

CLOSING THE GENDER GAP WILL INCREASE GDP BY 15%

# CHALLENGES CREATE OPPORTUNITIES

**SURVEY**

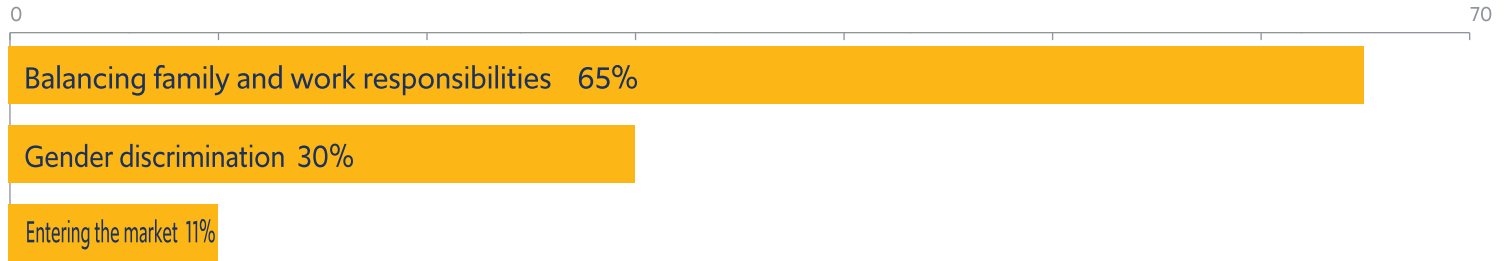
Country: JAPAN

Number of respondents: 191

Background: Japanese female entrepreneurs

Date of survey: August to September 2020

## TOP CHALLENGES FACED BY WOMEN-OWNED BUSINESSES



## ENABLING WOMEN USING ECOSYSTEM APPROACH



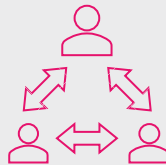
### GOVERNMENT

- Cultural shift for men to play equal part in family roles
- Childcare facilities
- Data availability

- Inclusion of women-owned businesses in supply chain
- Mentoring by female executives
- Create a diversified and inclusive work environment



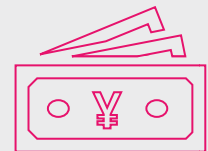
### CORPORATIONS



### NGOS

- Connect buyers and sellers
- Build knowledge and awareness
- Advocates for changes
- Financial support as intermediaries
- Networking and mentoring

- Access to financial resources and knowledge
- Collaboration with NGOs
- Design channel and target products



### FINANCIAL INSTITUTIONS

**ECONOMIC GENDER GAP\*1**  
**115<sup>TH</sup>** RANKING AMONG **153** COUNTRIES IN 2020

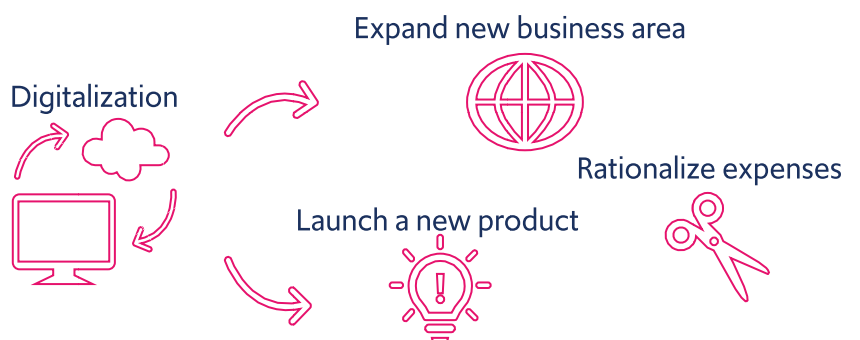
**5%** PRESENCE OF WOMEN IN LISTED COMPANIES' BOARD OF DIRECTORS\*2

**15%** WOMEN IN MANAGERIAL POSITIONS\*3  
*JAPAN HAS MADE LITTLE PROGRESS IN FOSTERING WOMEN IN LEADERSHIP POSITIONS*

## COVID-19 PANDEMIC AMPLIFIED EXISTING BUSINESS CHALLENGES...



## ...BUT EVERY CRISIS HAS ITS BRIGHT SIDE



\*1,2,3 The World Economic Forum for 2020

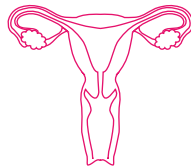
# CHALLENGES CREATE OPPORTUNITIES

Cultural and societal norms in Japan appear to be a decisive factor on gender equality at work. In Japan, many women are expected to choose between having a family and career. Moreover, the division of labour at home is often unbalanced.



