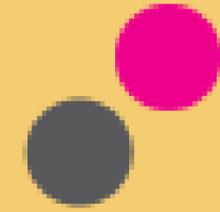




EMPOWERING WOMEN CREATORS IN MYANMAR



WHAT IS SHECREATES သူမလက်ရာ?



SheCreatesသူမလက်ရာ is an informal network of more than 100 local, small, women-led businesses, artisans and creators. We promote the preservation and visibility of diverse local Myanmar crafts and their cultural heritage, with mutual respect and sustainable practices.

Through our platform members can access personal and professional growth and learning from each other.

VISION & MISSION



We envision peace and prosperity through the empowerment and solidarity of women creators.

SheCreates aims to:

- Encourage the creations of women in Myanmar.
- Inspire creativity and modernized designs while sustainably maintain the heritages of traditional wisdom and craftsmanship.
- Create a community which is respectful, ethical and supportive.



HISTORY OF SHECREATES



2022

The first “She Creates... with Spain” event, celebrating the International Women’s Day was organized by the embassy of Spain in Yangon.

In June, SheCreates သူမလက်ရာ was formed. In September the showroom opened its door above Wai Wai’s Noodles in Sanchaung.

2023

Number of SC members grew to about 80. In June, SheCreates’s first anniversary, “SheCreates Week 2023” was successfully held with the support of EU Commission and Embassy of Spain in Myanmar. SC was able to send delegations of members to Thailand for exchanges, join pop-up markets and TOT trainings in December.

2024

The second “SheCreates Week 2024” was held again successfully in Yangon with the generous sponsorship from EU & Spain Embassy in Myanmar. SC now has showrooms in both Yangon, Bangkok and Chiang Mai with the support of its partners. The showroom has a cafe, offers workshop space and gallery space. SC has over 100 members at the moment.

