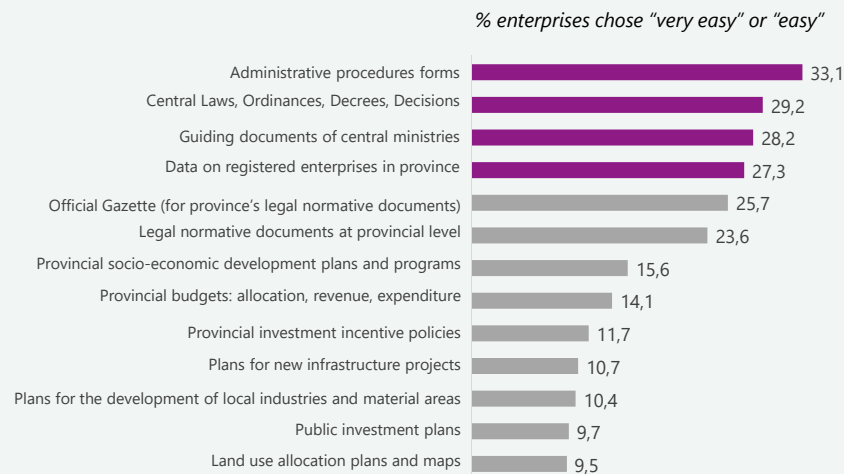
*Prospects to change business scale for the next 2 years?
(Percentage of businesses selected -%)*



Information transparency and market entry are two most concerned issues with women-owned enterprises



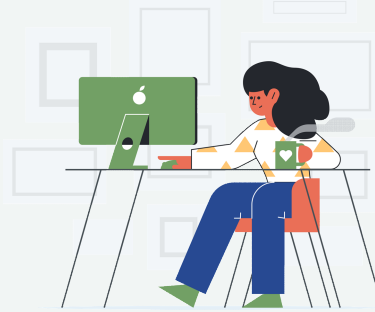
Many types of information and documents are difficult to access even though it is required to be public



Barriers to market entry

20% of women-owned enterprises must wait **more than 1 month** to have all the necessary licenses.

34% said it was difficult to get a certificate of **business eligibility**.



“ Entrepreneurship can be a **lonely and miserable journey**, because your fellows might not be able to understand your ideas or catch up with you. ”

Madam **Thai Van Linh**,
Director of Strategy, VinaCapital

<https://news.zing.vn/thai-van-linh-toi-khong-du-nhu-ca-map-nhung-duoc-so-cung-tu-tin-post872684.html>

“ I have big respect for women who build businesses on their own. Apart from a great idea to start with, they also need supporters and a lot of preparation. The most important thing is the will to never give up. If you know that you are walking the right path, you ought to keep it up and be consistent, step by step. I think those with a strong will, substantial knowledge and a keen passion are likely to have a successful career. ”

Madam **Mai Kieu Lien**,
CEO Vinamilk

<https://forbesvietnam.com.vn/tin-cap-nhat/hanh-trinh-xay-dung-thanh-tuu-tron-doi-cua-mai-kieu-lien-4636.html>



