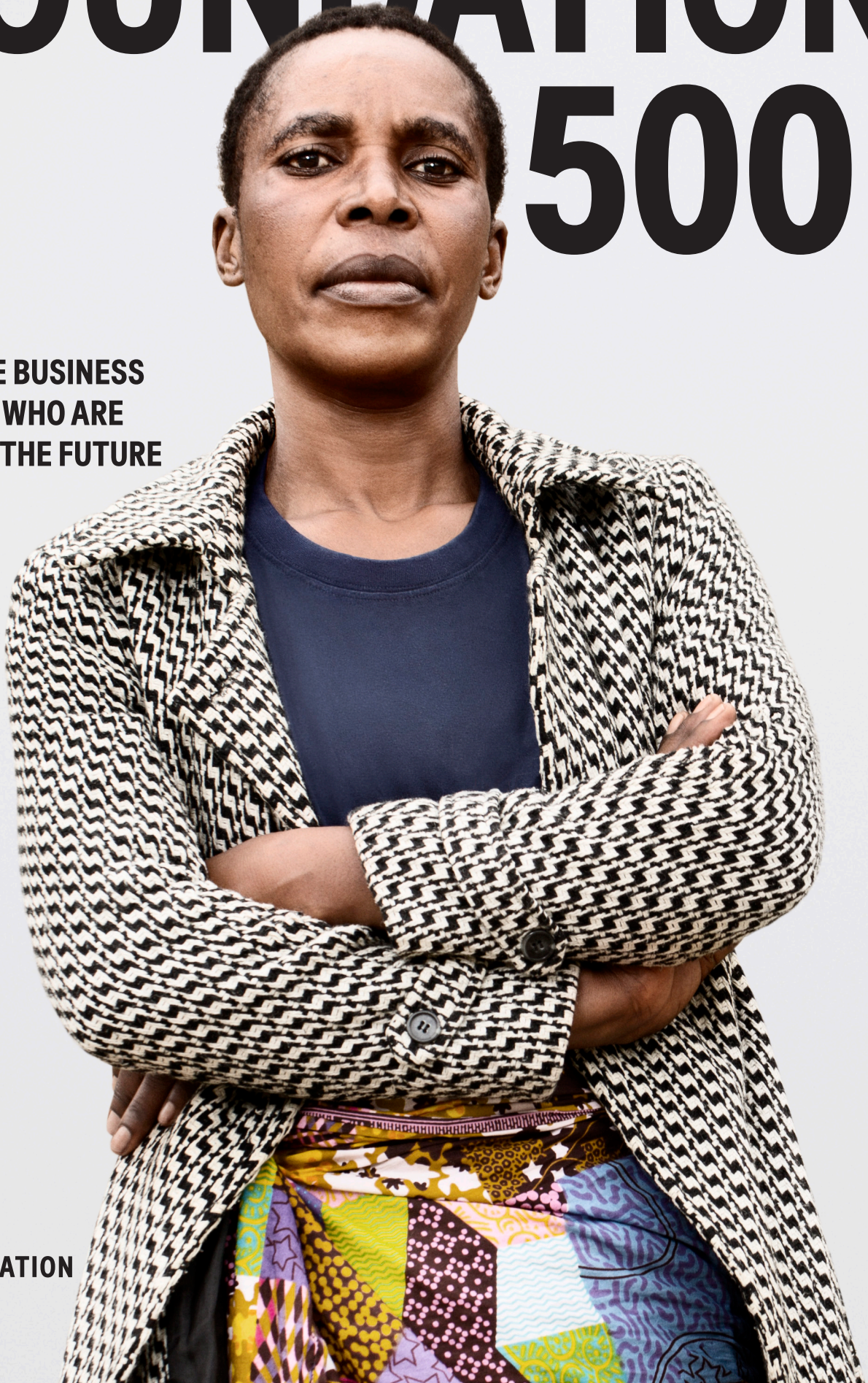


FOUNDATION 500

MEET THE BUSINESS
LEADERS WHO ARE
SHAPING THE FUTURE



#M FOUNDATION

Foundation 500 – The most refreshing power ranking you will see this year.

Together with the humanitarian agency CARE, H&M Foundation has helped over 100 000 women in 12 different countries to start up and run their own businesses. These women became entrepreneurs and business leaders in a world where women are consistently refused the same access to education, financial service and bank loans as men. We decided to acclaim their deeds with a power list, which is the most refreshing power ranking you will see this year. We call it *Foundation 500*.

500 companies that are also 500 stories about life-changing bravery, independence, role models and gender equality. And there's a clear business case. By advancing gender equality, USD12 trillion could be added to the global economy by 2025. Women's economic empowerment is seen as a core contributing factor to overcome poverty. To reach the United Nations' Sustainable Development Goal (SDG) on Women's Empowerment and Gender Equality, attitudes and policies regarding women entering the workforce have to change. The *Foundation 500* is one part of many things needed to achieve change. On a larger scale, the H&M Foundation pledges USD14 million during 2014–2020, to support over 200 000 women in poor communities and to contribute to their economic empowerment. The first milestone, to reach 100 000 women, was already achieved in 2016. And the next step has just been taken. The learnings from the first phase will now serve as a foundation for taking enterprise development for women empowerment to scale.

foundation500.com

THE ROLE MODEL

KEFAH IBRAHIM GHANNAM
Founder, Snacks and finger food,
Foundation for Empowering Women

Jordan

Televised, spotlighted by local as well as international organizations and businesses, and even recognized by the minister of Social Development. Despite the commotion, Ghannam is clear on what makes her the proudest: Her work to help other women thrive in business.

Q: *Besides your enterprise within food production you also operate your own foundation, do you see any synergies between these rather diverse activities?*

A: As a matter of fact, I do. Rather unexpectedly my food production business started to flourish when I got famous for my work to empower women.

Q: *The work of the foundation is aimed especially at young women, is there a difference between the older and the younger generation of women when it comes to gender roles?*

A: Both yes and no. I've met with many elderly women who are gatekeepers for old, traditional ideas when it comes to women's role in society and the work they are allowed to do. Unexpectedly, these women have also expressed their admiration and respect for women's struggle for success. Many even told us that they would encourage their daughters and granddaughters to become entrepreneurs.

Q: *Is there any example from your work with empowering women within business that you would like to highlight?*

A: I think the financial part is exceedingly important, and this is why we work to empower women economically. For example, we are enabling loans and saving groups. I love this new opportunity and I trained over 500 women on how to take out loans and to pay them on time.

Q: *This year you were selected as a role model by humanitarian organization CARE, what has that meant to you?*

A: It has been truly an honor to be awarded with the responsibilities of being a role model. My voice has now been heard throughout Jordan and we've met with more than 1200 people so far. On this journey I've noticed that there is a big interest for these kind of topics, not least in social media. Giving back and empowering women is what truly makes me happy and enables me to make an impact on society. This has actually been the most important milestone in my life so far.





ANDI SAHRIANI
Owner, Bag'Us
Indonesia

Q: *Have you identified any factors for success within the fashion industry?*

A: Yes, I have. I believe it's essential to focus your business on your expertise. This will help you to keep believing in yourself and focus on the right things along the rocky road which is business.

Q: *What are your main driving forces as a business leader?*

A: I decided some time ago that I wanted to be more independent. Having your own business, being your own boss, is a great way to self-determination.



FRIDAH MANGIMELA
Partner and agent, Live Well
Zambia

In a part of the world where access to health care is limited, new ways of distribution and business models are speeding up the development of the drug industry in rural Africa. Mangimela is a partner and agent in Live Well, a home delivery drug store.

Q: *Starting a new type of business is always a risk, what has been the hardest part of your journey?*

A: At the start I invested a lot of time and money in the business and for a while I hardly even ate. But if I could do it again, I would invest even more. You need to have that kind of courage if you believe in something – eventually, it pays off.