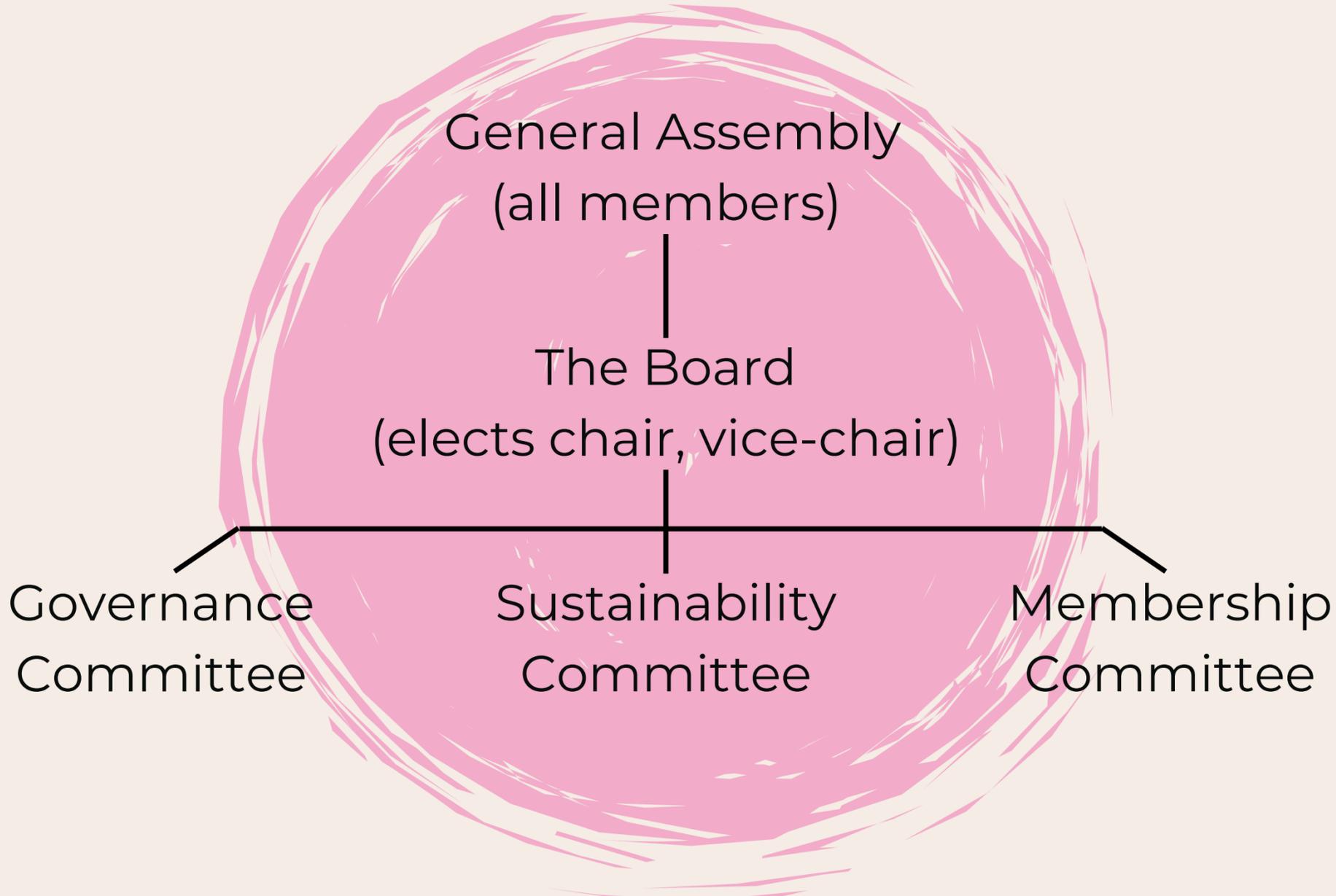




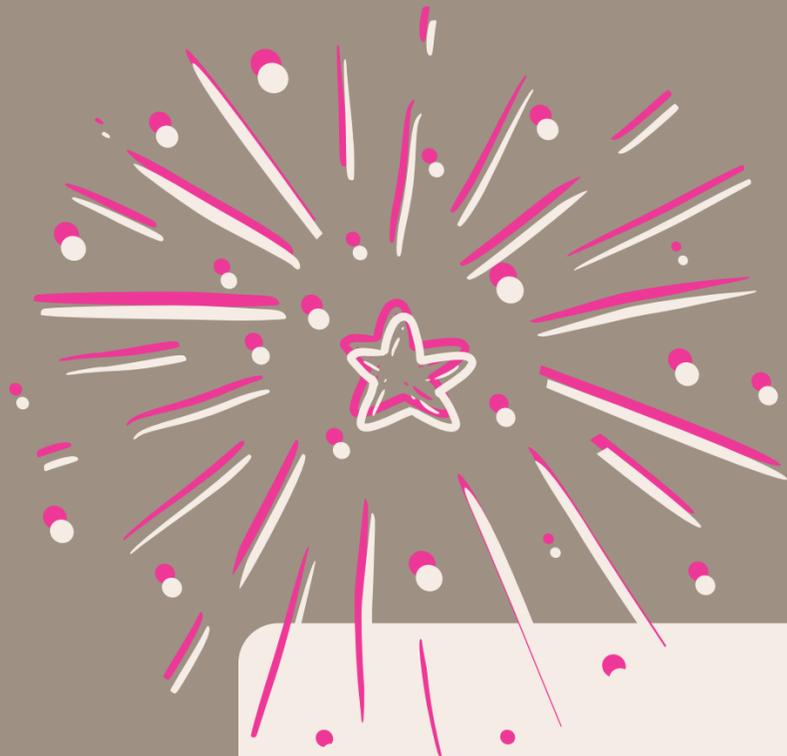
WHO OWNS SHECREATES?



THE ORGANIZATION AND BUSINESS MODEL OF SHECREATES







WHAT DOES SHECREATES DO?

MARKET

Provides physical space (showrooms in Yangon, Bangkok, Chiang Mai) and a visual space (website, social media platforms) to sell and promote members' brands and products

EDUCATE

Provides workshops and other learning/development opportunities for member creators, local youth and women, both locally and internationally.

NETWORK

Serves as a safe space for women creators and entrepreneurs to exchange ideas, resources and strengthen network



FACTS & FIGURES

106

members

11

product
categories

150

items



Product Categories

1. Accessories
2. Aromatherapy
3. Arts
4. Bags
5. Clothing
6. Cosmetics
7. Food & Beverage
8. Homeware
9. Interiors
10. Jewelry
11. Stationery

CONNECTING INNOVATIVE IDEAS.

Be part of it!
29 May
 to **4 June**

3 panels / 2 workshops / Exhibition /
 Pop-up Market & More....

