

Promoting gender equality in ICT entrepreneurship at the 1st European Celebration of Women in Computing

FACE Entrepreneurship will join the 1st European Celebration of Women in Computing taking place in Brussels on April 25th and 26th in its aim to promote ICT entrepreneurship in Europe, bringing Swedish expert in International Development, innovation and entrepreneurship Åsa Trulsson as guest speaker.

Belgium and Sweden are the two countries with highest ICT entrepreneurship, according to the last [Global Entrepreneurship Monitor Report](#) that includes 60 countries from all around the world. However, female activity rates are below the European average in both of these countries and, in the case of Brussels, women are mostly motivated to start up by necessity and not by opportunity, which means that they generally start a business when they need income and have few other options left.

When looking at a bigger picture, most European economies exhibit low female entrepreneurship rates too. Only 5.4 per cent of the European women run their own business, in comparison to a 10.1 per cent of men.

Given the global challenge of employment and that entrepreneurship is key element for the creation of jobs and the economies' development, it is essential to empower women to participate actively in the economic activities of their countries or regions. In its aim to prompt ICT entrepreneurship, FACE Entrepreneurship will join the 1st European Celebration of Women in Computing and it will take there the young and yet unstoppable Swedish Åsa Trulsson as guest speaker.

Sharing examples to empower and promote female ICT entrepreneurship

FACE Entrepreneurship is a European Commission funded project that seeks to boost ICT entrepreneurship in Europe. One of the ways it does so is by sharing the example of experienced entrepreneurs and experts in this field. In this case, FACE Entrepreneurship will bring as guest speaker Åsa Trulsson, currently Head of Government and Corporate Relations at Harbour Space, Europe's State of the Art University for Technology and Design. Previously, she launched and implemented the Swedish International Development Cooperation Agency's pioneering private sector collaboration strategy in Bosnia Herzegovina, where she helped organizing the first all-female Hackathon and founding the first accelerator in the country. With a background in both diplomacy and the army, Åsa is an expert in development, business, entrepreneurship and political sciences.



What is the 1st European Celebration of Women in Computing?

After the first five years of start-up during the financial crisis the European Centre for Women and Technology (ECWT) is now scaling up its activities and with the support of strategic partners takes the lead on celebrating European Excellence of Women in Computing. The goal is to provide a new strategy, a leading community and tools to European girls to become global E-leaders of the 21st century.

The event is organised by the European Centre for Women and Technology (ECWT) under the patronage of the European Commission's DG GROWTH, DG CONNECT and DG Employment, Social Affairs and Inclusion, hosted by Proximus, Belgium's leading mobile telecoms company, from 25 to 26 of April 2016 in Brussels, Belgium.

What is FACE Entrepreneurship?

[FACE \(Failure Aversion Change in Europe\) Entrepreneurship](#) is a project funded by the European Commission in the framework of the [H2020 Programme](#) that aims to promote ICT entrepreneurship among young Europeans and to challenge the concept of failure through the understanding and confrontation of the most common fears entrepreneurs FACE. [Grupo Secuoya](#) is coordinating the project with the support of [Telefonica Open Future](#) and [Microsoft Bizspark](#).

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