SAMAH MAJED HWESHEL ALBAHABSAH
Founder, Samah Fasion Retail
Jordan

Samah Majed Hweshel Albahabsah is a 26 years old mother of two, running her own fashion retail startup.

Q: *Not every young mother would dare to do what you do. How did you come up with the idea of your startup?*

A: I figured there will always be a demand for clothes. And to be honest, I feel it is the exact right time in my life to do this. It's an advantage to be young in the fashion business, but I also feel I have enough experience to handle it now. And when it comes to parenting I like the idea of being a person my kids can look up to.

**“BE
BRAVE.
TAKE
RISKS.
MAKE
FRIENDS.”**

NISRINA ATIKHA HORDAR
Owner, Lankoseng Nut



RACHEAL JERE
Agent, Live Well
Zambia

Q: *You run a hyperlocal business within the health care industry, what differentiates you from your competitors?*

A: First of all, knowledge. Without proper skills training you can't sell medicine the way we do. Since we started, people have learned that they can now get hold of the medicine they need, when they need it. It's supply meeting demand, at all times.



QUEEN OF QUALITY

KARUNAKURAN KIRUPALINY
Founder and owner Kirupaliny Saris

Sri Lanka

That high quality materials and high standard hand crafting is the foundation of building a luxury brand is something Karunakaran Kirupaliny is well aware of. While making high quality, handmade Saris, she is refining the art of weaving.

Q: *Producing luxury products, how do you make sure the quality of your product answers to the high set standards?*

A: For me handloom weaving is more of an art than a business and since I feel so passionate about it, the quality of my work is improving all the time.



JENNIFER MWANGALA
Co-founder, Live Well
Zambia

Jennifer Mwangala's mobile drug store is part of a bigger movement reinventing the somewhat rigid drugstore industry. By disrupting the method of distribution following one clear business idea, she's breaking new grounds: "If the customer will not come to the drug store, then the drug store must go to the customer".

**“I DEFINE THE
SUCCESS OF
MY BUSINESS BY
THE NUMBER OF
EMPLOYMENT
OPPORTUNITIES
I CAN PROVIDE
WOMEN LIKE
MYSELF.”**

ELANKUMARAN SELVMALAR
Founder and owner, ABISH Cottage Industry



SALWA MAHMAUD NASAR
Founder, Salwa Cheese and Oil
Jordan

Salwa Mahmaud Nasar has never been afraid of trying new things. A trait that has made her the founder of an interesting start up in the food production business.

Q: *You started your business without any real experience in the food production area. How have you managed to get this far?*

A: Lack of experience has truly been the hardest part of my journey. But it's my belief that you should never be afraid of the unknown. Taking risks is part of being successful. I got a lot of support from friends and family in the beginning, which was really helpful. And when you discover you can be successful in a new area something happens to you – it makes you fearless.



PAMELA MAULUIA
Agent, Live Well
Zambia

It has been a great fiscal year for Pamela Mauluia and her cutting edge health care-based company. Redefining the old fashioned OTC-category has resulted in increased revenues and a new life for the 36-year-old first-time business leader. "My life has definitely changed a lot, I'm always busy now. However, being a business leader has also brought a new sense of independency to my life that I truly love."



YULIANA
CEO, Ice Wanna Bubble
Indonesia

Q: *As a producer of a bubble ice assortment, what are the biggest challenges?*

A: We always seek to reduce prices which means a lot of tough negotiating with wholesalers. These negotiations are absolute key in order to get the raw material we need for refinery.

Q: *How do the seasons affect your fiscal year?*

A: Not much, even though we face slightly declining revenues during rainy season.



THE HEALTHY VISIONARY

HUSRIANA
CEO, Uncle Ping Meatballs
Indonesia

29-year old entrepreneur and business leader Husriana is a veritable troubleshooter. Her solution is bold and innovative, and combines technology, health, canny marketing and a delicious product.

Q: *You left a promising career within the educational sector to make a deep dive into the food industry instead, what caused your shift of focus?*

A: I saw great potential within the meal-production industry and how it can provide jobs for many people at low cost. But more importantly, there was something in my heart that said I didn't reach my full potential, and that I could do so by founding my own business. That's how Uncle Ping Meatballs was born.

Q: *According to Euromonitor, the global sales of healthy food products are estimated to reach \$1 trillion by this year, do you see any signs of this growing trend impacting your business?*

A: Definitely, we've had steadily increasing monthly sales at Uncle Ping Meatballs during the past period. I would say that the typical Uncle Ping customer is a health-aware mother or father. Nevertheless, more and more people are getting conscious about what they are putting into their bodies.

Q: *What does the "ping" stand for in Uncle Ping Meatballs?*

A: Unlike the large scale mass-producers in the industry, we prepare our meatballs entirely without any MSG or artificial preservatives. The rich flavor comes from natural spices, such as chili, which gives you a "ping!"-sensation in the mouth.

Q: *How do you incentivize your target group into choosing the healthier alternative?*

A: We are constantly optimizing our marketing strategy in order to get our message about MSG- and preservative-free meatballs across. We use Facebook as a platform and find new, innovative ways to advertise. Besides that, a great tasting product is the best incentive there is.

Q: *Your vision is to become a future leader within the healthy food production, what do you hope to accomplish in the coming years?*

A: I have a clear vision for the future. Uncle Ping Meatballs will be a major employer within the industry, enhancing the community through job opportunities. We will especially strive to create opportunities for women in Indonesia, who as for now might feel the pressure to work overseas. To make it possible for these women to stay with their families in Indonesia is the higher purpose with Uncle Ping Meatballs.

**“DREAM
BIG,
WORK
HARD.”**

ROCÍO DEL PILAR OCHOA GARCÍA
Co-founder, El Bosque de Acopalca



RAMLAH
Owner, Putra Collection
Indonesia

“Do one thing and do it well” is often taught as the secret to success. The Putra Collection has embraced this motto and implemented it on to their production specialized in shirts for men. The main target group is men between 17-30 years of age, reached mainly through online promotion and targeted ads on Facebook.



MARIA ELENA JUÁREZ BAL
CEO, Juárez Agriculture
Guatemala

To take advantage of what the earth has to offer has been a recipe for success since the dawn of man. Juárez Bal has cultivated and developed this recipe into a business model that after seven productive years stands the test of time.



MONA ABDELRAHMAN
CEO, Abdel Fashion
Jordan

Q: *What is the single most important thing for Abdel Fashion in the foreseeable future?*

A: We are planning to grow and add more talents to our gifted team.

Q: *And as for your personal development as a business leader?*

A: Since I started Abdel Fashion I have learned so much. I've met so many great people and developed my skills within communication and negotiation. And this is just the beginning.



JEAN BANDA
Co-founder, Live Well
Zambia

Q: *You're managing a mobile drugstore company, what are the main benefits gained from your business concept?*

A: There are many benefits. Nevertheless, we always identify the needs of our customers as we gather information relevant to their everyday life. Besides that, we build trust by giving them a contact person performing follow ups and who they can easily reach by mobile phone at any given time.

WITH A MISSION

PENELOPE LIKWASI

Agent, Live Well

Zambia

– My strong incentive is to help those who are sick in the community, declares social entrepreneur Penelope Likwasi.

Penelope Likwasi is an agent at Live Well, a health care initiative that provides people with medicine through a flexible and innovative distribution model.

Q: *You are a social entrepreneur within the field of health care, how would you define your driving force?*

A: I have a strong incentive with what I do and that is to help those who are sick in the community.





IGA LAIFAH
Owner, Amiga Creative
Indonesia

Q: *What defines you as a business leader?*

A: I am very determined. My business has evolved from topics that I'm truly interested in. Therefore, I really enjoy investing time and effort into my professional life.

Q: *Did you see yourself as a future business leader when you were younger?*

A: Well, I neither have the proper background nor education that you might expect from a business leader. But I'm living proof that it is possible to succeed no matter what.



