

# e-IBWC

## e-INTERNATIONAL BUSINESS WOMEN CLUB

### Membership Package

Association of Business Women in Serbia (ABW Serbia) operates on the basis of projects, as well as a set of regular services that it provides to members within their membership fees. Since the members are mostly from Serbia, the goal of the Association is to enlarge its membership by including new members, women from abroad. Consequently, a section of ABW Serbia, the **International Business Women Club (IBWC)**, was established two years ago.

Due to the pandemic and limited physical communication, we are moving to online activities and therefore e-IBWC has been formed. Consequently, the approach to membership from diaspora/other countries, as well as membership fees, has been changed.

The target group of e-IBWC is primarily women from the diaspora, but also those who want to develop business in Serbia and the region of the Western Balkans, regardless of their origin.

Within the target group of women from the diaspora/abroad, we distinguish several categories:

1. Target group of women owners/co-owners of companies and/or managers who want to expand their business in Serbia/homeland, either by selling their services or products, or by finding strategic partners
2. Target group of women from diaspora/abroad who want to connect with our members to find recommended and reliable companies in Serbia where they can personally go and purchase products, or get some services while staying in Serbia
3. Target group of women from diaspora who want to join the membership in order to be informed about issues relevant to entrepreneurship in their homeland, and who are interested in attending webinars, which will enable closer contact with the business community in the homeland, through networking with business women in Serbia
4. Target group of women who want to join membership to get information on issues relevant to entrepreneurship, with a focus on women's entrepreneurship.

The newly formed e-IBWC includes the following online services:

- Online webinars (at least once in three months) on economic trends' issues and Serbian market trends, as well as other business topics
- Online networking of all ABW Serbia members via online platforms (once a month)

- Informing the members about the activities and projects of ABW Serbia by sending the newsletters
- Providing opportunity to e-IBWC member to announce the event through the ABW Serbia members' network
- Announcement and promotion of e-IBWC member's event on ABW Serbia social networks' channels (Facebook, Instagram, Youtube, ISSUU)
- Promotion of e-IBWC member through the electronic promo newsletters and e-catalogues of products and services of the ABW Serbia members

FOR ALL NEW MEMBERS OF e-IBWC, membership is free during the first 6 months.

After that period, first and second category members should pay 200 euros annual membership fee, third category members should pay 100 euros annually, while fourth category members should pay 50 euros.