

2015 APEC Women's Business and Smart Technology Seminar

Highlights of the Current Trends and Issues for Women Entrepreneurs

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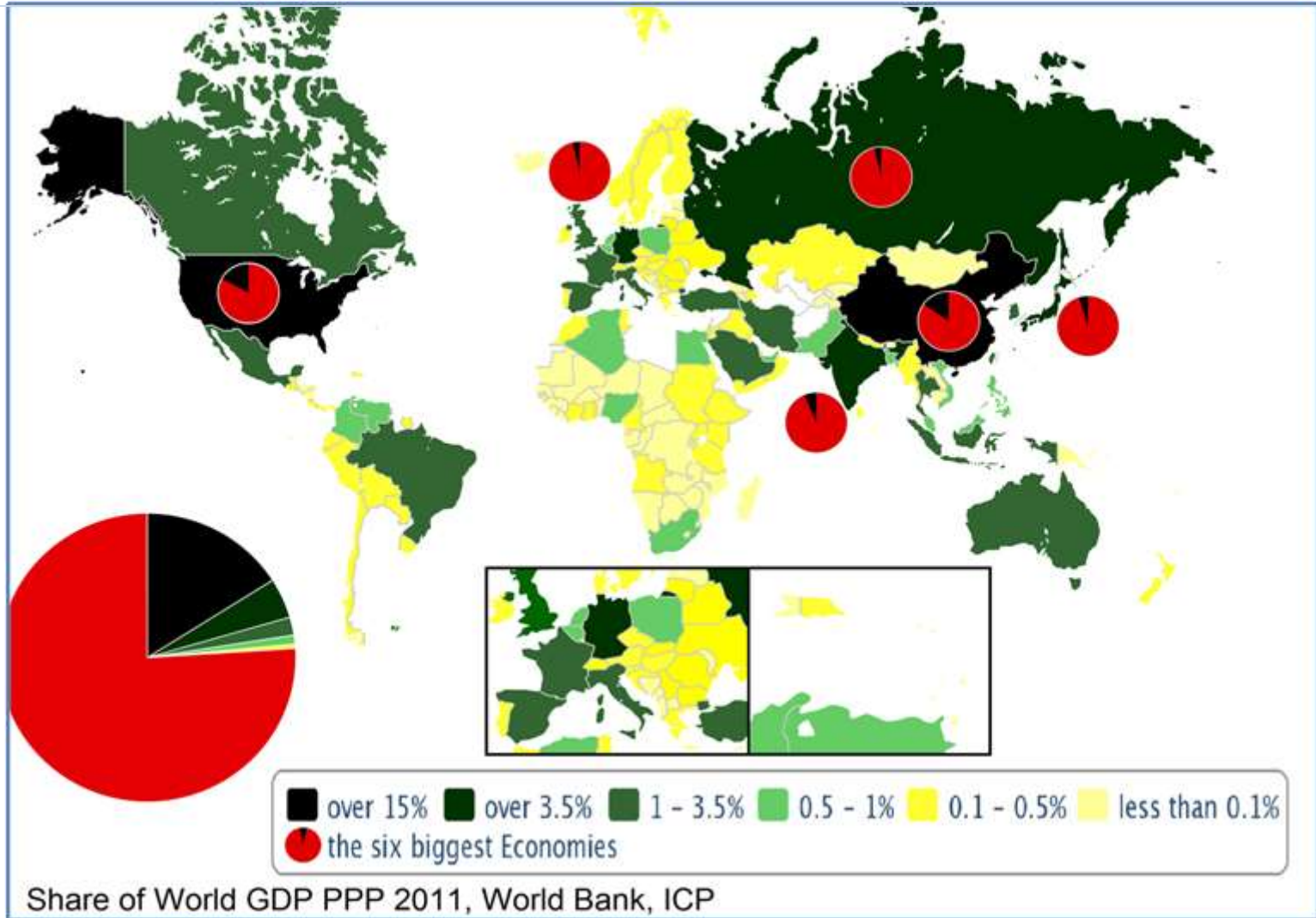
15 September 2015

20 Years Ago, the Global Economy had 500M Participants, Today It's **7 Billion+**



APEC contribute largely to the Global Economy

3/7 top contributors of over 15% share in Global GDP | 10/25 largest economies



2014 worldwide B2C ecommerce reached 1.5T sales or by 20.2%.