May 29 " THE VALUE OF CULTURAL HERITAGE "

Panel Discussion at **Doh Eain Office** **4:00 PM to 5:30 PM**

May 31 " SUSTAINABLE AND RESPONSIBLE BUSINESS "

Panel Discussion at **Maw Yon Cafe** **4:00 PM to 5:30 PM**

June 1 " BRANDING "

Exclusive Workshop for SheCreates Members only at **Goethe-Institut** **10:00 AM to 4:00 PM**

June 2 " CULTIVATING INNOVATION "

Panel Discussion & Exhibition at **Goethe-Institut** **10:00 AM to 11:30 AM (Panel)**
12:00 PM (Exhibition Launch)

June 3,4 " WEEKEND POP-UP MARKET "

Featuring SheCreates vendors, workshop and tour of the shops at **The Round House Restaurant** **9:00 AM to 6:00 PM**

Organized by



ဥရောပသမဂ္ဂ

A week to connect, exchange views and spark innovative ways to empower entrepreneurship. Join our efforts to promote creativity while protecting Myanmar's heritage and crafts in a sustainable way.

In collaboration with



Follow the SheCreates Facebook page



SCW₂₄

2024

SheCreates Week

Building Bridges, Breaking Barriers

Mon 03 June - Sun 09 June



BRIDGE













FUTURE PLANS



WHAT'S IN THE PIPELINE FOR SHECREATES?

MARKET EXPANSION

Exploring possible markets, customizations, pop-up markets, cooperate gifts, online shops, physical stores in Yangon, Bangkok and Chiang Mai and other international exhibitions.

CAPACITY BUILDING

Working with other partners for organization development. Design and offer technical help and training courses for member creators on various creative and business topics.

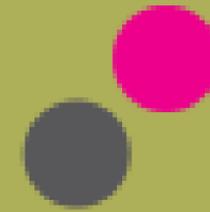
EXCHANGE & EXPOSURE

Actively working with different partner organizations for cultural exchanges and exposure for our local creators to improve production quality and inspire innovation.

SHE ARCHIEVE

Continue the 'SheArchieve' initiation with community symposiums, panel discussions and support other programs that will help to preserve traditional heritages.

SHECREATES & SOCIAL ENTREPRENEURSHIP

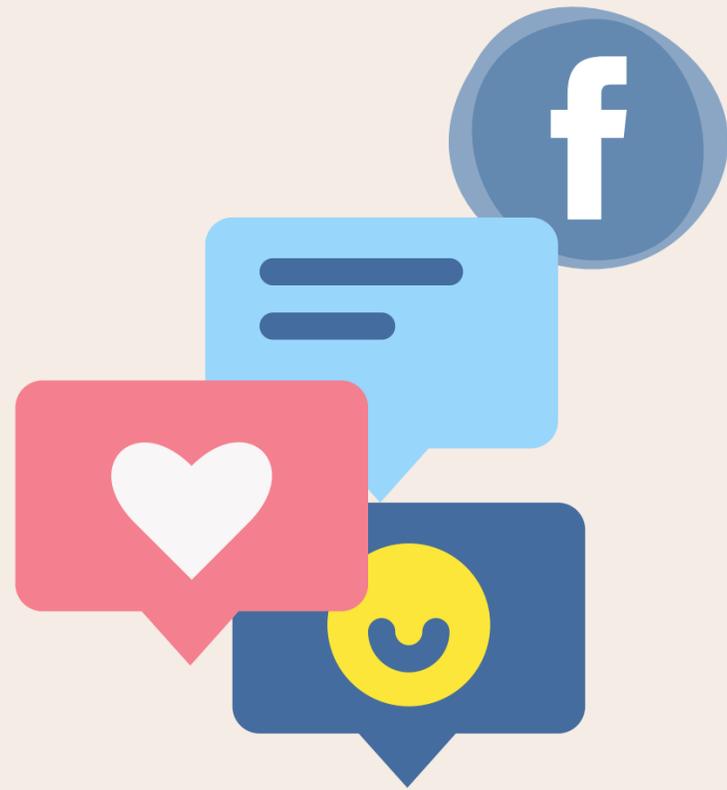


She Creates was born out of a group of passionate women's goodwill to help and support each other during difficult times.

We do not know what the future will bring, but we do hope that no matter how it changes, we can always remember and be true to our original intention.

May there be peace and prosperity for all.





ANY QUESTIONS?

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THANK YOU!

