



BPW PRVI HRVATSKI KLUB PULA

[www.bpw.hr](http://www.bpw.hr)

# BPW PULA CROATIA OUR FIRST 20 YEARS (2001-2021)

*By promoting women's entrepreneurship, we build a community*

*Dr. Alida Perkov, PhD, Founder and President BPW Pula Croatia*

# **THE PANDEMIC IS DEVASTATING SMALL BUSINESS.**

**During Lock-down , many of women entrepreneurs are reporting sales declines of 80 to 100%. This could mean permanently closing the businesses they have sacrificed so much to build .**

**But, they are not giving up.**

**One of the solutions is a common approach to the market through joint business lobbying.**



The association BPW Pula Croatia (abbr. Business and Professional Women) was established in 2001. The Founder and President of the club is Alida Perkov PhD. Our main activity is business lobbying.

**THINK BIG , THINK SMART, THINK NOW**

**So, what are the lessons learned?**

**Think smart entrepreneurs are just born that way?**

**Think again.**

**Think you can be a lonely planet in the  
entrepreneurs world?**

**Think again.**

**GENERALLY, WHEN WE LIFT UP A SMALL  
BUSINESS, WE LIFT UP A COMMUNITY**

**One of the solutions for strengthening micro-  
enterprises of women's entrepreneurship is joint  
lobbying through business associations:**

- 1. Towards National and International  
institutions**
- 2. Through Lobbying in domestic and  
international business**

# THE BPW PULA CROATIA RESULTS AFTER 20 YEARS OF LOBBYING ACTIVITY

240 monthly meetings with 7200 participants

36 study tours to the country and abroad with

840 local and as many foreign participants

4 organized international business forums in Pula with 1200 participants (2007, 2010, 2016, 2020)

30 Lobbying for shopping with 1500 participants

200 business & information workshop



1. Institutions  
lobbying:  
a) BPW Pula President  
Alida Perkov was  
appointed as Croatian  
representative to the  
the Women's  
Entrepreneurship Team  
at UNECE Geneva  
2001-2004.





1.b) Since 2006. BPW Pula members regularly participate to international business networking in Danube Countries (BPW Danube net)



BPW members lobby through monthly Business meetings.





Team work in realizing project ideas are much appreciated.





Visiting the textile production plant owned by woman , BPW tributes to increasing women entrepreneurship empowering.



Valorization of Pula city clothes during Habsburg period , 19th century, contribution to local tourist brand. Women often work in tourism. This helps lobbying in tourism industry.





Founding ceremony of BPW ADRIONNET, Bari (Italy) 2017, the project of BPW Pula to foster international exchange of goods and services of women entrepreneurs.



BPW Pula realizes meeting also with the non-bpw organization of women entrepreneurs, thus fostering women entrepreneurship solidarity.





Bpw lobbying for shopping 2017., presentation, and purchasing of women's products and services.



One of the many press conferences. Media is openly supporting & lobbying for BPW.





Bpw Danube net in Wien 2017.g.,  
signed a cooperation agreement BPW DANUBE  
NET and BPW ADRIONNET, the two important  
Euro regions. They lobby for each other.





Members of BPW in the Croatian Parliament in 2018. presented to the deputies the work of the association.

All Presidents of the Republic of Croatia supported BPW Pula Croatia.







International business Forums organized by BPW Pula give opportunity to entrepreneurs to widen their social horizons.



During 2020. the International business Forums evaluated to hybrid shape, as combination of physical and virtual meetings.





Nowadays Zoom is a new style of digital communication era. Virtual lobbying is obtaining a new shape to economy.



# OUR RESPONSE TO THE CRISIS: THE BPW MEMBER WEB DIRECTORY

<https://www.bpw.hr/en/business-catalogue.html>

Hvala / Thank you !

Dr.sc. Alida Perkov, PhD

Founder and President of BPW Pula Croatia