THE INTRODUCTION
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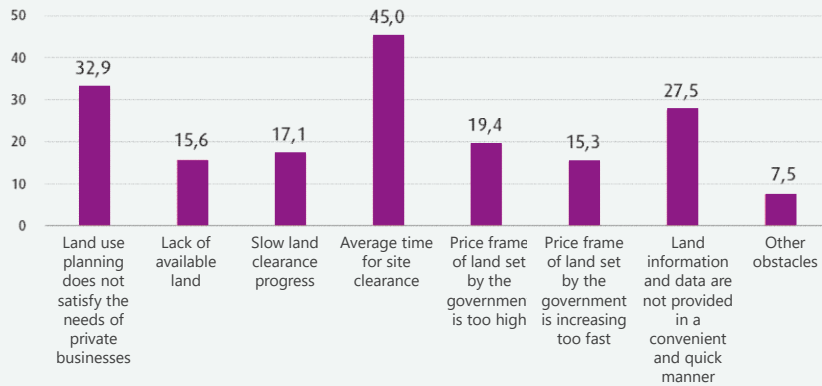
BIG PICTURE: WOMEN-OWNED ENTERPRISES
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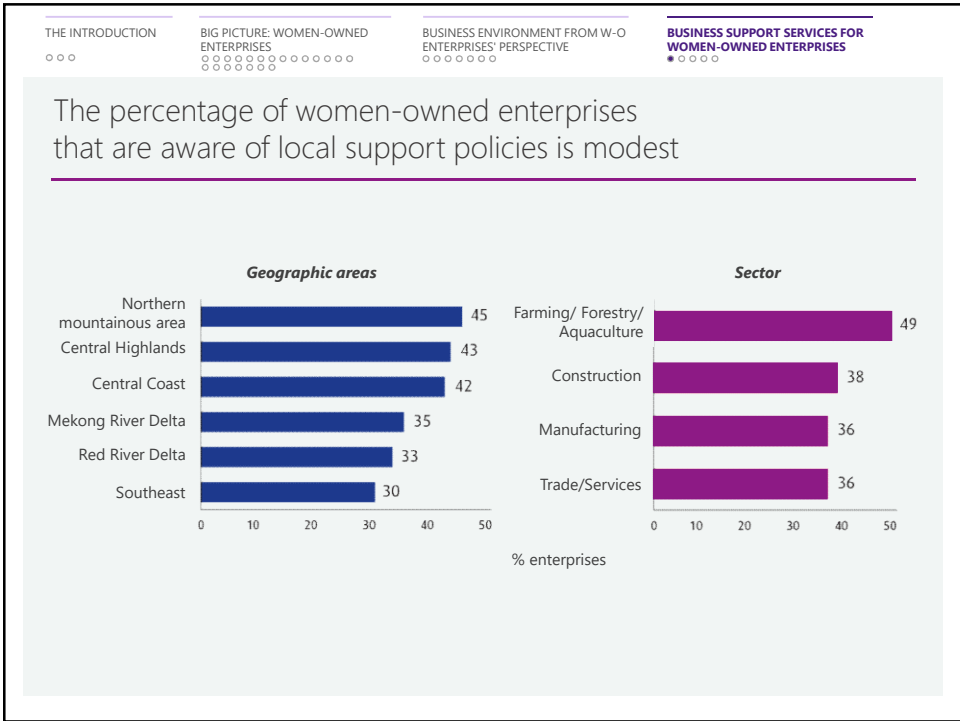
BUSINESS ENVIRONMENT FROM W-O ENTERPRISES' PERSPECTIVE
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BUSINESS SUPPORT SERVICES FOR WOMEN-OWNED ENTERPRISES
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Land related administrative procedures are complicated

