



# A dozen female entrepreneurs and businesswomen are trained to improve their business models in a knowledge exchange activity with Spain

It is an activity of the *Women Business Models* project, implemented by Odal Næringshage Utvikling in collaboration with two Spanish entities: Andanatura Foundation and the Confederation of Female Entrepreneurs of the Rural Areas.

Skarnes, 22nd September 2015

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A dozen female entrepreneurs and businesswomen take part this week in the training workshop aimed at improving their business models being held under the *Women Business Models* project to promote female entrepreneurship and business development in rural areas.

*Women Business Models* is a project developed jointly by Spain and Norway to promote female entrepreneurship in rural areas. The Spanish organization Andanatura Foundation leads the project, in collaboration with the Confederation of Female Entrepreneurs of the Rural Areas. Odal Næringshage Utvikling is responsible for the project in Norway.

The workshop, which lasts two days, will be held at the headquarters of Odal Næringshage Utvikling in Skarnes on the 23rd and 24<sup>th</sup> of September. The attendees



will

develop a business model based on their business idea or improve the business model of their company, in order to make it more competitive. Key aspects as customers, marketing and financial management of the company will be analyzed. Moreover, entrepreneurs will learn to develop a starting plan with economic forecasts.

*Women Business Models* is 90% financed by the Spanish Institute for Women and for Equal Opportunities through the EEA Grants and the European Economic Area Financial Mechanism under the Memorandum of Agreement between the Kingdom of Norway, Iceland, the Principality of Liechtenstein and the Kingdom of Spain.

More:

[www.womenbusinessmodels.com](http://www.womenbusinessmodels.com)