



RUSSIAN
EXPORT CENTER

EXIAR

EXIMBANK OF RUSSIA



Made
in Russia

FEMALE ENTREPRENEURSHIP CAPACITY-BUILDING AND SUPPORT

GENEVA 2025



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GENEVA 2025

RUSSIAN EXPORT CENTER GROUP OF COMPANIES

 RUSSIAN EXPORT CENTER

REC is the Export Development Institute, Agent of the Government of the Russian Federation

 EXIMBANK OF RUSSIA

Credits, factoring and guarantees for export support

 EXIAR

Insurance of export and import credits, investments

 School of Exports

Educational and acceleration programs for exports



Unified access to digital export services

10

Years of activity/operation

16

Offices in Russia

82

Partners in the regions of the Russian Federation (Export Support Centers)

REC FOREIGN REPRESENTATIVE OFFICES



Azerbaijan



Armenia



Belarus



Vietnam



Egypt



India



Indonesia



Iran



Kazakhstan



Kyrgyzstan



China



UAE



Saudi Arabia



Tadjikistan



Thailand



Türkiye



Uzbekistan



Brazil

17 Operating countries
of REC

6 Product display tasting
pavilions

44 National shops on
marketplaces

* another representative office is due to be open in 2025



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TRANSFORMATION: FROM MERCHANT WIVES TO MODERN BUSINESSWOMEN

From spontaneous initiative to conscious choice and growing impact



Czarist Russia

- Merchantresses
- Landladies
- Craftswomen



Soviet period

- Cooperation
- Consumer goods industry
- Services



The 90s

- New markets
- First projects
- Import goods



Contemporary period

- Conscious choice
- Startups
- Entrepreneurship support

STATS AND TRENDS

Female entrepreneurship in Russia – economic growth driver

- Nearly **41.4%** female entrepreneurs in Russia
- Number of female entrepreneurs has grown by **15%** for the last 4 years
- Growth of female business activity can increase GDP of Russia by **6-14%**
- Nearly **40%** SMEs are headed by women. These companies are more likely to go global

E-commerce & Services

Female entrepreneurs of succeed in this sector, launching e-shops, providing services in digital marketing, online-education, consulting etc.

Sustainable & Socially Responsible Businesses

Female entrepreneurs increasingly launch projects in this sector, focusing on ethical manufacturing, waste recycling, social entrepreneurship (help to vulnerable population groups, educational projects).

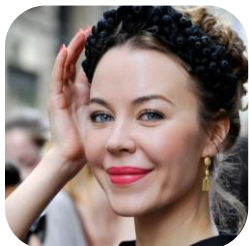
Creative Industries

Female entrepreneurs are getting actively involved in these sector, creating fashion, accessories, interior design brands, starting art studios, providing design and creative content services.

Work-Life Balance

New-day female entrepreneurs are often bent on work/life balance. It stimulates creating business featuring flexible work schedule, home office and prioritizing staff well-being.

“FEMALE” BRANDS FROM RUSSIA



Ulyana Sergeenko



ULYANA SERGEENKO



Irina and Marina Golomazdin

12 STOREEZ



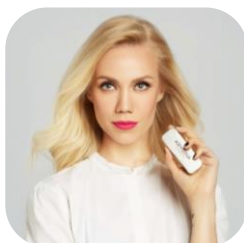
Alisa Boha

MONOCHROME^{MD}



Tayana Kim

wildberries



Elena Krygina

KRYGINA
cosmetics



Tatyana Lopatkina

biOtime



Victoriya Petrovskaya



Natalya Kasperskaya

INFOWATCH[®]



Natalya Galkina

NEUROTREND
НЕЙРОТРЕНД



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WOMEN ENTREPRENEURS' SUPPORT IN RUSSIA

The Russian Federation's
National Strategy for Women
2023-2030



"increasing women's participation in priority areas of the country's socio-economic development, including the formation of new points of economic growth" by organizing respective trainings to help women develop new competencies and qualifications in entrepreneurship.

The "Mama-Entrepreneur" program - designed specifically for women on maternity leave and those with under-age children to help them start their own business and effectively combine caretaking for the family and professional self-fulfillment.



The Women's Entrepreneurship Development within the Russia-hosted Eurasian Women's Forum.

The project is aimed at development of women's entrepreneurship potential in the digital economy, providing women entrepreneurs with access to information, finance and markets. It includes a large number of domestic and international activities, particularly educational programs and trainings.