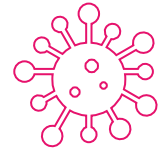
## LEGAL OBSTACLE

*Revision of Inequality by Law*  
 "Japan has not yet adopted the system of selective surname after marriage."  
 "My husband's family often says that I should know my place as an obedient wife; therefore, I have to use a false name in work so that they won't find out at I am working."



## BIOLOGICAL OBSTACLE

*Obstacle caused by femininity*  
 "Unpredictable schedule due to fertility treatment, childbirth, childcare, etc."  
 "Physical condition Menopausal health management."

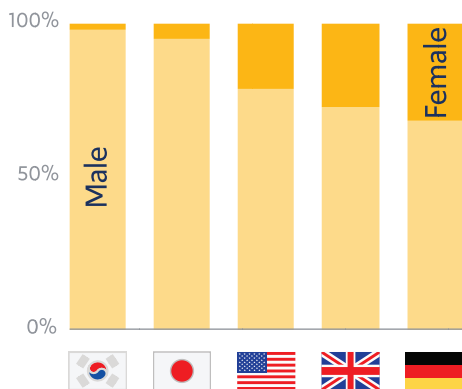


## COVID-19 OBSTACLE

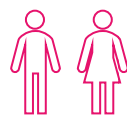
"COVID-19's subsidies were all based on the previous year's level, so it was a system that could not be used by those who had just started a business."



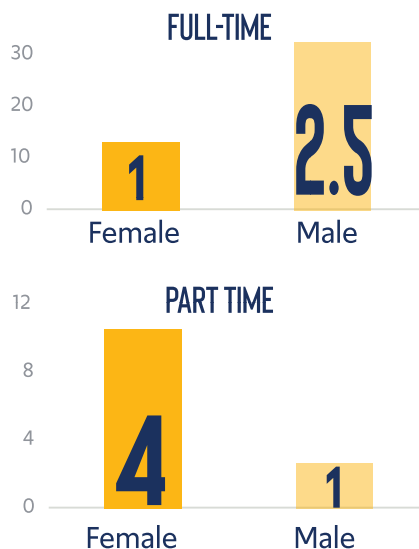
## LOWER-THAN-GLOBAL-PEER PRESENCE OF WOMEN IN LISTED COMPANIES' BOARD OF DIRECTORS



Source: The World Economic Forum for 2020



## FULL-TIME AND PART TIME EMPLOYEES AVERAGE RATIO

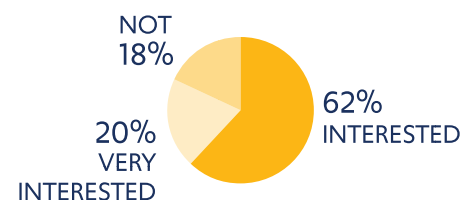


## TOP5

### KEY BUSINESS CHALLENGES

- Enter new market
- Competence and differentiation
- High quality customer service
- Business efficiency
- Employee development

### >80% ARE INTERESTED IN DEVELOPING AND MENTORING PROGRAM



## MULTIPLE INDUSTRIES

### WOMEN-OWNED BUSINESSES ARE THRIVING IN DIVERSE INDUSTRIES

- Consulting
- Retail
- Education
- Manufacturing
- IT and communication data related
- Advertising and marketing
- Healthcare
- Gastronomy
- Real estate
- Entertainment
- Energy and infrastructure
- Logistics
- Hospitality / Tourism
- Agriculture / Forestry / Fisheries
- Financial planner

### HIGH-DEMAND TRAINING TOPICS

- Sales and marketing
- Access to new market
- Strategy
- Financing
- Cross-sector exchanges

