



Newsletter



Welcome to the final newsletter for the Fometex project. We hope you enjoy reading about the progress which the project has made since it first began in October 2003. The project's funding from Leonardo da Vinci finishes in October 2005, but Fometex will continue to be supported by the partner organisations through the promotion and delivery of training to promote female entrepreneurship in the textiles sector across Europe.

For further information about Fometex in general, please contact the Project Contractor: Metodo, europa5@metodo-ayt.com or visit the project website www.fometex.com

Latest News from Fometex Partners.....

News from Portugal...

Delta Consores have been working hard on finalising the e-learning content for the Fometex training package, making sure it is ready in both CD Rom format and online. Following the pilot training sessions carried out in Spain and Greece with there being no major changes suggested by the trainers from these two countries, the e-learning content is now ready in CD Rom, online format and with an accompanying training manual.

Portugal as a country is heavily involved in the textiles sector and has recently had success by promoting six Portuguese brands in Sweden during Stockholm Fashion Week- 25 to 28th August 05. The goal is to promote Portuguese fashion in the Swedish market all year long by being present in the biggest fashion business centre of Sweden, where 1000 apparel brands and 350 agents are permanently represented and also visited by buyers and professional visitors from all Scandinavia, Russia and Baltic States. In this first participation Portuguese fashion left a good impression but much more has to be done to alert the Scandinavian buyers and agents to the potential of Portuguese fashion.

Susana Leal, Lamia, said, "This year we are going to concentrate our efforts in the Swedish market, since this could be our niche market, as our strong point is the winter collection and here the winter lasts almost all year. Dubai is also part of our plans, because it is a door to the Far East, but for now we are focused in this market".

Luísa Santos, Vicri, was also satisfied with the impression left by Vicri's collection in the shows and also in the showroom of "Brands of Portugal". "The final results were positive, but it is important to find out if the investment was worthwhile. It is a very difficult market, very mature and saturated and not very open to new things. However, we are aware that it is a niche market and we are not only considering Sweden, but also Finland and Norway. These can be potential markets since they have a high buying power".

News from Spain...

The pilot test of the Fometex Training materials was carried out in Vigo, Spain over the summer with a qualified trainer employed by Metodo testing how a group of women responded to the training. The feedback from trainees was very positive, with many of the women feeling more encouraged and interested in the idea of setting up their own business in the textiles sector as a result of going on the course.

In addition, those who were employees felt that they understood the good practice regarding Human Resource Management much better after following the course and had ideas to take back to their company regarding these issues. One woman who attended the course had previously gone bankrupt but felt that as a result of the training she had learnt where she had gone wrong the last time and felt re-energised to have another go at setting up a business. All in all, it was a successful conclusion for participants and for the trainer.



News from the UK...

Blazing a trail for Women in Business

Research suggests that women entrepreneurs can differ from men in a number of ways. This can be revealed in their motivation for running a business, their attitude to debt and risk, their willingness (or ability) to mobilise personal financial resources, their management style and their perspective on business growth.

As a result, although the elements of good business practice remain the same regardless of gender, business plans and decisions may differ. It is critical for us as a bank to appreciate the context of such decisions, and to work with customers to ensure that the best options are pursued. It all comes back to our fundamental concept of relationship banking.

Bank of Scotland's own research shows that women want the same products and services as men, and do not expect or want positive discrimination. What women look for is the same level of respect, equality of opportunity, access and attitude, and this is what we aim to provide.

In the last five years, targeted support and information provision for women in business has increased dramatically and is becoming an increasing priority for government organisations. Large organisations, business advisers, employers and entrepreneurs are realising that encouraging women into business is not simply about reducing barriers in a move to achieving equality - it is, in fact, an economic imperative.

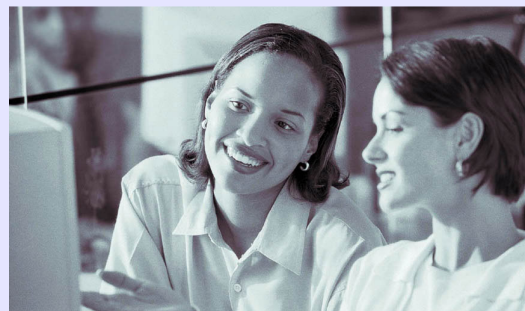
Through its dedicated Women in Business Team, Bank of Scotland has invested significant resources into identifying just how women do it differently and what this means for business providers. We're looking at things differently, making progress and helping to changing priorities.



Through their bespoke toolkit which includes tailored webpages: www.bankofscotland.co.uk/women and a dedicated magazine for women business owners Big Fish, Bank of Scotland, UK are currently leading the way for female entrepreneurs.

Top 50 women entrepreneurs rank access to finance barrier No.1

Thirty-six per cent of the UK's 50 most successful women entrepreneurs ranked access to finance as the biggest hurdle they faced when starting their own business. Not only was it identified as the No.1 barrier it was also the only significant factor whereby women felt they were at a disadvantage because of their gender. Other barriers highlighted include: lack of contacts, family responsibilities and low confidence. The survey sought to establish the nature and quality of women-run businesses. Another significant finding was that 77% of the women had children, shattering the myth that maternity and motherhood are incompatible with running a successful business. See the full results of *The Real Business/Orange 50 Top Women Entrepreneurs* at: www.realbusiness.co.uk/women



News from Hungary...