B2C Ecommerce Sales Worldwide, 2012-2017
trillions and % change



Note: CAGR (2012-2017)=17.4%; includes products and services ordered and leisure and unmanaged business travel sales booked using the internet via any device, regardless of the method of payment or fulfillment
Source: eMarketer, Jan 2014

In 2014, consumers in Asia-Pacific spent more on ecommerce purchases than those in North America

B2C Ecommerce Sales Worldwide, by Region, 2012-2017

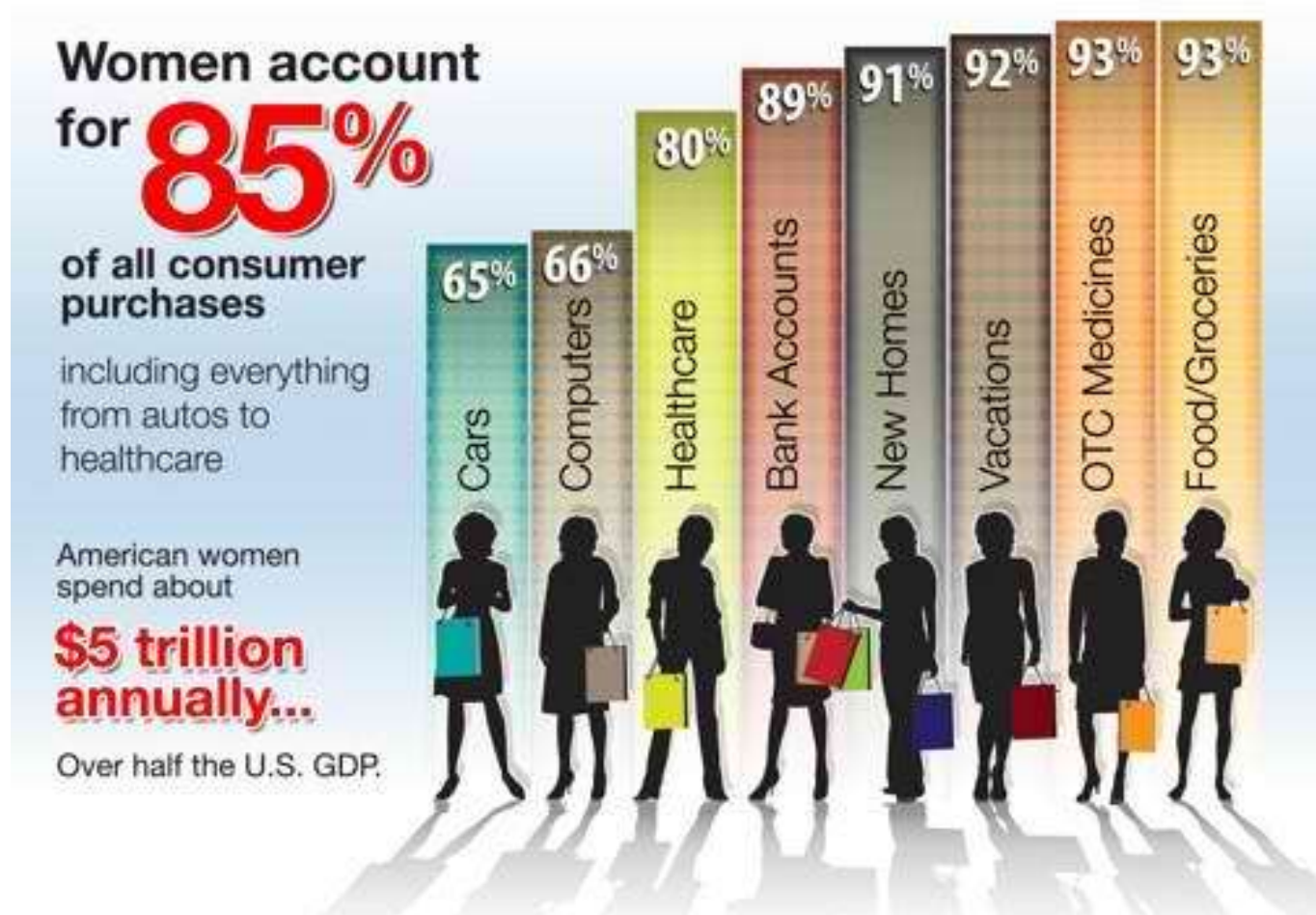
billions

	2012	2013	2014	2015	2016	2017
Asia-Pacific	\$301.2	\$383.9	\$525.2	\$681.2	\$855.7	\$1,052.9
North America	\$379.8	\$431.0	\$482.6	\$538.3	\$597.9	\$660.4
Western Europe	\$277.5	\$312.0	\$347.4	\$382.7	\$414.2	\$445.0
Central & Eastern Europe	\$41.5	\$49.5	\$58.0	\$64.4	\$68.9	\$73.1
Latin America	\$37.6	\$48.1	\$57.7	\$64.9	\$70.6	\$74.6
Middle East & Africa	\$20.6	\$27.0	\$33.8	\$39.6	\$45.5	\$51.4
Worldwide	\$1,058.2	\$1,251.4	\$1,504.6	\$1,771.0	\$2,052.7	\$2,357.4

Note: includes products and services ordered and leisure and unmanaged business travel sales booked using the internet via any device, regardless of the method of payment or fulfillment; numbers may not add up to total due to rounding

