



PRESS RELEASE

AWARENESS PROGRAM: Promotion of registration for women entrepreneurs in the informal sector.

Catalyzing Women Entrepreneurship (CWE) Project

The Ministry of Commerce Industry and Labour (MCIL) in partnership with the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) hosted an Awareness Program as part of *Activity 3: Promoting the registration of women entrepreneurs in the informal sector* under the Catalyzing Women Entrepreneurship (CWE) Project. The objective of this program is to raise awareness for women entrepreneurs in the informal sector on the business registration process, requirements and available support services provided by other organizations.



The awareness program took place on 25th October 2023 at Tanoa Tusitala Hotel Conference Room. In collaboration with the Ministry of Health (MOH), Ministry of Customs and Revenue (MCR) and Samoa Business Hub (SBH), their representatives were invited to present on their respective roles and responsibilities in the process of business registration in Samoa, to thirty (30) women entrepreneurs from the informal sector who are members of different Private Sector Organizations (PSO), Market for Change Project implemented by SBH and other programs under the Ministry of Women, Community, and Social Development (MWCSO). The participants are mostly from the rural areas conducting various small business activities for income and they were also given the opportunity to inquire more about the stakeholders and ministries' relevant roles to assist with their ongoing operations and future transition into the formal sector.

Please address all correspondence to the Chief Executive Officer

P.O. Box 862, Apia, SAMOA | Telephone: (685) 20441/ 20442/ 20443 | Email: mpal@mcil.gov.ws.

The objectives of this program are well aligned with the goals and the long term objectives of the Micro Small & Medium Enterprises (MSME) Development Policy and Strategy particularly increasing the number of women owned MSMEs and increasing the number of MSMEs participating in the formal sector.

END

Please address all correspondence to the Chief Executive Officer

P.O. Box 862, Apia, [SAMOA](#) | Telephone: (685) 20441/ 20442/ 20443 | Email: mpal@mcil.gov.ws.

Level 4, ACC House, Apia | Website: www.mcil.gov.ws