MONICA TEMBA
Partner, Live Well
Zambia

Temba is a social entrepreneur whose company has the potential of revolutionizing the health care situation in Zambia.

Q: *Having built a career on social entrepreneurship, what is your best advice to younger women with entrepreneurial dreams?*

A: It doesn't matter if you start on a small scale. As long as you stay disciplined and committed to the project, it will grow over time. Patience is a virtue.



MIFRAH NURMA
CEO and founder, Amaly Travel
Indonesia

Mifrah Nurma, CEO and founder of travel agency Amaly Travel, started her career as an employee in a competing travel agency. As she decided to move on and quit her job, things got an unexpected turn. – When I resigned, my customers kept on calling me, so that's when I decided to start my own business instead, Nurma states.

BY ADVANCING GENDER EQUALITY, US \$12 TRILLION COULD BE ADDED TO THE GLOBAL ECONOMY BY 2025.

MCKINSEY GLOBAL INSTITUTE, 2015



WINNIE MPONGO
Agent, Live Well
Zambia

Q: *Your business model is challenging the incumbent health care giants, is it possible to outperform these establishments?*

A: They are stiff-legged and we are nimble. On thorough inspection, you'll soon notice that the products we offer are comparable. Furthermore, their prices are lower. But, and this is the important part, our way of distribution is totally different. While the competition stays at their office, we reach our customers directly, making house calls and generating bands of loyalty.



HORIYEH MRAWAH SULEIMAN
Founder and owner, Sapharon Group
Jordan

Being a senior, Horiyeh Mrawah Suleiman Al Bahabsah is one of the remarkable people who decided to start a new career after 60. Founding Sapharon Group, she has set out to add a new breeze of freshness in a classic domain: pickles production.

Her locally produced food does not only have a taste preference, but it has a strong marketing advantage over mass produced versions. The Sapharon Group uses an organic word of mouth marketing strategy that truly aligns with the brand and has proven successful against both business-to-business and business-to-consumer.

THE FORCE

PHILOMÈNE TIA
CEO of Maindeba Transport
and serial-entrepreneur

Ivory Coast

With four fruitful endeavors under her belt, Philomène Tia is the archetype of a successful business leader and serial entrepreneur. Here's her story of how she transformed industries, communities and herself.

Becoming an entrepreneur was not the plan for Philomène Tia. But shaped by the upbringing in a big family with 42 siblings, she quickly learnt how to make it on her own. Philomène Tia has grown multiple businesses from a startup stage to major players in the Ivory Coast. Nowadays, her story is told on local TV and radio stations, and she's been invited to meet with Alassane Outtara, the President of Ivory Coast, who acknowledged her as a true entrepreneur and role model to women of the Ivory Coast.

Q: *You own a transportation company, Maindeba Transport, with 90 busses, a hotel complex, a chain of 24 beverage stores and you're involved in a cattle breeding operation with over 1200 oxen. How did you manage to create such a diverse business portfolio?*

A: I'd say activity and creativity. I know it's not the most concrete tip, but trying to think ahead is what has made me succeed. Be in it for the long run, not for short gains.

Q: *What is the biggest challenge your business has faced?*

A: I lost all my properties due to the civil war that started in 2002. I fled to Guinea and only returned home in 2007. Back home, I had to start over with nothing but my previous

experience, but I was determined to make it work. After a while, I got a loan that made it possible to re-start my businesses in selling fish and breeding cattle. By saving my money, I was able to invest in two minibusses to start a taxi service which grew into the first bus transportation company in West Ivory Coast. Today, we operate about 90 buses.

Q: *There's a lot happening in the transportation sector across the world and it keeps redefining itself. How do you keep up with new challenges?*

A: Recently, I started bringing people together in associations and cooperatives. I enjoy sharing my experiences with others, especially women, and to hear their ideas. I often tell other women that it is the force inside you and your brains that will bring you wherever you want to go. I mean, I started with nothing and I don't even speak proper French, but look at me now.

Q: *So what's next for your business group?*

A: I really like to explore new types of business and combining them, otherwise it would have been impossible to keep the energy and to keep growing. Regarding exactly what's next, your guess is as good as mine.



HEYDI PEÑA HAUCHIS
Co-founder, Asociación de mujeres emprendedoras de Palo Blanco
Peru

HORIYEH HASAN
Owner, Horiyeh's Own
Jordan

ILHAM GHANNAM
Founder, Ilham's Food
Jordan

INTISAR GHANNAM
Founder, Intisar's Olive Oil
Jordan

JUBETH LACHICA
President, Lachica Pastries
Philippines

KEFAH IBRAHIM GHANNAM
Founder, Snacks and finger food, Foundation for Empowering Women
Jordan

KELLY OROZCO CALLE
Co-founder, Asociación de mujeres emprendedoras de Palo Blanco
Peru

KHADEEJA MOHAMMAD
Owner, Khadeeja's Appetizers
Jordan

LALLA HAMAD
Owner, Laila's Bakery
Jordan

LILIANA ALVARADO LÓPEZ
Co-founder, Asociación de mujeres emprendedoras de Palo Blanco
Peru

MA. LIDA CORTEL
Owner, Cortel Delicacies
Philippines

MAMAN COULIBALY
Owner Coulibaly's Restaurant
Ivory Coast

MARIGOLD NABOR
CEO, Nabor Bakery
Philippines

MUTHMAINNAH
Owner, Kembang Goyang Rupa-rupa
Indonesia

NAJAD MOHAMMED
Owner, Najad's Company
Jordan

NUHA DAQQA
President, Daqqa Deserts
Jordan

NURFADILLAH
Owner, Stik Datsis
Indonesia

PAULA CRUZ CASTILLO
Co-founder, Asociación de mujeres emprendedoras de Palo Blanco
Peru

Randa Shara 'iah
President, Randa's Desserts
Jordan

ROSA FLORES MORE
Co-founder, Asociación de mujeres emprendedoras de Palo Blanco
Peru

ROSELL SELORIO
Owner, Selorio Ice
Philippines

SOFÍA PEÑA OROZCO
Co-founder, Asociación de mujeres emprendedoras de Palo Blanco
Peru

TEODORA MEZA CHUICA
Co-founder, Asociación de mujeres emprendedoras de Palo Blanco
Peru

FOOD PRODUCTION

ADRIANA HERRERA ESPÍRITU
Co-founder El Bosque Association
Peru

ANDREA GALA
President, Trout producers association PACTAN
Peru

AMBIKA CHAUDHARY
Founder, Ambika Poultry
Nepal

AMINATA A CONTEH
President, Aminata A Conteh's Bean Enterprise
Sierra Leone

AMINATA KALOKOH
CEO, Kalokoh's Enterprise
Sierra Leone

ANA HERRERA ESPÍRITU
Co-founder El Bosque Association
Peru

ANA TERESA AVILA CANEL
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

AURELIA POMA QUISPE
Co-founder El Bosque Association
Peru

BELLA MIGUELLO
President, Honey Bees
Philippines

BENEDICTA RAMIRES VELASQUE
Partner Las Orquídeas de Lucmabamba
Peru

BERTHA MEDDOZA CLEMENTE
Co-founder El Bosque Association
Peru

BERTINE YOHO
President, Yohou's Farm
Ivory Coast

BLANCA ALBERTINA CUTUC ASPUAC
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