Source: eMarketer, Jan 2014

Women influence the greater majority of purchasing decisions



Women are lead adopters of Technology



4 Forces Have Created Major Disruptions

Cloud

Social Media

Big Data

Mobility



Cloud holds 3 forces together

[cloud + social computing + mobility]



Virtualization → virtualized workforce

more people working at home, more companies outsourcing



Companies Are No Longer A Place

THE GENDER PAY GAP



72%
Canada



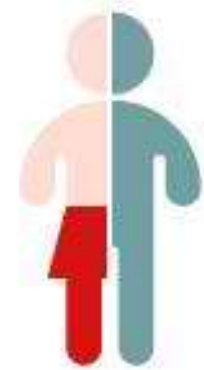
69%
U.K.



66%
U.S.



63%
China



50%
France

SOURCE: WEF

ILLUSTRATION: INEZ TORRE/GNN

Different Market with Millennials



The Millennials will have greater purchasing power and far more influence because they are many.

Millenials see women impact the workforce and business.

No misconception that women are limited to either a career or a family.

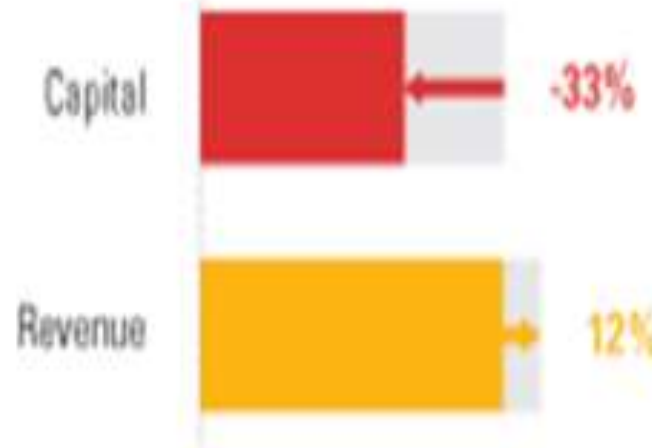
Upsides of Gender Balance in the Tech Sector

Better Business

7% of tech companies' founders are women.

