

A blurred background image of a modern office environment. Several people are seated at long tables or desks, working. The scene is brightly lit, likely from large windows, creating a professional and busy atmosphere. The focus is soft, emphasizing the overall setting rather than individual details.

# Womenpreneur in UAE Policies, Initiative and Challenges

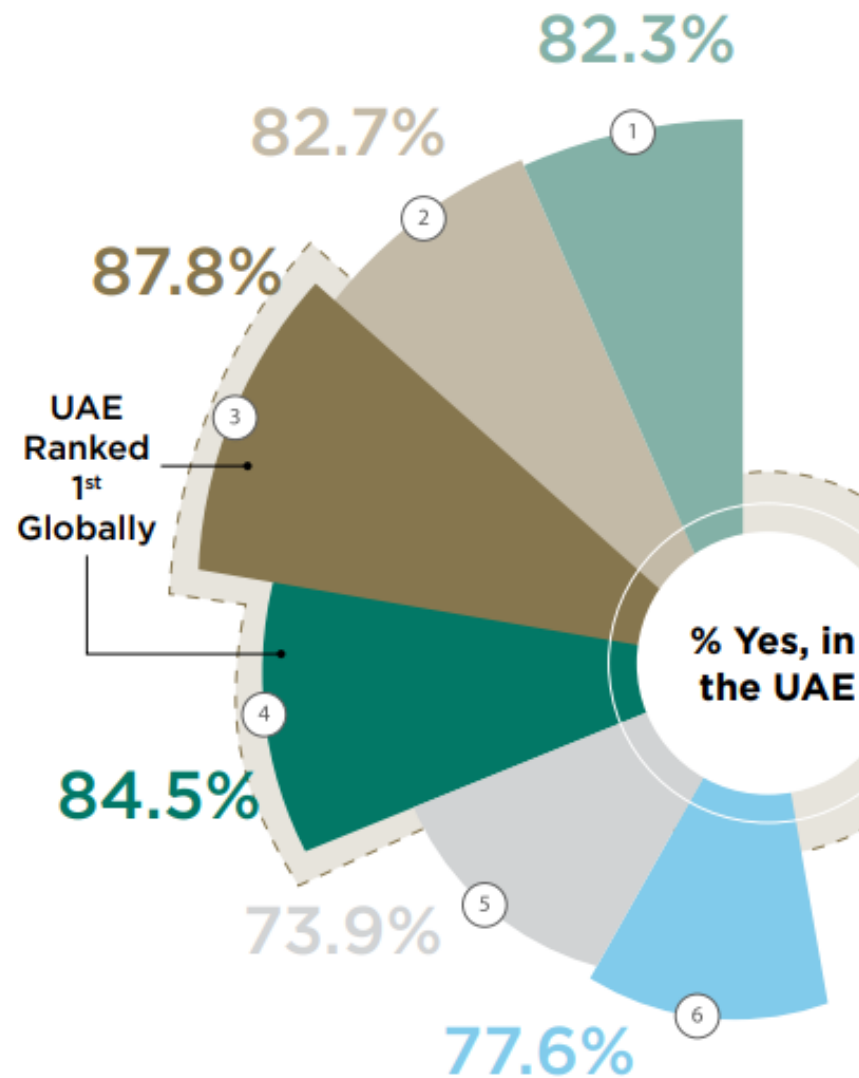
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# Entrepreneurship in the UAE – General Overview

- In 2010,UAE launched its 2021 vision aims to position UAE amongst the leading countries in the world.
- To support the transition to a competitive knowledge-based economy driven by innovation and entrepreneurship,
- The UAE National Agenda has led the government in setting policies and programs to enable active participation in small and medium enterprises.

## Academic perspective

A decree was issued in the year 2015 by the prime minister of the UAE that all universities in the UAE should include in within its educational programs a mandatory course “innovation and entrepreneurship” In collaboration with Stanford university the MOE and PMO in UAE developed the course.



**Figure 1.1:** Perception of societal values related to entrepreneurship in the UAE: percentage of positive response within the 18-64 population

