



June 2023

Press Release 3

WE TOUR “Black Sea: Women Entrepreneurship and Tourism – Empowering Women through Tourism”

2 Days dedicated to Women's Empowerment in Tourism.

The International WeTour Conference, organized by the Greek Association of Women Entrepreneurs - SEGE, was successfully completed on Wednesday, June 21, and Thursday, June 22, 2023, at the Grand Hotel Palace in Thessaloniki. The focus of the conference was to empower and promote Women's Entrepreneurship through the Tourism sector in the Black Sea region.

During the International conference, with over 200 participants and distinguished guests from six different countries, attendees had the opportunity to discuss ways to empower female entrepreneurs in the Tourism industry. They listened to the experiences of female entrepreneurs who received support within the framework of the program and engaged in meetings to foster the growth and networking of their businesses.

The first day of the Conference kicked off with the President of the Greek Association of Women Entrepreneurs (SEGE), Ms. Lina Tsaltampasi, welcoming and thanking the participants for their significant turnout. Greetings followed from the new Deputy Regional Governor for Tourism of Central Macedonia, Ms. Christina Goula, and the newly elected President of the Association of Women Entrepreneurs of Turkey - KAGIDER, Ms. Esra Bezircioğlu.

Next, the Director of the Association, Ms. Nasia Ioannidou, presented the European project WE TOUR - Black Sea Women Entrepreneurship Connection - Empowering Women, implemented by SEGE and includes five partners from Greece, Bulgaria, Georgia, Turkey, and Armenia. The goal of the project is to create a **Cross-Border Business Network** in the Black Sea Basin Area, strengthening, supporting and developing **female entrepreneurship through tourism**, providing new economic and social opportunities to women in the Black Sea Basin area.

During the conference, speeches were given by consultants from national and European programmes highlighting the opportunities for female entrepreneurs in tourism, as well as discussions on the importance of rebuilding training programmes and initiatives in this sector.

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At the same time, examples of "best practices" were presented by female entrepreneurs from the tourism sector, who shared their own successful paths and experiences, inspiring the audience and encouraging them to dare and take their own entrepreneurial initiative in the tourism sector.

The evening was concluded with a Networking Cocktail in the garden of the Grand Hotel Palace, where, in addition to the Conference participants, there were distinguished guests, friends and partners of the Association, from the fields of domestic politics, education, journalism and the rest of the business world. In an atmosphere of cooperation, solidarity and co-creation among the attendees, the challenges and opportunities of Female Entrepreneurship were discussed and the foundations for new partnerships were laid.

The second day of the Conference highlighted the opportunities for business development both for companies and countries through collaborative networks. The Balkan region's good practices were extensively presented, serving as a guide for the establishment of the new Black Sea Network. The discussion focused on collaborations between the Black Sea region and the Balkans. Following that, Greek female entrepreneurs of innovative and sustainable tourism businesses discussed the future of the tourism sector and new strategies for female entrepreneurship in the field, reaffirming the strength and potential of the tourism industry in our country.

The international two-day conference concluded with a Press Conference regarding the European project WE TOUR - & Black Sea Women Entrepreneurship Connection - Empowering Women. The project began in June 2021 and will be completed the following month, July 2023. This cross-border collaboration has supported more than 400 women in Greece, leading to the creation of even more professional opportunities for all women. The specific program is crucial for the development of Female Entrepreneurship, as the tourism sector in these countries is quite supportive of female entrepreneurs, as indicated by the high percentages of female entrepreneurship in the Black Sea region.

The conference was held with the support of the Alumni Association Master in Tourism and Local Development, AUTH.

As the Greek Association of Women Entrepreneurs, we are committed to always stand by women and support them in every way, so that they can pursue the personal and professional direction they want.

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