Ergofit have been finalising all the documents and training modules to be put together for the training manual and e-learning content. Ergofit have also been preparing a dissemination strategy once all the products are produced to spread the word about Fometex in Hungary.

For dissemination and implementation of the training package in Hungary, Ergofit Kft. has met the representatives of Chamber of Commerce and Industry of Budapest, and at the end of September is going to present the project to the directors of County Labour Centres. With the first collaboration we have in mind micro enterprise and SME managers, members of the Chamber of Commerce and Industry, who would like to develop their business, respectively to improve their management skills. In the second case the main target group will be unemployed people who are thinking about starting their own business. In both cases the training package has to be adapted and extended to fit a larger area of economic activities, not only textile, clothing and leather sectors.

News from Belgium...

BNS Europe have been busy creating the design for the training CD Rom which will also be used on the training manual. In this process many issues have emerged regarding the marketing of courses aimed at women and entrepreneurship across Europe. For example, which age group is the publicity aimed at, what ethnic groups, what level of education etc. It is hoped that the Fometex training materials are adaptable to all different types of women looking to set up in business and also can be used by men as most of the issues faced are the same when looking to start up in business.



News from Greece

The region of Sterea Ellada and Evia was characterised in the past by a large number of textile enterprises, which now, unfortunately, no longer exist. Many unemployed women from this sector decided to create their own businesses as self-employed or just work at home, creating and preparing clothes for family members, friends etc. Most of them however don't have the appropriate training but they do have the experience.

In the beginning of July 2005 a pilot test of the Fometex Training materials was carried out in Psachna, Evia, addressed to women of the textile sector, both unemployed and self-employed. The training was completed with great success.

The feedback from the training was really encouraging as women expressed their enthusiasm in the content of the course. In spite of some of them expressing their doubts on the use of the cd-rom (as they lack ICT knowledge) at the end of the training they felt confident and less insecure in its use. They felt that the training material was really useful for them and their business and that they can implement what they have learned from it in many situations in their business activity.

News from Czech Republic...

Tempo have been carrying out the external evaluation of the Fometex course and its materials, using experienced evaluators in this process. Tempo received 4 external evaluations from 4 different institutions and companies:

University of Economics, Prague
 Sedukon o.p.s (training centre)
 Amity Enterprises a.s. (consultancy)
 Ing. Aleš Šedivý - NEON (Chamber of commerce, consultancy)

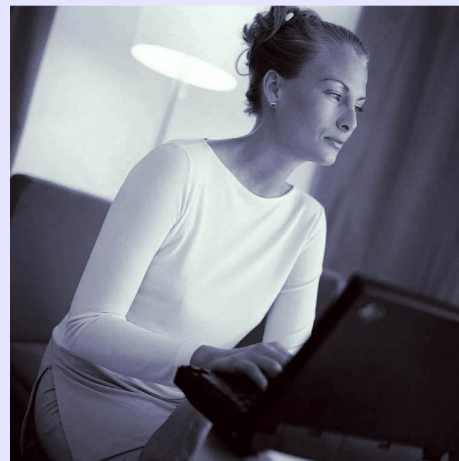
All of the evaluators will disseminate the results of the project among students, clients and enterprises. The findings of the evaluators were as follows.

Positive Aspects of the Fometex training materials:

- The quality of materials provide a high motivation for the student to study → lifelong training opportunity
- The training website is simple, for students it is easy to understand and logical
- Self-Development of students is good (communication, feedback, self assessment module)
- Training helps to improve students self-confidence
- Glossary – an important tool for students to better understand the materials
- Large amount of additional information in the form of sheets and tables is useful to the learner
- SWOT analysis, Business plan step by step will be useful stand alone materials for students

Areas to improve:

- Put in more experiences from real life
- Put more information sheets and concrete facts and examples for the learners



Global News...

World Economic Forum Launches New "Gender Gap Index"

Canada ranked 7th out of 58 countries (a rank of one representing the smallest divide between women and men, and 58 the largest) in the first-ever study that attempts to quantify the size of the "gender gap". As reported in *Women's Empowerment: Measuring the Global Gender Gap*, this World Economic Forum study measured the size of the gap between women and men in five critical areas: economic participation, economic opportunity, political empowerment, educational attainment and health and well-being. It included 30 OECD (Organization for Economic Cooperation & Development) countries and 28 other emerging markets.

Other highlights:

- Nordic countries Sweden (1), Norway (2), Iceland (3), Denmark (4) and Finland (5) are at the top of the list as the countries with the smallest "gender gap."
- Large, populous Asian nations such as India (53), Pakistan (56), Turkey (57) and Egypt (58) hold some of the lowest positions in the rankings.

"In this study, we acknowledge the clear economic incentive behind empowering women: countries that do not fully take advantage of one half of the talent in their population are misallocating their human resources and thus undermining their competitive potential," says study co-author **Saadia Zahidi**, Economist at the World Economic Forum.

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas. The study used a large number of hard data indicators from international organizations as well as qualitative information from the Forum's own Executive Opinion Survey to create the rankings.

Contact the Partners

We hope you have enjoyed this final FOMETEX newsletter. To keep up to date with the latest news from Fometex, please visit the project website www.fometex.com

If you are interested in taking the training package, please contact the co-ordinator in your country for further details of how to register.

For further information about Fometex activities in each of the partner countries, please contact the national partner organisation:



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