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Statement submitted by National Association of Women Entrepreneurs, a non-governmental organization in consultative status with the Economic and Social Council*

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 36 and 37 of Economic and Social Council resolution 1996/31.

* The present statement is issued without formal editing.



Statement

National Association of Women Entrepreneurs is in the midst of juxtapositioning itself and its current and potential member of welcoming change in light of the digital revolution heralding a new era with a promise of a better world with more transparency, higher disclosure standards and access for women. To commemorate one of its founders who was an influential change-maker in the IT ecosystem in Iran, National Association of Women Entrepreneurs has initiated the annual Azadeh award to celebrate female startups founders who themselves are or promise to be game changers and are active in the world of technology to help reduce the gender divide. To promote its members, National Association of Women Entrepreneurs is designated as the gateway for introducing creative companies (as classified by WIPO) by the Vice-Presidency for Science & Technology. National Association of Women Entrepreneurs is streamlining the services by launching an online documentation and procedures services. In addition, to increase the efficacy and efficiency of consulting services it offers its members, National Association of Women Entrepreneurs has designed and developed an online consulting platform powered by artificial intelligence and machine learning to offer targeted solutions. In addition, National Association of Women Entrepreneurs has been at the forefront of entrepreneurship and in 2022 presented 3 panels as part of the Global Entrepreneurship week.

In continuation to expand its reach and expand its membership, National Association of Women Entrepreneurs has launched several country-wide programs with an international reach. Due to a higher reliance on online and remote services due to the pandemic, National Association of Women Entrepreneurs's training courses have played a fundamental role in promoting female entrepreneurship to facilitate market entry and level the playing field for female university graduates. To ensure sustainability of small and medium-sized enterprises (SMEs) during the pandemic, National Association of Women Entrepreneurs provided 50 online training sessions on different social media platforms with an emphasis on use of digital tools. Training sessions were designed to help launch, expand and protect business and business ideas by capitalizing on the knowledge of international and domestic experts ranging from International Monetary Fund (IMF) officials to world-renowned university professors and intellectual property lawyers.

Since access is one of the key cornerstones of female empowerment, National Association of Women Entrepreneurs has entered into agreements with different stakeholders to emphasize sustainable development. Due to its interest in social enterprise and innovation in an effort to eradicate poverty, National Association of Women Entrepreneurs has designed and developed business models for rural entrepreneurship based on International Labour Organization (ILO) standards leading to job creation for 20,000 women in less-developed rural areas. National Association of Women Entrepreneurs has introduced 2 national projects to help promote female entrepreneurship while preserving water reservoirs, wetlands and lagoons as part of its commitment to the environment.