CARITAS NTAHONSHIMIKIYE
President, Palm Products
Burundi

CARMEN POMA ROMÁN
Co-founder El Bosque Association
Peru

CATALINA ASBAL CANEL
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

CERILA LEÓN MAYTA
Co-founder El Bosque Association
Peru

CINTIA VENTURA BRAVO
Co-founder El Bosque Association
Peru

CONCHA MERCEDES LÓPEZ
Partner, Mujeres de Balanyá
Guatemala

CORAZON ALBARACIN
CEO, Albaracin Plantation
Philippines

DAPHROSE NZEYIMANA
CEO, Nzeyimana Oil
Burundi

DEV MAYA SYANTAN
President, Syantan Mushrooms
Nepal

DIAN NUR BAITI MH
Founder, Diangga Baby Meal
Indonesia

DIL KUMARI CHAPAGAIN
CEO, Champagain Dairy
Nepal

DORA LILIANA HERNÁNDEZ
Owner, Dora's
Guatemala

DORGBO KAMARA
Owner, Dorgbo's Business
Sierra Leone

DURGAWATI KEWAT
President, Durgawati Organics
Nepal

DURGWOTI KEWAT
President, Kewat Farms
Nepal

ELANKUMARAN SELVMALAR
Founder and owner, ABISH Cottage Industry
Sri Lanka

ELICSA CANELA MORVELI
Partner Las Orquídeas de Lucmabamba
Peru

ELIDA AMABILIA CHOPOX
Partner, Mujeres de Balanyá
Guatemala

ELISA AGUIRRE
Owner, Aguirre Organic Compost
Philippines

ELISA DUGA
CEO, Duga Peanut Butter
Philippines

ELIZABETH CORBACHO ROJAS
Partner Las Orquídeas de Lucmabamba
Peru

ELODIE TRAORE NGANATCHIN
Owner, Traore's Pig and Poultry Farm
Ivory Coast

EVA DIAZ
Owner, Eva's Pastries
Philippines

EVA HUWAE
Owner, Eva Cake
Indonesia

FATMATA BANGURA
President, Fat Bang's Enterprise
Sierra Leone

FATMATA BANGURA
CEO, Anty FA's Enterprise
Sierra Leone

FATMATA KAMARA
Owner, Fat Kay
Sierra Leone

FLORIDALMA LICO
Owner, Floridalma's
Guatemala

GABY PALOMINO CLEMENTE
Co-founder El Bosque Association
Peru

GINA OQUENDO
Owner, Ice Candy
Philippines

GLORIA CAMACHO MONCADA
Partner Las Orquídeas de Lucmabamba
Peru

GOPI BADI
Owner, Badi Pig Farming
Nepal

GORETH NIBITANGA
CEO, Chicken Exports
Burundi

GRECA VENTURA BRAVO
Co-founder El Bosque Association
Peru

HANSARAJI CHAUDHARY
CEO, Chaudhary Poultry Farming
Nepal

HELEN BACALSO
Owner, Helen's Goat Dairy
Philippines

HELGA ROSEMONDE KOFFI
President, Koffi's Company
Ivory Coast

HEROINA DUMANCAS
Owner, Dumancas Poultry
Philippines

HUSRIANA
CEO, Uncle Ping Meatballs
Indonesia

IRA
CEO, Snacks Nur Adinda
Indonesia

JAENNE COULIBALY
Co-owner Ucovisa
Ivory Coast

JENALYN BELTRAN
CEO, Beltran Chicken Farms
Philippines

JHANET YENNY VENTURA JOAQUÍN
Co-founder, Doña Chami
Peru

JUANA ROSA PULUC COTZAJAY
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

JULIANA Y CONTEH
Owner, Juliana's Enterprise
Sierra Leone

JULY CONSUELO QUEL QUEL
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

KAMALAWATI KURMI
President, Green
Nepal

KATY BORJA BARJA
Co-founder El Bosque Association
Peru

KAUSHILA RIJAL
Owner, Rijal Cows
Nepal

KIRUSHNATHAS SAJIRANY
Founder, Sathustar Industrial
Sri Lanka

LAL MAYA TAMANG
President, Tamang Goats
Nepal

LAURA GONGORA COHUA
Partner Las Orquídeas de Lucmabamba
Peru

LEENA HAMMAD AL MAAITA
Owner and CEO, Hammad Cheese
Jordan

LIDIA VENTURA BORJA
Co-founder El Bosque Association
Peru

LINA MA'AYTAH
Owner, Lina's Business
Jordan

LISMAYANA
President, Baronis
Indonesia

MARGOT ALVAREZ MONARES
Partner Las Orquídeas de Lucmabamba
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MARÍA ALEJANDRINA CHICOP ARCHILA
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

MARÍA ALICIA RAXÓN BURRIÓN
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

MARÍA ANGELINA CHOC YANCIS
Co-founder, Cooperativa de Mujeres 4 pinos
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MARÍA BERNANDA BALÁ
Founder, Balá's Company
Guatemala

MARÍA CARMENCITA AVILA
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

MARÍA CATALINA YUCUTÉ JOLON
Co-founder, Cooperativa de Mujeres 4 pinos
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MARÍA DEL ROSARIO RUBIN
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MARÍA DOLORES ÁVILA CANEL
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MARÍA ISABEL ZIL CON
President, Cooperativa de Mujeres 4 pinos
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MARÍA JOSEFINA ESPITAL SÁNCHEZ
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

MARÍA LEONARDA XIQUIN CHIRO
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

MARÍA ODILIA BUCH GUAMUCH
Co-founder, Cooperativa de Mujeres 4 pinos
Guatemala

MARÍA OLIVA COLAJ SEMEYÁ
Founder, Semeýa Enterprise
Guatemala

MARÍA PAULA GALINDO GUEVARA
Owner, Guevara Food
Guatemala

MARIA VENTURO CUNYAS
Co-founder El Bosque Association
Peru

MARIA VERÓNICA CHAJÓN
Owner, Chajón
Guatemala

MARIAM COULIBALY
Owner Coulibaly's
Ivory Coast

MARICARMEN CANTURIN ESPINOZA
Co-founder El Bosque Association
Peru

MARY KARGBO
Owner, Binkolo Enterprise
Sierra Leone

MBALU TURAY
Owner, Mbaly Turay Local Produce
Sierra Leone

MURFADILLAH
Owner, Tiga Putri Catering and Cake
Indonesia

MUTHMAINNAH BAHRI
Founder, Sambal Goreng Menantu
Indonesia

NAKENDREN SINTHUJA
President, Sinthuja Industries
Sri Lanka

NALLAIYA SARASVATHITHEVI
Owner, Katpaha snacks and dairy products
Sri Lanka

NAVARATNARAJA JEYALUXMI
CEO, Pillaiyar nutrition
Sri Lanka

NILDA RAMOS GONZALES
Partner Las Orquídeas de Lucmabamba
Peru

**NIRMALANATHAN
AMALASUGANTHINY**
CEO, Angel Products
Sri Lanka

NISRINA ATIKAH HORDAR
Owner, Lankoseng Nut
Indonesia

NITHIKKUMAR JEYANTHY
Owner, Suiyam Products
Sri Lanka

NOLA LAURA BONIFACIO
Co-founder El Bosque Association
Peru

NORMA HUARCAYA PALOMINO
Indonesia
Peru

NURUL SUCI RAMADHANI
Owner, Boli Kukus Ana' Ogie
Indonesia

OLINDA CORBACHO ROJAS
Partner Las Orquídeas
de Lucmabamba
Peru

PASUPATHY THAYAPARAN
CEO, Thurkka rice mill
Sri Lanka

PATHMANATHAN KUNASIVA
Tharani Products
Sri Lanka

RAJENDREN POOMATHEVI
President, Tharani Products
Sri Lanka

**RANDA FAWZI ABDELLATIF
SHARAFA**
Owner, Randa Cake
Jordan

RENE MORA ROQUE
Chairperson, Las Orquídeas
de Lucmabamba
Peru

RITA BANIIYA
CEO, Baniya Chicken Farms
Nepal

ROBLINA DE LA CRUZ CUNYAS
Co-founder El Bosque Association
Peru

ROCÍO BETHY VELI SANABRIA
CEO, El Manantial de
Cochas Grandes
Peru

ROCÍO DEL PILAR OCHOA GARCÍA
Co-founder, El Bosque de Acopalca
Peru

ROSA CHITIC PANTO
Founder, Panto Food
Guatemala

ROSENDA LILIANA LÓPEZ TUNCHE
Co-founder, Cooperativa
de Mujeres 4 pinos
Guatemala