**1** most people would prefer that everyone had a similar standard of living.

**2** most people consider starting a new business a desirable career choice.

**3** those successful at starting a new business have a high level of status and respect.

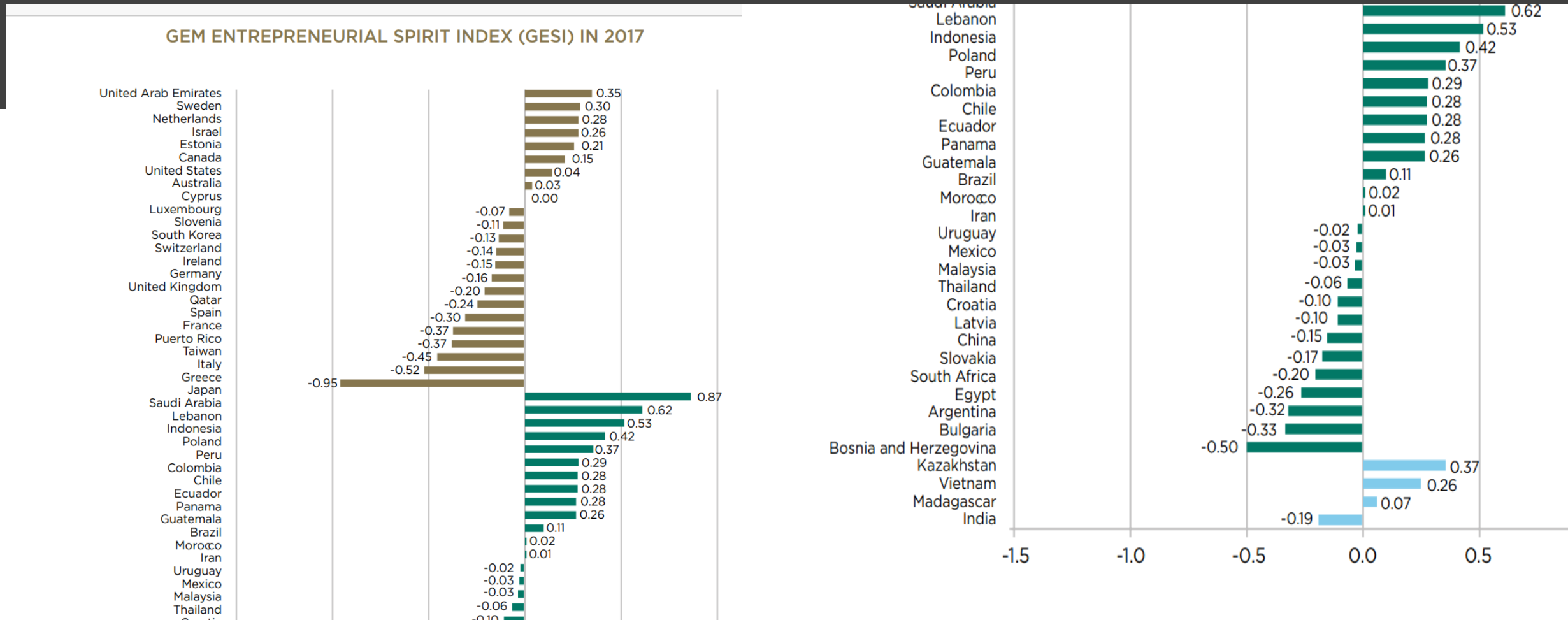
**4** you will often see stories in the public media and/or internet about successful new businesses.

**5** it is easy to start a business.

**6** you will often see businesses that primarily aim to solve social problems.

# GEM entrepreneurial Index 2017

The UAE has the highest GESI among all innovation driven economies in 2017 despite its adult population not spotting enough opportunities to start-up a business



# Policies & Initiatives

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



# Business Environment That Supports Gender Equality

- The UAE business environment is committed to driving equality in the business world. It recognizes greater gender equality than any other country in the MENA region.
- The UAE government is driving initiatives to address gender equality in the workforce directly. It pledged \$50m to the Women Entrepreneurs Finance Initiative fund in 2017, leading to the closure of 64% of the overall gender gap in the UAE workforce.
- Gender equality is one of the UAE government's declared sustainable development goals so that it becomes one of the top 25 countries in the world for gender equality by 2021.

# Business Setup Packages Exclusively for Women

procedural assistance. Women can apply for funds through its various programs catering to different financing needs.

#### 4. Business Setup Packages Exclusively for Women:

- Free zones are a perfect place to start a business in the UAE.
- Free zones offer streamlined setup processes, customizable offices/Flexi workstations, and one-stop resources for government services.

#### 5. Return-to-Work Options For Women After Childbirth:

- Companies in the UAE are developing technology-based solutions to make the return-to-work process easy for women after childbirth. For example, the Dubai-based recruitment company Hopscotch has an online platform through which women are offered training and skills sessions. The company also provides opportunities to women at all stages of their careers through its network and initiatives.
- Creating an inclusive work environment that accommodates everyone, regardless of life commitments, has bolstered the UAE's economy and encouraged more women to start businesses.

#### Conclusion:

We're Online!  
How may I help you today?



# BWC and its impactful role

- Dubai Government introduced Dubai women Establishment (DWE). The main aim of this wing is to support women to be a good entrepreneur.
- SBWC
- ADBC
- DBWC
- EBWC
  
- E – Trader license to attract women and young entrepreneurs to start their business with bare minimum investment.
- Home visa
  
- introduced new visa rules
  - Widows & Divorcees
  - Entrepreneur Visa



Challenges?!





Fear of failure  
Traditions & cultural factors  
Working hours  
Skills  
Access to resources

Thank you

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Amal Al Ali