BARRIERS AND OPPORTUNITIES

What do women want?

The key demand is support from society:

30% networking and coaching

14% education in exports

10% promotion of female manager image

Request for support

Top-3 support measures:

- educational support
- exhibitions and business missions
- assistance in search of partners

Conclusion

Assistance in female entrepreneurs' export launch requires social support – mentoring, networking, education.

“LADIES IN BUSINESS” TRAINING WRAP-UP VIDEO



“LADIES IN BUSINESS” CONTENTS

- ✓ 50% theory and 50% practice, accompanied with real-life case studies
- ✓ Program length – 2 days
Intramural course from 09:00 to 16:00
- ✓ Trainees are awarded with personal certificate upon program completion
- ✓ Program is held on a comfortable business training site



“LADIES IN BUSINESS” CONTENTS

CONTENTS: DAY 1

- 1 Entrepreneur life cycle
- 2 Taxing basics
- 3 Accounting setup and maintenance
- 4 Financial planning and analysis basics
- 5 Interaction with banks
- 6 Pre-export business support measures

CONTENTS: DAY 2

- 7 Readiness for export
- 8 Taxing specifics in exporting
- 9 Additional export-related tasks of accountant
- 10 Financial planning in export
- 11 Funding sources for exporters and importers, financial support for exporters
- 12 What else should exporter know?

TRAINING MANUAL: CROSS-CULTURAL & GENDER COMMUNICATION



Main objectives:

- > Examining Cultural & Linguistic Barriers in Business
- > Understanding Gender Expression in Professional Communication
- > Best Practices for Engaging Emerging Trade Partners
- > Enabling SMEs to Launch and Succeed in New Export Markets

Read by over **4,500** professionals

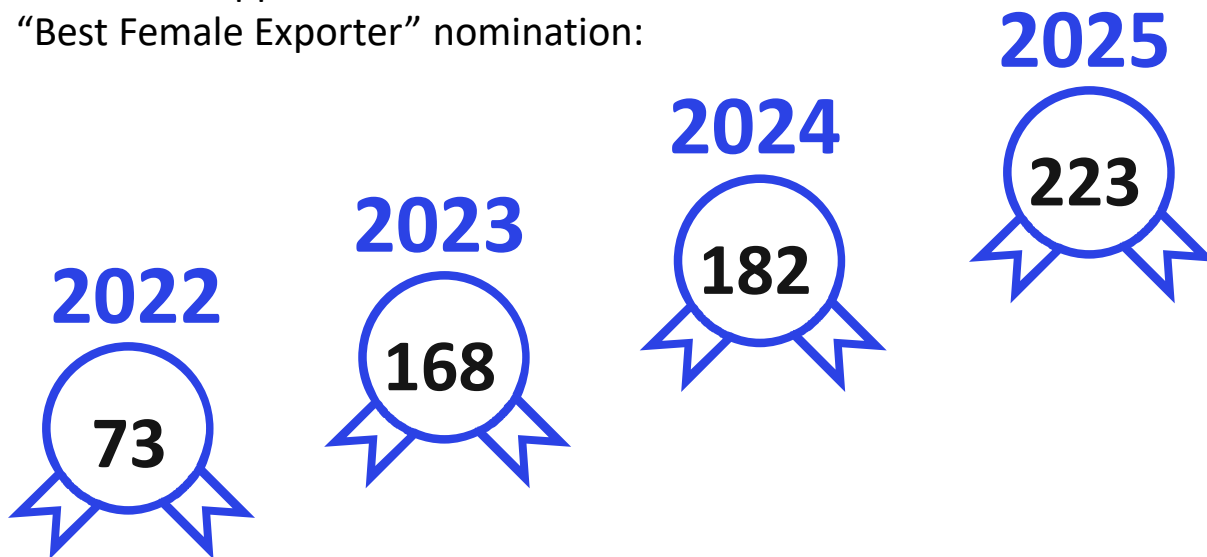
NATIONWIDE COMPETITION

“Support leaders – women in exports”

For the last four years, the “Best Female Exporter” nomination has been contended by over 640 female entrepreneurs.

Notably, in 2025, the female nomination became the third most popular in the competition. This is to say that we are doing essential work that brings a significant effect.

Number of applications for
“Best Female Exporter” nomination:





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THANK YOU FOR YOUR ATTENTION