

Mastercard Index of Women Entrepreneurs (MIWE) 2018

163 million 

women started or were running new businesses in 2016 alone



Gender gap decreased



THE PATH TO PROFIT



Greater financial inclusion and access to services



Access to education and training programs



Presence of quality governance



Strong drive for success



Pushing Up

Conditions that spur female entrepreneurs to success



Pushing Down

Conditions that drag aspiring female entrepreneurs down



Lack of self-belief



Poor social and cultural acceptance

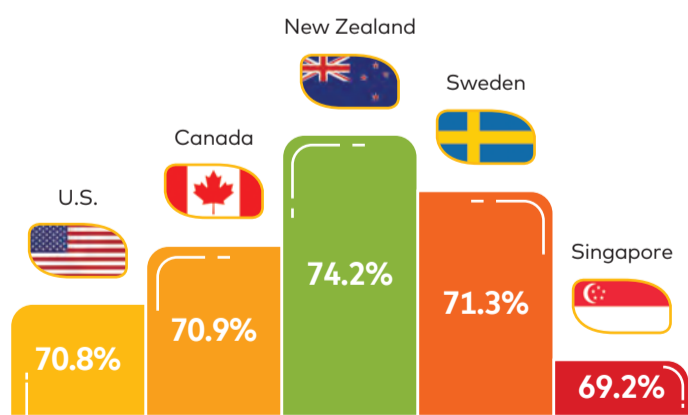


Limited access to financial services and business training



Regulatory restrictions

MAPPING OUT THE LANDSCAPE



MIWE 2018 Top 5 Countries

TYPE OF ENTREPRENEURS



Opportunity-Driven

Markets with strong enabling conditions such as **New Zealand, Canada, United Kingdom, UAE** and **Portugal** tend to foster more opportunity-driven entrepreneurs



Necessity-Driven

Markets such as **Ghana, Brazil, Bangladesh, Vietnam** and **Mexico** which have fewer supporting conditions, have more necessity-driven entrepreneurs



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The Mastercard Index of Women Entrepreneurs tracks female entrepreneurs' ability to capitalize on opportunities granted through various supporting conditions within their local environments. The Index uses 12 indicators and 25 sub-indicators to look at how 57 economies across Asia Pacific, Middle East & Africa, North America, Latin America and Europe differ in this regard.