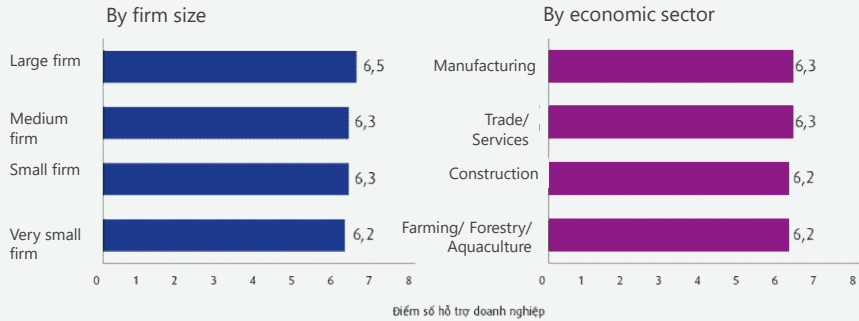
% enterprises faced difficulties





Poor quality of business support services in provinces

Score of PCI sub-index about business services

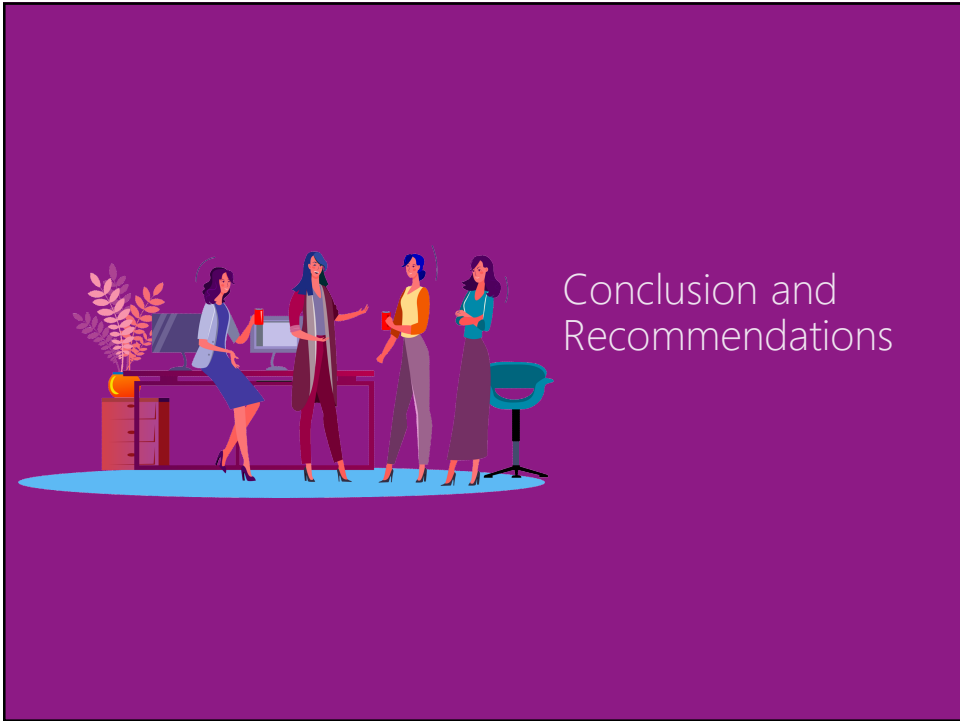


“ The firms are yet to show interest because domestic policies have not been truly facilitating. It is clear that these policies need to be fundamentally adjusted to further promote a strong business community. ”

Madam **Thai Huong**,
CEO Bac A Bank



<https://news.zing.vn/ba-thai-huong-nguoi-ta-bao-toi-chem-gio-sua-ba-sach-thi-ai-ban-post818964.html>



Conclusion and Recommendations

Conclusion

In recent years, Vietnam has witnessed remarkable achievements regarding gender equality. Women are playing an increasingly important role in the business community as well as the economy.

However, the indicator “Ratio of women being business owners reaching 30% in 2015 and over 35% in 2020” has yet to be well-achieved as planned in the National Strategy on Gender Equality for the period 2011-2020.

Female business owners still express concerns over the fact that their businesses continue to face mountainous obstacles and challenges in terms of business environment and social prejudice

To improve the business environment, to promote enabling services to support businesses and to learn from good international practices, therefore, are essential to realize gender equality goals embedded in economic activities

An illustration of a woman in a blue top and dark skirt playing a violin. She is standing next to a music stand with sheet music. The background features a large, stylized leaf and some potted plants.

Recommendation

- 1 Reinforce interventions to strengthen awareness of substantive gender equality for community, women, family members, policy makers...
- 2 Government: Fine-tune relevant policies and legal regulations to foster a start-up spirit for women and promote businesses owned by female entrepreneurs, thoroughly assess gender impact, gender mainstream in policy
- 3 Government: Continue improving the general business environment, focusing on the level of transparency, access to information, market penetration and access to land resources
- 4 Government: Develop a national strategic framework on promoting businesses owned by female entrepreneurs
- 5 State: Encourage the market to provide business support and capacity building services for businesses owned by female entrepreneurs
- 6 Build a network and empower industry organizations and representative bodies, especially for businesses owned by female entrepreneurs
- 7 Local governments: be engaged in effective implementation of central law and policy, proactively support female entrepreneurs



*May businesswomen
achieve more success in
doing business and become
inspirational leaders!*