SALWA MAHMAUD NASAR
Founder, Salwa Cheese and Oil
Jordan

SALWA NASSAR
Founder, Nassar Cheese
Jordan

SELVAKUMAR SARMILA
President, S N Lathu Industries
Sri Lanka

SHAKTI HARIJAN
President, Harijan Poultry
Nepal

SHANTA MAYA MAHATO
Owner, Mahato Vegetables
Nepal

SOPHIE NIYONGABO
CEO, Niyongabo Mill
Burundi

SUMITRA LODH
CEO, Lodh Vegetables
Nepal

SUSANA ROJAS CANTURIN
Co-founder El Bosque Association
Peru

TEOFILA CARDENAS GAMARRA
Partner Las Orquídeas
de Lucmabamba
Peru

VERÓNICA ROSALES PACHECO
Founder, Verónica's Food
Guatemala

VICTORIA GAMARRA RAMIREZ
Partner Las Orquídeas
de Lucmabamba
Peru

**VILMA DEL ROSARIO
IXTAMALIC IXJOTOP**
Co-founder, Cooperativa
de Mujeres 4 pinos
Guatemala

WAHYUNI AMIRUDDIN
President, Ikiku Food
Indonesia

WINARNI KAMALUDDIN
CEO, Doubleyoucakes
Indonesia

YA BOM POSSEH
Owner, Ya Bom Posseh's Business
Sierra Leone

YA FULLAH MUSUS KAMARA
Owner, Ya Fullah Musu's Business
Sierra Leone

YANINA SANTIAGO TICSE
Co-founder El Bosque Association
Peru

YULIANA
CEO, Ice Wanna Bubble
Indonesia

ZAIDA CASTRO HUARCAYA
Co-founder El Bosque Association
Peru

ZENAIDA PANGANIBAN
CEO, Panganiban Oysters
Philippines

ZENAIDA VENTURA BORJA
Co-founder El Bosque Association
Peru

ZOILA PAULICH
Owner, Paulich
Guatemala

FOOD SERVICES

AGNÈS TURAYIHAYE
Owner, Agnès' Poissons
Burundi

ALINE NDAGIWENAYO
Owner, Aline's Café
Burundi

ERLINDA ZAMORA
Founder, Zamoras Eatery
Philippines

ESTER NYANDWI
Owner, Ester's Snack Bar
Burundi

EVELYN TANGILE
CEO, Tangile Vegetables
Philippines

FE LOPEZ
Owner, Lopez Delicacias
Philippines

HIND FUAD DABABSEH
Founder, Fuad Gourmet
Jordan

HORIYEH MRAWAH SULEIMAN
Founder and owner, Sapharon Group
Jordan

IBTISAM SALEM
Founder, Salem Food
Jordan

JULIENNE NIKIEMA
Founder, Nikiema's Fish Shop
Ivory Coast

KUL KUMARI SHRESHTHA
Owner, Green Maize Cub Roasting
Nepal

MALATI YADAV
Owner, Malati's Tea & Noodles
Nepal

MARIA SAMILLANO
Owner, Samillano Greens
Philippines

MIREILLE HOUËNA TOSSOU
Owner, Houena's Restaurant
Ivory Coast

NELY PEDRO
President, Pedro Fruits
Philippines

PASCALINE BATESI
Owner, Pascaline's Restaurant
Burundi

ROSCHELLY LATUMAHINA
CEO, Es Putar Bangreg
Indonesia

ROSCHELY JANETE CATUMAHINA
Founder, Janero a Cream
Indonesia

SAKUNTALA KEWAT
Owner, Kewat's
Nepal

SHIFA ' OMAR
Owner, Shifa' Nutritionist
Jordan

SURIYANTI
CEO and founder, Berkah Untia
Indonesia

VIOLETTE NIMBONA
Founder, Poissons Nimbona
Burundi

YAFOLO COULIBALY
Owner, Restaurant Gninningninin
Ivory Coast

YVETTE NIZIGIYIMANA
Owner, Restaurant Yvette
Burundi

GENERAL MERCHANDISERS

ADIJA MBAYAVUGE
Founder, Mbayavuge Staples
Burundi

AMIDA NTUKAMAZINA
Founder, Ndagala Trading
Burundi

AMINATA KALO
Founder, Kalo's Shop
Ivory Coast

CONSOLATE NIYONZIMA
CEO, Niyonzima Beverages
Burundi

IKAWATI
Founder, Shafa - RO
Indonesia

MARIE NAKUMURYANGO
Owner, Nakumuryango Sales
Burundi

MBALU KAMARA
Founder, Mbalu's Enterprise
Sierra Leone

SALLAY M SESAY
President, Mummy's Enterprise
Sierra Leone

SARATA TRAORE
Owner, Sarata's Shop
Ivory Coast

SUDAMA PASI
President, Pasi Retail
Nepal

HEALTH CARE: PHARMACY AND OTHER SERVICES

ALICE KAPANDA
Co-founder, Live Well
Zambia

ALICE LUNGU
Agent, Live Well
Zambia

ANNA KUMOYO
Partner, Live Well
Zambia

ANNA M. GONDWE
Partner and agent, Live Well
Zambia

ANNA PHIRI
Partner, Live Well
Zambia

ANNY GONDWE
Agent, Live Well
Zambia

BEATRICE MUCHINDH
Partner, Live Well
Zambia

BEATRICE MALEBEKA
Partner, Live Well
Zambia

BORNFACE MUBANGA
Co-founder, Live Well
Zambia

CAROLINE SAIKONDE
Agent, Live Well
Zambia

CHIBESA SALIMU
Co-founder, Live Well
Zambia

CHRISTINE MUCHEKA
Agent, Live Well
Zambia

CHRISTINE PHIRI
Co-founder, Live Well
Zambia

DOREEN GONDWE
Partner, Live Well
Zambia

EKELINA BANDA
Agent, Live Well
Zambia

EMELIA KAMWENDO SHILUWE
Co-founder, Live Well
Zambia

ESHEAH NJOBVU
Partner, Live Well
Zambia

ESTER SIAME
Co-founder, Live Well
Zambia

EVETTY BWALYA
Agent, Live Well
Zambia

FLORENCE C. PHIRI
Co-founder, Live Well
Zambia

FLORENCE CHILESHE
Agent, Live Well
Zambia

FRIDAH MANGIMELA
Partner and agent, Live Well
Zambia

GLADYS MWANZA
Partner, Live Well
Zambia

GRACE KASHOKA
Partner, Live Well
Zambia

GRACE MALISAWA
Co-founder, Live Well
Zambia

IREEN MULENGA
Agent, Live Well
Zambia

JANE CHUNGU
Co-founder, Live Well
Zambia

JANE MULENGA
Partner, Live Well
Zambia

JANE MVULA
Agent, Live Well
Zambia

JEAN BANDA
Co-founder, Live Well
Zambia

JENIFER MWANGALA
Partner, Live Well
Zambia

JUDITH SHATUBI
Co-founder, Live Well
Zambia

LWISA CHALI
Co-founder, Live Well
Zambia

LINDA SIYOLA
Partner, Live Well
Zambia

LYDIA NKUWA
Agent, Live Well
Zambia

MABLE MWILA
Agent, Live Well
Zambia

MARGRET PHIRI
Co-founder, Live Well
Zambia

MARTHA ZULU
Partner, Live Well
Zambia

MARY BANDA
Agent, Live Well
Zambia

MARY MWANZA
Partner, Live Well
Zambia

MARY PHIRI
Partner, Live Well
Zambia

MARY SALIMU
Agent, Live Well
Zambia

MAUREEN MULENGA
Partner, Live Well
Zambia

MBEWE BRIDGET