Yet women-led tech enterprises produce **12% higher revenues** with **33% less capital**

Enterprises Led by Women, Relative to Those Led by Men



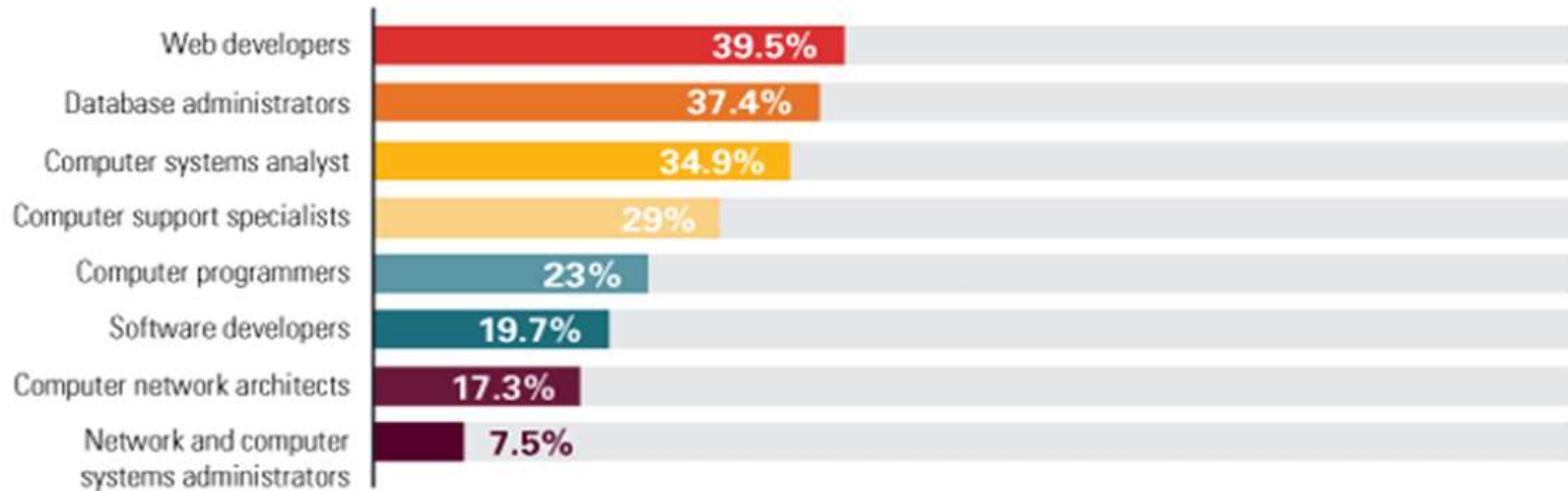
More Innovation



Mixed-gender teams produce IT patents that are cited **26% - 42% more often**

Women are pivotal to tech innovations but they are found on the sidelines

Technical Professions (% Women)



Women occupy:



Less than 20% of technical positions at Apple, Google, LinkedIn, Facebook, Yahoo, and Twitter.



15.4% of engineering positions at startups.



Just **6** of the of the **top 100 tech companies' chief executive positions.**

Ten Women Who Invented and Innovated

Susan Kare
User Interface Guru



Hedy Lamarr
Wireless Visionary



Grace Hopper
Programming Pioneer



Ada Lovelace
Algorithm Enchantress



Mary Lou Jepsen
Screen Display Rebel



Roberta Williams
Gaming Genius



Radia Perlman
Networking Maven



Dr. Erna Hoover
Telephony Hero



Marissa Mayer
Search Siren



Barbara Liskov
Computing Virtuoso

Assertions

We live, work and play in a changing world, where connectivity is key and where technology reigns supreme



In today's world, women entrepreneurs face both challenges and opportunities ahead of them

Women are better enabled as prime movers of inclusive growth using Smart Technology

Carpe Diem