



Ms. JOCELYN TRAN

**Regional Sr. Director, Southeast Asia
Walmart Global Sourcing**





**Building awareness around business cases and
success factors for sourcing from
women-owned businesses in Vietnam**

*Jocelyn Tran
Regional Senior Director-SEA
Walmart Global Sourcing*

KEY STATISTICS:

- Women own or operate 25% to 33% of all private businesses in the world today.
- In 2012, there were an estimated 126 million women starting or running a new enterprise and 98 million managing established businesses in 67 economies around the world.
- According to the World Bank, raising female employment and entrepreneurship to male levels could improve average income by over 20 percent in the Middle East and North Africa, by 19% in South Asia, and by 12 percent in Latin America.

KEY STATISTICS:

- A recent OECD report found that where there is gender equality in work, countries have fewer problems with ageing, higher labor activity, and a more robust economy. Certainly where we are in our current economic crisis, these factors cannot be ignored.
- If female farmers in developing countries had the same access to productive resources as men, they could increase yields on their farms by 20 to 30%, reducing the number of those who suffer from hunger by 12 to 17%. With approximately 800 million people going hungry every day, this would be an enormous benefit to the world.

KEY STATISTICS:

- The World Bank reports that women and girls reinvest an average of 90% of their income in their families, compared to 30 to 40% from men. There is both qualitative and quantitative evidence that shows this re-investment not only has positive impacts on the woman's life but also her family and her community. There is evidence that supports that economic empowerment of women reduces the spread of HIV and AIDS. Women invest more in health care. When women are economically empowered they have greater self-esteem. In addition, their relationships improve because there is greater respect for women in the home.

KEY STATISTICS:

- There are benefits to her children. Young girls stay in school longer – delaying marriage. Thus, economically empowering women can help break some of the most damaging and most difficult cycles that girls currently find themselves in.

Walmart'S COMMITMENT TO WOMEN ECONOMIC EMPOWERMENT:

- When we launched our WEE initiative in 2011, we knew that for Walmart economically empowering women wasn't just going to be about philanthropy.
- We aimed to harness the incredible economic power of our supply chain to help women entrepreneurs all over the world.
- Walmart doesn't do anything small, and our WEE initiative is no exception.

- We set **goals in 3 areas:**

- To increase **sourcing** from women-owned businesses – buying **\$20 billion over 5 years** in the US and doubling our spending on WOBs globally.
- To empower nearly **1 million women through training**
- **To promote diversity and inclusion** in our merchandise and professional service suppliers

WHY are we doing this? OUR EXPERIENCE, AS OUR MERCHANTS CONVEY:

- We source from women-owned businesses because it makes business sense. Experience shows that women-owned-businesses are more creative, adaptable and willing to try new ideas.
- Let me share some insights on how this all works. First and foremost, we do not distinguish between men- and women-owned businesses. The onboarding process is same for both. However, in some markets our teams guide the women business owners, advising them on logistic solutions, legal norms around weights and measures, and helping them understand our vendor forms. We know that WOBs often need additional support in becoming a Walmart supplier.

When the people we buy products from will invest 90% of their income into their families and their communities; then the most logical thing to do is?

... Of course we'd buy more from them!

.... This business model makes perfect sense for us