Partner, Live Well
Zambia

MEMORY MULUBWA
Agent, Live Well
Zambia

MEMORY PHIRI
Agent, Live Well
Zambia

MIRIAM CHILUBA
Co-founder, Live Well
Zambia

MONICA TEMBA
Partner, Live Well
Zambia

MULENGA D CHISHA
Co-founder, Live Well
Zambia

MWILA NKONDE
Partner, Live Well
Zambia

MWAPE MEMORT
Co-founder, Live Well
Zambia

NASILELE SIMASIKU
Agent, Live Well
Zambia

NOSIKU SIMAKUMBA
Agent, Live Well
Zambia

PAMELA MAULUIA
Agent, Live Well
Zambia

PATIENCE CHIPASHA
Agent, Live Well
Zambia

PEGGY BANDA
Partner, Live Well
Zambia

PENELOPE LIKWASI
Agent, Live Well
Zambia

RACHEAL JERE
Agent, Live Well
Zambia

ROSE BWALYA
Co-founder, Live Well
Zambia

ROUREEN SHAMENDE
Partner, Live Well
Zambia

RUTH CHISHALA
Agent, Live Well
Zambia

SARAH MBEWE
Co-founder, Live Well
Zambia

SERAH NKHATA
Co-founder, Live Well
Zambia

SIABASIMBI OGIZERA
Co-founder, Live Well
Zambia

SUSAN MWANSA
Co-founder, Live Well
Zambia

SUWILANJI TEMBO
Co-founder, Live Well
Zambia

TASILA MUMBA
Agent, Live Well
Zambia

THANJIZYA BANDA
Partner, Live Well
Zambia

THELMA MWILA
Co-founder, Live Well
Zambia

THERESA MULENDA
Partner, Live Well
Zambia

VIVIAN KIBONDO
Co-founder, Live Well
Zambia

WINNIE MONGO
Agent, Live Well
Zambia

HOME EQUIPMENT, FURNISHINGS

AMALIA NECOR
Owner, Bariw
Philippines

EVELYN NECOR
Founder, Recycled Rugs
Philippines

HANAN GHALLAB NASER
Owner, Hanan's Sheets
Jordan

MISHIEL UNILONGGO
CEO, Unilonggo Mats
Philippines

PHUL KUMARI BISHWOKARMA
Owner, Bishwokarma Welding
Nepal

ROSEMARIE ESPAGO
President, Espago Bamboo Furniture
Philippines

SAWSAN RADWAN
Owner, Radwan Wood Details
Jordan

GHADA AL-KHATEIB
President, Al-Khateib Painting
Jordan

HOUSEHOLD AND PERSONAL PRODUCTS

ABEER ZAYTOONI
Owner, Zaytooni Skincare
Jordan

ALMA LETICIA CALDERÓN
Owner, Calderón Enterprises
Guatemala

AMAH HENRIETTE
CEO, Anaís Coiffure
Ivory Coast

AMAL ABY RAYHAN
Owner, Amal's Accessories
Jordan

AMALIA JUÁREZ RUYAN
Owner, Amalia's Business
Guatemala

AMNEH ALBULEIDI
Founder, Amneh's Enterprise
Jordan

ANABELLE MACASIL
Owner, Macasil Souvenirs
Philippines

ANITA DHAWAL
Founder, Dhawal Beauty
Nepal

AYU RAHAYU
President, Ayu Travel
Indonesia

CARMELITA LÓPEZ
Owner, Carmelita's Company
Guatemala

CHARMA BUAR
President, Manila Hemp
Philippines

DALAL ZIAD AMER
Founder, Dalal Ziad Amer Perfumes
Jordan

DIAN MEGAWATI
Founder, 3 Bersaudara
Indonesia

ESTEFANIA SARMIENTO
Founder, Abaca Weaving
Philippines

FATIMA HAMZEH
Owner, Fatima's Enterprise
Jordan

FATIMA SULTAN
Owner, Fatima's Perfumes
Jordan

HANA`A AL-QALQELI
Owner, Hana`a
Al-Qalqeli Business
Jordan

Hayat Al-Hindi
CEO, Al-Hindi Beds
Jordan

HERMENIA DELGADI
Owner, Hermenias
Philippines

IYASINGAM SANTHIRAKUMARY
Owner, Pillaiyar Incense products
Sri Lanka

JEHAD ABDUL KARIM SHAMAYLEH
Founder, Jihad Bedding
Jordan

JUM DEWI SARTIKA
Owner, Unyu-Unyu Craft Makassar
Indonesia

KHAYRIYEH ABDELHADI
Owner, Khayriyeh's Business
Jordan

LOLITA ATIENZA
Owner, Lolita's Bags
Philippines

LUPE ELIZABETH CAL RODRÍGUEZ
Owner, Rodriguez'
Guatemala

MARIE ROSE NDIHOKUBWAYO
Owner, Marie Rose's Hair
Burundi

MARILOU BARNABE
Owner, Barnabe Crafts
Philippines

MAYSOON AL-ABAHRI
Owner, Maysoon's Cleaning Products
Jordan

MICHELE ERIKA TAPPY
Head of DM3
Indonesia

MILDRED ARANA
Owner, Mildred's Company
Guatemala

MUNA DARWEESH
Owner, Muna's Business
Jordan

MUTHTHUSAMI ESTA
Founder, Estra Detergents
Sri Lanka

NAHLA IBRAHIM
Owner, Ibrahim Candles
Jordan

NEOLY MENDOZA
Founder, Mendoza Linnen
Philippines

RAEDA AL BARRI
Owner and CEO, Raeda
Kitchen Supplies
Jordan

RAVINATHAS MURIGA
Owner, Roshan Detergents
Sri Lanka

SAHDED AL JALAM
Founder and CEO, Sahded Henna
Jordan

SANDHYA BARAI
Owner, Sandhya's Beauty Parlor
Nepal

SANDHYA SHARMA
Owner, Sharma Beauty Parlor
Nepal

SHANTI CHAUDHARY
Founder, Leaf Plates
Nepal

SIVANESAN GOWRY
Owner, Kajal broom stick products
Sri Lanka

SUAVIS NDUWIMANA
Owner, Nduwimana Eyewear
Burundi

SUNITA KUNWAR
Owner, Beauty Parlor and Butiques
Nepal

MIFFAH NURIN AMALY
Owner, Amaly Tour and Travel
Indonesia

NURQHALBI ANGGRAINI
Founder, Dara Daeng Photo
Indonesia

RAMLAWATI JABBAR
Owner, Balder Studio
Indonesia

MISCELLANEOUS

CALUDIA CARDENAS OBLITAS
Partner, Asociación de Artesanas
de Santa Teresa - ASOARTE
Peru

AMAL AL-KHATEEB
Owner, Amal's Beauty
Jordan

CHRISTINE MUNZERO
Owner, Munzero Party Services
Burundi

CLARITA MIAGA
President, Grow Organic
Philippines

DEWI FEBRIANI
Founder, Dechi Shop
Indonesia

DEVORAH MANZANARES
Founder, Herbal
Philippines

ERMILA YABAR DE ALE
Partner, Asociación de Artesanas
de Santa Teresa - ASOARTE
Peru

ETMERITA SULLÓN INGA
Partner, Asociación de mujeres
Artesanas Hacia el Mundo
Peru

FATOUMATA COULIBALY
CEO, Coulibaly's Auto Parts
Ivory Coast

FATU KOROMA
Founder, Ya Fatu Gara
Tieing and Dying
Sierra Leone

GENOVEVA SARMIENTO KACHA
Partner, Asociación de Artesanas
de Santa Teresa - ASOARTE
Peru

GIANINA MINAYA CARDENAS
Chairperson, Asociación
de Artesanas de Santa
Teresa - ASOARTE
Peru

