



GLOBAL BANKING ALLIANCE  
FOR WOMEN

# GLOBAL BANKING ALLIANCE FOR WOMEN

Amanda Ellis  
Lead Gender Specialist  
World Bank Group Gender Action Plan

Global Best Practice in Access to Finance

Learning Initiative on Promoting Women's Entrepreneurship  
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## Global Banking Alliance for Women

- Founded 2000
- Banks selected by OECD as “banks of choice for women entrepreneurs”
- Mission: to accelerate the growth of women in business and women’s wealth creation, while generating superior business outcomes for member Financial Institutions (FIs)

# Global Banking Alliance for Women

## Founding Members, 2000

- USA



Fleet Bank



RBC Centura

- Canada



Royal Bank

- Australia



Westpac

- Ireland



Bank of Ireland



## Global Banking Alliance for Women

### Business Case

*Dedicated focus produces bottom line results*

Fleet US\$2 billion initiative in 2000 in debt, equity and advocacy to women entrepreneurs (WEs).

RBC WE market share grew from 18% to 22% (1997-2003), versus its SME share of 19% in 2003 (nearest WE competitor 16%).

Westpac Annualized turnover grew from A\$30 million in 2000 to A\$504 million in 2002 (450% above plan).



# Business Case Canada

- 821,000 women owned businesses
- 47% of all firms
- 25% of firms had employees
- C\$18 billion revenue generated

Source: Statistics Canada, 2004



# Business Case Australia

- 526,900 female business operators
- Nearly half (46%) of all small businesses were at least 50% operated by women
- Average annual growth rate (1999-2001) of 10% among female business owners, compared to 8% among male operators

Source: Australia Bureau of Statistics, 2002



## Business Case: Market Potential (USA)

- 10.6 million women-owned businesses
- 48% of all privately held firms
- 19 million people work for a woman
- US\$2.5 trillion in annual sales
- One in 11 adult women is an entrepreneur
- Women owned businesses are growing at 2 TIMES THE RATE of ALL firms



## Business Case Ireland (2003)

- 25% of small businesses were owned or controlled by women
- 40% of the workforce in Ireland were women, with a 60% increase over 10 years
- Growth of women owned firms was 3 times the average growth rate

Source: Small Firms Association, 2003; AIB, 1998



# What Women Want !!

- **ACCESS !!**

- Capital: early stage and growth
- Information: resources and education
- Networks: power in numbers, shared experience



# Access to Capital

- Micro-loans and Business Credit Cards
  - early stage
- Term loans, lines of credit
  - growth
- Venture capital
  - fast growth to exit



# Differences between men and women ???

- Women want a relationship that goes beyond financial transactions
- Women feel they are not taken seriously when applying for bank credit
- Women gather facts, consult others, and may take more time for decisions
- but are more loyal, likely to bring all their business



# What Banks Want !!

To be THE Bank  
of Choice for  
Women –

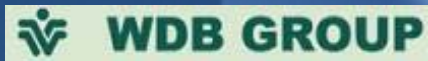
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advantage



# Benefits of becoming “Bank of choice for women”

- Better customer understanding
- Increased market share
- Improved bottom line results
- Improved brand equity, image and reputation
- Enhanced government relations
- Access to better talent pool (employer of choice for women)

# Global Banking Alliance for Women: Members



- Members provide an annual update of their women's market program

# Access Bank, Nigeria

- \$30 million line of credit signed (\$15 million committed) - June 2006

## Results

- \$11 Million disbursed (in 7 months)
- 103 loans
- 1,000 new GEM accounts opened
- 355 women entrepreneurs trained



# DFCU, Uganda

- First GEM deal in East Africa
- Was part of a larger transaction, Tier II capital
- Long Standing client – understands IFC value add

## Lessons/ Replicability

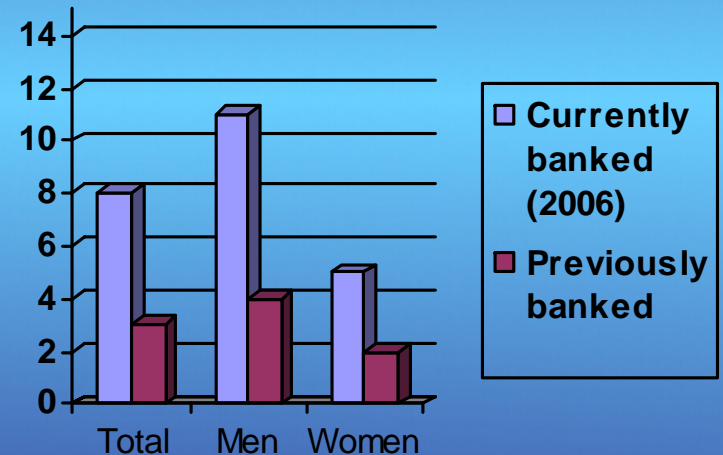
- Demonstration effect
- Think GEM
- Leverage on existing relationships

