WHY SUPPORT WOMEN ENTREPRENEURS?

They are driving growth, and can drive more growth locally and nationally

If full gender parity were achieved on different economic indicators, GDP in Mexico would increase by 2025.¹

43% ($810 billion USD)

Women entrepreneurs in the SBG sector Mexico are well-educated

79% hold a graduate or postgraduate degree

Most have extensive experience in their fields, including health, engineering, and design

Women's businesses are more concentrated in service industries and health, compared to men

Construction 20.3%
Manufacturing 6.6%
Food & Beverage 17.6%
Professional & Tech Services 14.9%
Wholesale 8.1%
Retail 12.2%
Agriculture 4.6%
Health 4.1%
Other 23.8%

HOW DO WOMEN FINANCE THE GROWTH OF THEIR ENTERPRISES?

Women finance their businesses with smaller and less formal sources, compared to men

- Women: Credit Card, Business 19%, Credit, Financial Institution 29%, Family & Friends 31%, Supplier / Client Credit 29%, Credit Card, Personal 42%
- Men: Credit Card, Business 25%, Credit, Financial Institution 33%, Family & Friends 25%, Supplier / Client Credit 24%, Credit Card, Personal 43%

70% said they are seeking finance. This represents an untapped market for financial institutions

54% of women seek finance from $125,000 to $3 million USD

WHAT DO WOMEN ENTREPRENEURS NEED TO SUCCEED?

1. Women participate more actively in, want, and benefit more from business development programs and professional networks compared to men.

2. Financial products and education suited to women's needs

3. They want better quality & more targeted business development services, mentoring, & coaching

WHAT WE CAN DO

Improve access to finance

Understand the needs of the women-led SME market & go beyond pink marketing by providing tailored business development services paired with financial services.

Develop tools to improve gender intelligence in bank applications, & credit approval processes.

Leverage the Nacional Financiera (NAFIN) Mujer PYME guarantee to expand the number of banks and women that have access to low cost loans

Educate women about different financing options, using digital & current market information.

Develop high-quality business development services

Go beyond the basics. Know what your target market needs, and try offering tailored training, mentoring, and as well as blended learning.

See more of the assessment report and on the Cherie Blair Foundation for Women’s Road to Growth programme in the report at: https://go.giln/4C08r. McKinsey Global Institute, 'Where will Latin America’s Growth Come From?’ April 2017

For the 2014 report "Creating Opportunities: Strengthening the Ecosystem for Women Entrepreneurs in Mexico" see: https://go.giln/03Hm0

This information is based on an assessment undertaken by Value for Women in 2017 which examined the characteristics of women-led, small and growing businesses (SGBs) in Mexico. This builds on Value for Women’s work in "Creating Opportunities: Strengthening the Ecosystem for Women Entrepreneurs in Mexico" and paves the way for Cherie Blair Foundation for Women's "Road to Growth Programme".