HELEN ASAYAS
Owner, Asayas Carfts
Philippines

JOCELYNE KAYITESI
Founder, Kayitesi Imports
Burundi

JUANA SOY BALAN
Owner, Balan Pharmaceuticals
Guatemala

MAILA ALOLO
Founder, Maila Beauty
Philippines

MIFRAH NURMA
CEO and founder, Amaly Travel
Indonesia

MINAKSHI REGMI
Founder, Minakshi's Dolls
Nepal

NANCY FLORES CASTILLO
Partner, Asociación de mujeres
Artesanas Hacia el Mundo
Peru

NIDIA CASTILLO VALLADOLID
Partner, Asociación de mujeres
Artesanas Hacia el Mundo
Peru

OFELIA INGA CHUNGA
Partner, Asociación de mujeres
Artesanas Hacia el Mundo
Peru

OLGA ELIZABETH HERNÁNDEZ
Owner, Hernández Enterprise
Guatemala

PARTHEEPAN SUBITHA
Owner, Inpa bridal decorations
Sri Lanka

PHILOMÈNE TIA
CEO of Maindeba Transport
and serial-entrepreneur
Ivory Coast

RABINA RAI
CEO, Rai Bamboo
Nepal

RENI
President, 77 Print & Fotocopy
Indonesia

SALMA SALAHUDDIN
Owner, TERA Studio Foto
Indonesia

SPECIALITY RETAILERS: APPAREL

ANNE BELLA NGENDABANYIKWA
Owner, Anne Bella's Leather Goods
Burundi

IRDA MENTARI
Owner, Salon Mentari
Indonesia

MARIAM SALIM
Owner, Mariam's Second Hand
Jordan

NUR PAISAH
CEO, Icha Fashion
Indonesia

OLIVIA
Owner, Olivia Shop
Indonesia

YUSRIANA
CEO, Inawah Shoes
Indonesia

SPECIALITY RETAILERS: OTHER

ALPHONSINE HAMENYIMANA
CEO, Boards & Supplies
Burundi

HALA ABDELQADER
Owner, Abdelqader Gold
Jordan

JUDY PATON-OG
Owner, Judy's Fishery
Philippines

MAJD AL-KAYED
Owner, Majd's Company
Jordan

MAJDOLEEN NOFAL
CEO, Nofal Cosmetics Store
Jordan

MARIVIC BERMUDO
Owner, Bermundo Fish
Philippines

**NADWA MOHAMMED
RASHID MORJAN**
Owner, Italian Accessories
Jordan

VIOLETTE BUKURU
CEO, The Soap Business
Burundi

WHOLESALE: FOOD AND GROCERY

ADIDJA NDAYAVUGE
President, Companie Adidja
Burundi

ANTOINETTE NGABIRANO
Owner, Huile Ngabirano
Burundi

JEANNETTE NININAHAZWE
President, Beverage Grocers
Burundi

LUCIE DUSABUMUREMYE
President, Wholesale
Dusabumuremye
Burundi

LUCIE DUSABUMUREMYE
CEO, Dusabumuremye Enterprise
Burundi

MAGDALENA FRANCISCO
Owner, Francisco Trading
Philippines

MÉDIATRICE BAHATI
President, Bahati Rice
Burundi

PASCALINE NTAKIYIRUTA
Founder, Ntakiyiruta Wholesale
Burundi

SUAVIS NIYONKURU
President, Niyonkuru Grocers
Burundi

TREZIA RAHMAN
Founder, Cahaya Timur
Indonesia

VIRGINIE NISHEMEZWE
Founder, Virginie's Vegetables
Burundi

A CREATIVE CAREER

YARA GHASSAN ALASAYREH
Founder, Yara Crochet

Jordan

High school dropout Yara Ghassan AlAsayreh doesn't let adversity get her down. Only 21 years old she is now running a startup in a passion driven business field.

Q: *How did you come up with the idea for Yara Crochet?*

A: It wasn't possible for me to stay in school and I had to find a new solution. When I first got in contact with the fashion business, I immediately fell in love and knew I wanted to do this. I get to create, which is a passion of mine. And I feel the company gives me the opportunity to keep developing all the time.





REDEFINING SUCCESS

ELANKUMARAN SELVMALAR

Founder and owner, ABISH Cottage Industry

Sri Lanka

Selvamar is the two-time war refugee who found herself getting abandoned by her husband in a refugee camp, leaving her, a single mother with two children to support, on her own. But where others would have given up, Selvmalar turned the setbacks into a well of motivation. Now, Selvamalar uses her story as a driving force for her company's mission: to not only support herself, but to support other women in her situation.

Q: *Before you started your business, you worked in a factory producing snacks. A similar product to what you are selling. What made you take the step to start your own business?*

A: The job opportunities here were limited to maid-work. I wanted more and was eager to do something that could inspire both my children and other women around me.

Q: *How did you manage to grow your client base?*

A: I started very locally, focusing on clients in my own village. In the beginning, I would meet with different store owners face-to-face and sample products. This proved a bit of a struggle since this kind of behavior isn't considered appropriate for women in Sri Lanka, but I couldn't care about that. I did not just do this for me - I wanted to change the conditions for all women, and this was just a part of it.

Q: *You say you did it to change the conditions for all women, do you feel you made an impact?*

A: Apart from me, my company now has 7 employees. All of them women who have been abandoned by their husbands or who are widowed. As an entrepreneur, my mission is to support other women and I am so proud to be able to say that there are women who have benefitted from me in many ways. I define the growth of my business by the number of employment opportunities I can provide to women like myself. I have a strategy to make it happen: Basically, every time my constant income increases by 15 000 Rs, I use 10 000 of it to hire another woman.

Q: *What is your next step?*

A: I get plenty of invites to speak at conferences and meetings. And what I'm looking forward to most in my company is improving the employment benefits. We are introducing health and insurance plans for all employees and we are going to increase our basic salaries. Over the coming years, we are looking to increase the number of employees to make sure we benefit as many women as possible in our community.



ANNA M. GONDWE
Partner and agent, Live Well
Zambia

Q: *You're pretty much doing to the drug store industry what Uber Eats did to the take away industry. What's the secret recipe for disrupting a complete industry?*

A: To start with, you have to be persistent. Believe in your idea no matter what. Never give up. And always have a customer first-mindset.

Q: *What does that look like on a daily basis?*

A: The whole idea is to be where the action is. We do that through hyper-local presence and sales. We reach out to customers directly and via community ventures and small group gatherings.



IRA
CEO, Snacks Nur Adinda
Indonesia

– When there's a will, there's a way, says Ira and the CEO of Snacks Nur Adinda has plenty of will. After working within the food industry, she decided to start up her own business within a field she knows very well – the snack industry.

– I never give up and I have what it takes to be a great entrepreneur. Snacks Nur Adinda will put the world at work, she declares.



ANDREA GALA
President, Trout producers association
PACTAN
Peru

Q: *Having chosen quite an unusual career path for a person your age, can you tell us about a normal day for you?*

A: I wake up at 5 AM and have a very set morning routine. At about 8 AM I get out to the farm. On a normal day I make sure the fish are fed and the ponds are cleaned and then I meet with buyers. On Sundays, I sell our product on a local farmers' market.

Q: *You are an association of 20 women who are producing trouts, how does it work?*

A: We all have trout farms, and together we try to improve both quality and the business itself. It's a more lucrative business than field work and by collaborating, we can create something really big.

Q: *What would you say is the best part of being an entrepreneur?*

A: I am so much more confident now compared to before! Nowadays, I really dare to dream and visualize how we want to see things in the future. I am determined to keep developing my company so that my daughter can inherit it one day.

“I WAS BORN TO BECOME AN ENTREPRENEUR.”

IRA
Snacks Nur Adina, Indonesia



SURIYANTI
CEO and founder, Berkah Untia
Indonesia

Suriyanti, CEO and founder of the culinary company Berkah Untia, is planning for major growth and investments in the coming fiscal year.