# Exim Bank, Tanzania

\$5 million line of credit  
signed in February  
2007

## Results

- \$1Mn disbursed to a female owned micro leasing company (Sero lease and Finance Ltd)
- \$0.8Mn disbursed to 10 women owned SMEs
- Saving product

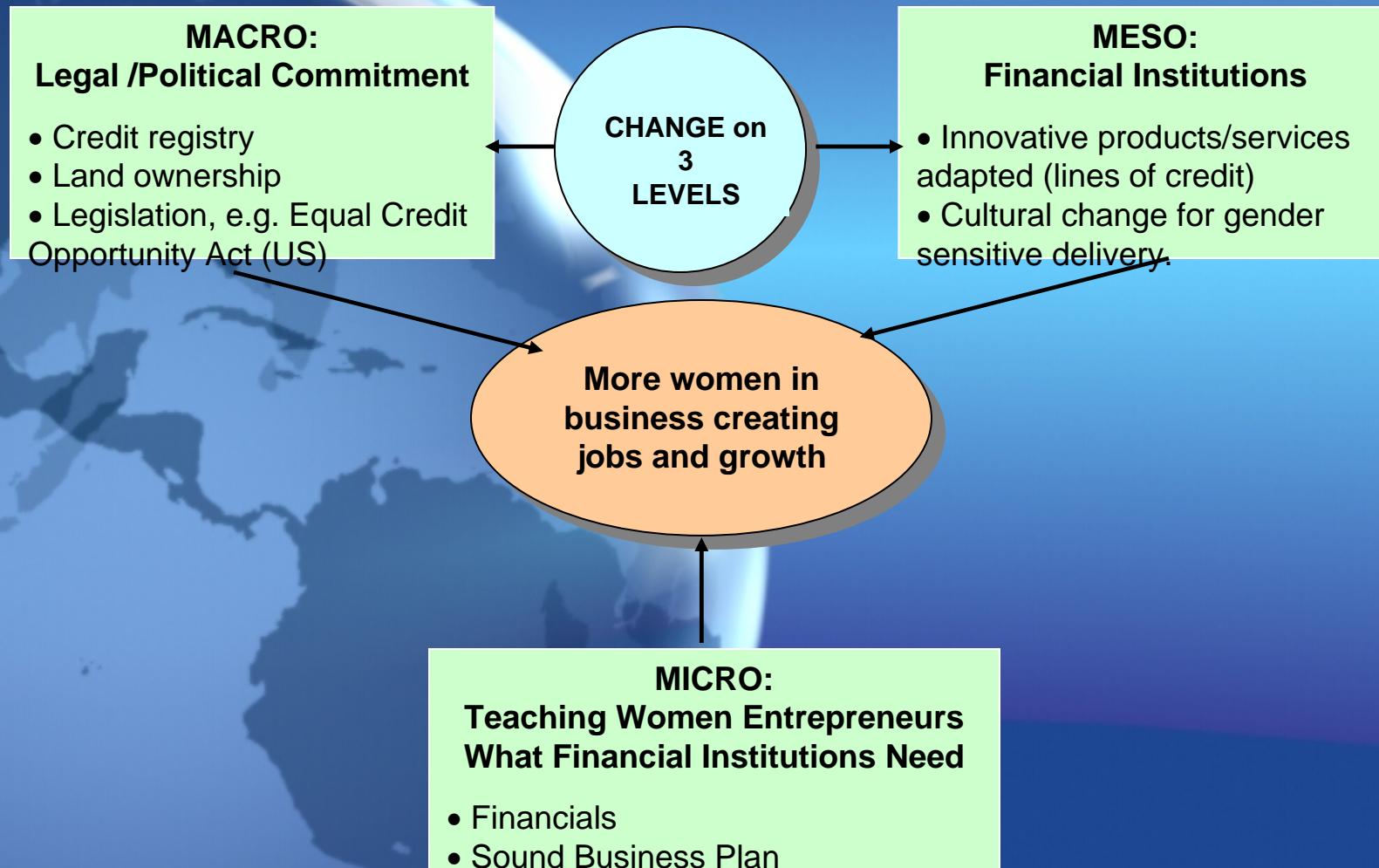


Source: Finmark Trust 2007

# Legal and Regulatory Environment Key

- Credit bureau
- Non-land securities legislation
  - Chattels Transfer Act
  - Leasing Legislation

# Banking on Women: Optimum Outcomes





For more information  
please visit:

<http://www.gbaforwomen.org/>

or contact:

Esther Dassanou  
Global Banking Alliance  
Secretariat Manager

[mdassanou@ifc.org](mailto:mdassanou@ifc.org)