

WHY SUPPORT WOMEN ENTREPRENEURS?

They are driving growth, and can drive more growth locally and nationally

If full gender parity were achieved on different economic indicators, GDP in Mexico would increase by 2025. ¹



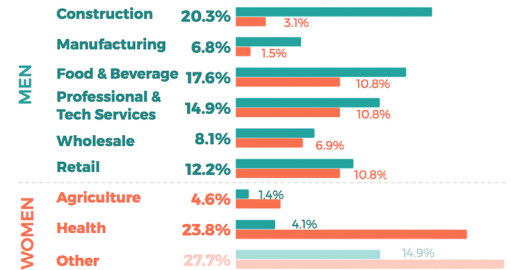
Women entrepreneurs in the SBC sector Mexico are well-educated



79% hold a graduate or postgraduate degree

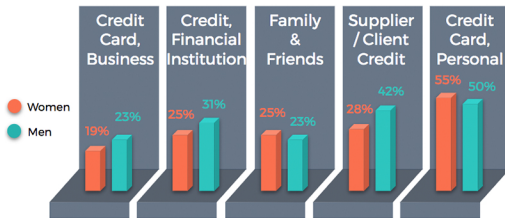
Most have extensive experience in their fields, including health, engineering, and design

Women's businesses are more concentrated in service industries and health, compared to men



HOW DO WOMEN FINANCE THE GROWTH OF THEIR ENTERPRISES?

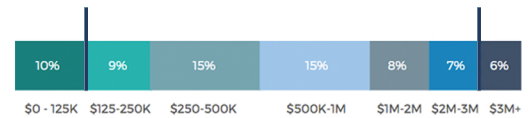
Women finance their businesses with smaller and less formal sources, compared to men



70%

said they are seeking finance. This represents an untapped market for financial institutions

54% of women seek finance from \$125,000 to \$3 million USD



1.

Women participate more actively in, want, and benefit more from business development programs and professional networks compared to men.

2.

Financial products and education suited to women's needs

3.

They want better quality & more targeted business development services, mentoring, & coaching

WHAT DO WOMEN ENTREPRENEURS NEED TO SUCCEED?

WHAT WE CAN DO

Improve access to finance



Understand the needs of the women-led SME market & go beyond pink marketing by providing tailored business development services paired with financial services.



Develop tools to improve gender intelligence in bank operations, & credit approval processes.



Leverage the Nacional Financiera (NAFIN) Mujer PYME guarantee to expand the number of banks and women that have access to low-cost loans



Educate women about different financing options, using digital & current market information.

Develop high-quality business development services

Go beyond the basics. Know what your target market needs, and try offering tailored training, mentoring, and as well as blended learning.



See more of the assessment report and on the Cherie Blair Foundation for Women's Road to Growth programme in the report at: <https://goo.gl/a3Gfbc1> McKinsey Global Institute. Where will Latin America's Growth Come From? April 2017. For the 2014 report "Creating Opportunities: Strengthening the Ecosystem for Women Entrepreneurs in Mexico" see: <https://goo.gl/LGhDmM>