The bakery and catering-focused company is planning to more than triple the amount of employees, putting more money into promotion and in this way reach new markets. The company which started out as a B2C enterprise has broadened its offer and is now also supplying large companies and corporations with catered food and cakes.

LEADING BY INSPIRATION

RAEDA AL BARRI
Owner and CEO, Raeda Kitchen Supplies

Jordan

Running a business selling kitchen supplies, Al Barri is a true trendsetter in the world of home cooking.

Q: *With your business, you have been a source of inspiration for people around you. In what way would you say you impact others?*

A: First of all, as a result of my success I have seen a couple of other players getting into my field of business. But more importantly I can proudly say that I have inspired other people around me, making people in my community interested in starting their own business.

Q: *You have built your own business; how would you say being an entrepreneur has changed you as a person?*

A: It has definitely improved my social skills. I'm much better at approaching different personalities and dealing with people both privately and in business.





ON THE VERGE

ROCÍO DEL PILAR OCHOA GARCÍA
Co-founder, El Bosque de Acopalca

Peru

The key to increase yield in agricultural production lies in the refinement further up the development chain. Rocío del Pilar Ochoa García and her association have understood that.

Q: *You are about to launch your range of dried mushroom products to the food market, what makes your products competitive?*

A: That is a question with many answers. But we are seeing an increased demand for our products, which means that the natural next step for us is to expand. Our products will now be sold in supermarkets, which is very good for our development.

**“I NEVER
ASK FOR
PERMISSION,
I DO THINGS
MY OWN
WAY.”**

DORIS BWALYA
Co-founder, Live Well



RABIAÁ IBRAHIM YOUSEF GHUNNAM
Owner, Rabiaá Supermarket
Jordan

Hyper-local supermarkets could transform food sales. Rabiaá Ibrahim Yousef Ghunnam is riding the crest of the hyper-local wave by launching a startup out of her home.

Q: *What kind of reactions have you received from people when they hear you're doing this?*

A: People were quite skeptical in the beginning, but that's the case with everything new. Now that I have proved it to be possible to build a supermarket like this, I get plenty of support and the business is continuously growing.



JAENNE COULIBALY
Co-owner Ucovisa
Ivory Coast

Q: *What is the best advice you can give to younger people with entrepreneurial dreams?*

A: It's important to have confidence and trust in your own capability. But it's also very important to have good mentors. Always build on increasing your network and listen to the advice of people you trust. Let them guide you, but always trust the most in yourself.



SULTANA HASAN SULTAN
Owner and CEO, Sultana Accessories
Jordan

Nothing could stop Sultana Hasan Sultan from succeeding. Not even lack of education in Jordan. A true self-made entrepreneur of the digital age, she has managed to build an entire accessories company from scratch using internet tutorials - putting fancy schools to shame.

Q: *You don't exactly have the traditional background of a 45-year-old business leader. In what ways does that give you an edge in comparison to your competitors?*

A: Since my way of working is built on digital-first, it's easier for me to stay updated and ahead of competition. I am always on the lookout for inspiration that give me new ideas with big commercial potential.



MWAPE MEMORT
Co-founder, Live Well
Zambia

Q: As a young entrepreneur, what advice would you give other junior business leaders in their pursuit for accomplishment?

A: I would tell them not to rush away, that it's good to start their business on a small scale and then let it grow organically. This has worked very well for me.

Q: And what would you tell them is the best thing about being a business leader?

A: It's good because you become your own boss. And when you are the one in charge, you are no longer depending on anyone else, it means autonomy.



NAYMA ZILVA
CEO, Hikara
Indonesia

Q: Your company, Hikara, is producing fashion for women in the Muslim community, do you see this as an underserved market?

A: This business idea certainly has a lot of potential since the Muslim community is well populated with people from all levels of society. Besides, we've found a cost and time efficient way to produce our goods.

Q: You are planning to recruit more staff to your team, do you find it hard to find manpower with the right competence?

A: For me it comes down to two things: Find the men and women who truly understand online marketing and who are service minded. These are the people we are looking for to hire.



ESHEAH NJOBVU
Partner, Live well
Zambia

Q: Having started a local home delivery drug store, how do you differentiate your service from the bigger chains?

A: As a truly local player, using a customer first strategy has been really good. It builds more loyalty between my brand and my customers compared to competitors.

**“AS A
BUSINESS
LEADER
I INSPIRE
PEOPLE
AROUND
ME.”**

RAEDA AL BARRI
Owner and CEO, Raeda Kitchen Supplies



JEHAD ABDUL KARIM SHAMAYLEH
Founder, Jehad Bedding
Jordan

Having run her company for over a decade, Jehad Abdul Karim Shamayleh is what you would call a true role model who has set an example for plenty of other women during her time in the business. But even though she is already running the most popular bedding store in her community, she doesn't see any reason to stop.

Q: *You have run your business for an impressive amount of time and managed to stay on top. What's the next step for you?*

A: I am planning to scale up. Right now we need to strengthen our liquidity and are looking for investors. We need to build up our supply stock to meet the increased market demand. Even though we have seen more competitors popping up recently we can barely keep up with the demand.



LWISA CHALI
Co-founder, Live Well
Zambia

Q: *Your core competency is within the health care industry, what would you say is the main driving force characterizing healthcare right now?*

A: I see myself as a social entrepreneur. I believe that in this industry you need a passion to truly serve your community in order to succeed. For example, we've developed a system for partial payment that helps our customers to get the health care they need even when they can't afford it at the moment.

Q: *How do you plan to expand your business over the next fiscal year?*

A: We see a clear increase in demand for our products. First and foremost because our target group likes what we offer. In business you can start small, but it takes a lot of self-discipline and commitment to reach sustainable growth.



SAHDED AL JALAM
Founder and CEO, Sahded Henna
Jordan

Q: *How has being a business leader at such a young age affected your personal life?*

A: I work in a very passion driven field, and I feel really blessed that I have found a way to turn my passion into a living. What I did not know when I started my business is that the entrepreneurial part of the job would become a way for me to develop and thrive as person. Being a business leader makes me stronger and happier.

Q: *Nowadays, many companies are driven by a social responsibility and mission. How is your business impacting the community?*

A: I have created job opportunities for other women, something I am really proud of. It makes me feel like a role model for younger girls who have the same dreams that I used to have.

**“BE IN IT
FOR THE
LONG RUN,
NOT FOR
SHORT
GAINS.”**

PHILOMÈNE TIA
CEO and serial-entrepreneur



JHANET YENNY VENTURA JOAQUÍN
Co-founder, Doña Chami
Peru

Q: *Guinea pigs are a popular Peruvian delicacy and your company is specialized in breeding them, how did you come up with the idea to start this type of business?*

A: The idea was foremost based on the motivation to start a business where I could work together with other women in my community. In addition, breeding guinea pigs is a very profitable business with a good and fairly fast return on investment.

Q: *Who is your typical customer?*

A: We have many tourists who are curious about dishes based on guinea pig and wish to try it out. But we are also planning to offer our products to restaurants and other food markets. Overall, we need to expand our business due to increasing demands.



SABAH ABD-ALRAHMAN AL-NAJAR
Founder, Sabah Tailoring
Jordan

Q: *Being an entrepreneur in an industry plenty of young women dream about, what is your best advice to move from dreams to business success?*

A: First of all, stay in school. Education is crucial no matter what you want to accomplish in life. And secondly you need to have principles. Set a goal and get there without compromising yourself.



AMAH HENRIETTE
CEO, ANAÏS COIFFURE
Ivory Coast

Amah Henriette is the beauty salon owner who is seeing the bigger picture: She is starting a beauty school.

Q: *How did you come up with this idea?*

A: It took me four years of training to become a hairdresser and I now run a salon with five employees. I want to pass on my knowledge and give others the opportunity to step into my footsteps. To make this dream come true, a beauty school is an amazing way to do it.

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