

Confidence and contacts for 60 women entrepreneurs in Albania

Impact and results in Albania



- > International business cooperation
- > Conference for 60 women entrepreneurs
- > On average 8 new business contacts
- > All participants identified their talent, formulated a value proposition and the next step for their business
- > 15 women followed an intensive pitch training
- > 8 women participated in the pitch competition
- > National visibility through television and newspapers
- > Official launch of a business women network

'I found out that what differentiates my beauty salon from others, is that I am every empathic and also advise clients on their personal problems. My salon is a second home. I am going to use that as my marketing slogan.'

A Talent and Pitch conference in Tirana

The four participants from Albania in our [Balkan program \(2015 - 2016\)](#), were very impressed with the results they had achieved with our program. They decided that more women in Albania should benefit from our Talent-in-Business approach and mobilized different parties to make this happen.

In cooperation with the Netherlands Embassy in Tirana and the Gender Alliance for Development Centre, we organized a 2-day conference in Tirana in November 2016. Based on the needs of the Albanian entrepreneurs, it was decided to pay extra attention to presentation and pitching skills.

It was clear that the demand for such knowledge and training is high in Albania. We had expected to have 30 participants, but instead there were 60. Brilliant Entrepreneur is known for its creativity and flexibility, and we managed to reshape the program in such a way that all 60 women benefited from the Talent-in-Business approach.

Identification of individual talent and purpose of the business

On the first day we organized workshop on the identification of talents and the value proposition of the business. Both workshops were inspiring and eye opening to the participants. It is not very common for the women, who are busy due to their double burden of business and household, to take time to reflect on their own passion, strengths and weaknesses.

Looking at their business from the perspective of the client and their specific need or problem was also new to them and gave them new insights and ideas for marketing. 45 women were present on the first day.

‘I produce interior textiles for the trousseau and always thought women are my clients. But it is actually the husband or brother who buys it, so from now on I will market myself as a company that helps men to make the choice’

New contacts through the market place

The market place is a unique concept of Brilliant Entrepreneurs. We invite 10 to 15 local organisations that are relevant to women SME entrepreneurs. These can all present their services to the audience in 3 minutes. Thereafter, the organisations each get a table and the women can walk around and discuss with those organisations that are interesting to them.



The majority of the women was not aware that there are so many services available to them in Albania. For example, only three women had heard about the special program for women entrepreneurs that is implemented by a local bank. 60 women were present at the market place on the second day of the conference.



Pitching competition

The highlight of the two-day conference was of course the pitching competition! The first day an introduction was given to all participants about the basics of pitching by the pitching expert, [the Pitch Queen](#). 15 women took part in the advanced workshop, of which 8 were selected to give their pitch to a big audience.

National visibility

A lot of media was present to report on the pitching competition through newspapers, television and social media. The winner was Teuta, a young pharmacist who wanted to start a website and social media that informs Albanians about what to do when they are ill.

Launch of a national women entrepreneur's network

Below is a picture of the launch of NAWE, the Network of Albanian Women Entrepreneurs. NAWE is not only an acronym but also the Albanian word for ship. NAWE will sail the women entrepreneurs through the wild waters of entrepreneurship in the Albanian context.

