



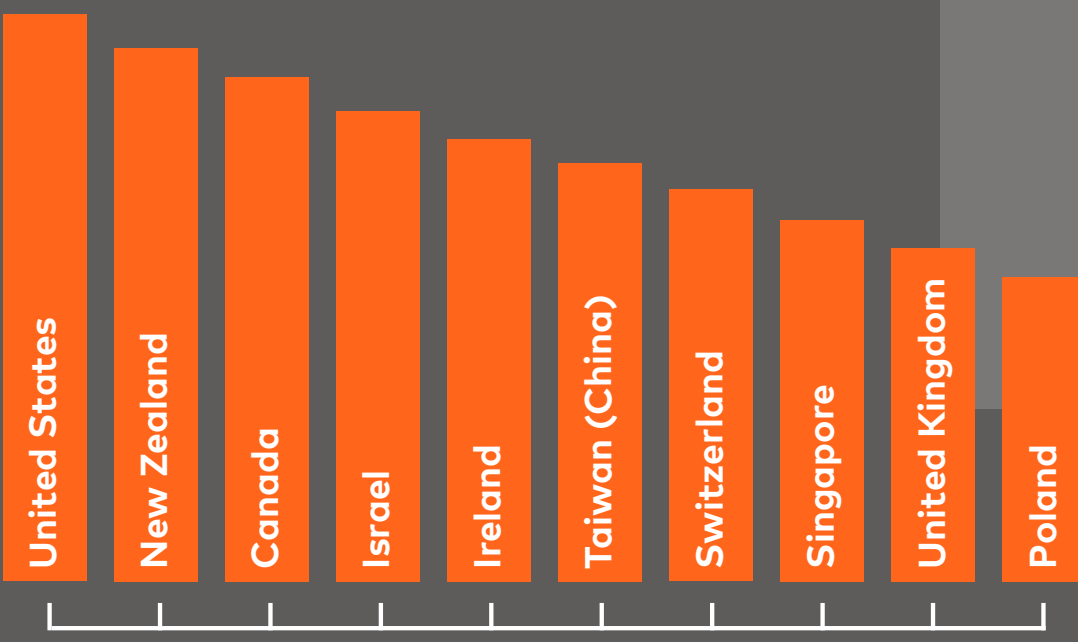
# Mastercard Index of Women Entrepreneurs 2019



Tracking the global progress of women entrepreneurs and business owners across **58 economies**, representing **80% of the world's** female labor force

## Supporting Entrepreneurial Conditions

The top 10 open and vibrant markets where the support for SMEs and ease of doing business are high. The United States has taken the top spot for the first year



## The top 5 markets where women are making the greatest strides

As business leaders, entrepreneurs, and labor force participants



**Philippines**  
rank 1



**Colombia**  
rank 2



**Canada**  
rank 3



**Thailand**  
rank 4



**Brazil**  
rank 5

## Access to Education & Funding

Among the top 5 markets, women in **Asia Pacific** are taking a prominent lead



**#1**  
Malaysia

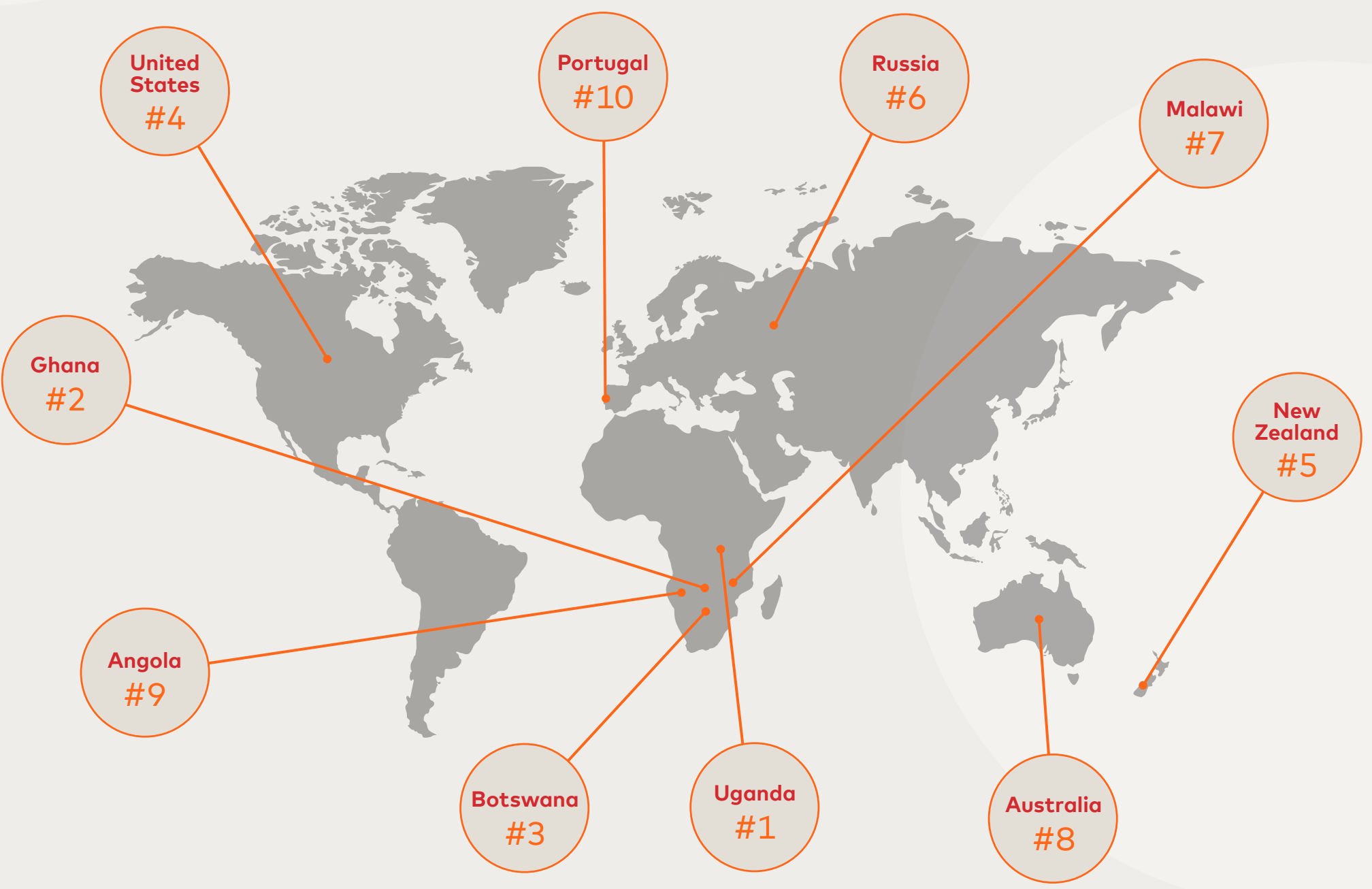
**#2**  
Singapore

**#3**  
South Korea

**#4**  
Ireland

**#5**  
Vietnam

## Top 10 markets leading in women business ownership



as % of Total Business Owners

## What are the characteristics of inclusive entrepreneurship?

### Successful

- Easy to do business
- Well-developed infrastructures
- Open, vibrant and dynamic
- Social norms deeply encourage and promote innovation, creativity, risk-taking and success through personal perseverance

### Challenging

- Generally less wealthy, less innovative economies
- More constraints such as cultural bias where women are less accepted and regarded as being equal in business
- Less opportunities to rise in the economy as leaders, managers and professionals
- Less access to financial funding

\*Based on publicly available data from international organizations including the International Labour Organization, UNESCO and the Global Entrepreneurship Monitor.