



newsletter

MAY 2009

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IWFCI HEADLINES NEWS

Innovation - Business Survival or Bust



2. Be open for feed-back and adjust. Even from the least of us as they are normally closest to reality. The Japanese call this 'quality circle' where management and labour sit together in a circle as equals and discuss issues.

3. Read newspapers and books everyday for this is the source of knowledge and knowledge will empower you to make intelligent choices.

4. Fight complacency and challenge yourself each day to go further, think smarter, expect better.

5. Get involved. If you don't like the rules, join your local council or governing body and change them.

Likewise, imagine a situation when a new technology is available but the market is not ready (which is normally the case). When the market shifts, it creates an opportunity to launch a barrage of new businesses.

So, preparation plus opportunity equals success!

The innovators amongst you should therefore keep track of the triggers that herald change, whether in market or technology shifts, since either shift could trigger an opportunity. These are called **Innovation Triggers**.

But this alone is not enough, you need additional attributes that makes an innovation successful.

‘ In business, timing is everything which means ensuring that both your new innovation and your target markets are ready at the same time ’

You need to do your business planning by defining your target market and adapt the product and price to position it in the market and think through demand and delivery too forefill the promise. These are called **Innovation Enablers**.

If an innovator fails to put into place measures required to quickly penetrate and dominate the market, substitutes will soon come in and erode the opportunity. The window of opportunity for new ideas in business is on average six months.

A final thought on this point. It is worthy to consider the source of inspiration throughout history for great innovations and inventions. It is war and love and on this occasion a deep recession. Great ideas come when the world is at pain to stop it or at pain to want it. Both invoke the pressure needed for intense focus and tenacity – the ingredients to being a Winner.

Creating a Culture of Innovation within your company is one of the keys to surviving the current financial crisis. Experience has shown us that successful entrepreneurs will focus on improving an existing idea rather than invent a new one. Not only is this cheaper and quicker but it leverages from an existing proven market, which is being smart and risk adverse.

For example, Virgin Airlines did not invent the airplane they were just more creative and innovative in how they provided the service.

So how can women owned SMEs develop new innovations and grow, leveraging off new opportunities and markets to transition themselves to that next stage?

1. You need to create a culture of innovation with-in your work place. That means encouraging new ideas and ways of looking at old practices. This does not disrespect our old traditions, on the contrary, it respects the intensions of the source of life to think and grow like an ever moving wheel of progress.

Preparation + Opportunity = Success

In business timing is everything which means ensuring that both your new innovation and your target markets are ready at the same time.

Imagine a situation where the market is ready but the required technology is not available, when the technology becomes available, it triggers a successful opportunity.

Diana Abruzzi IWFCI

PO Box 148, Bulleen Victoria 3105
t. +61 3 9846 8599 f. +61 3 9846 3539
www.iwfcio.org

AN INVITATION

14TH APEC - WOMEN'S LEADERS NETWORK MEETING, 4-6 AUGUST 2009

IWFCI International Chair Ms Abruzzi and IWFCI Chair Singapore Ms Ann Phu met with Mrs Tan Hwee Seh, Director, Ministry of Community Development, Youth and Sports (MCYS) to discuss the forthcoming APEC WLN 2009 Meeting in Singapore.

This year the theme Women and sustainable Development in APEC is in line with APEC 2009's theme of sustaining growth and connecting the region. In addition to promoting the participation of women in the economic and trade-related activities, this meeting will serve as a platform for APEC women leaders to network and share their insights and experiences with key decision-makers within APEC. IWFCI will be taking a delegation of its members to the WLN meeting those wishing to join us and need further information please ring IWFCI office 03 9846 8599.



IWFCI MISSION TO BANGALORE



IWFCI Australian Delegation - IWFCI Chairman Diana Abruzzi, Penny Grandy and Pru Blennerhassett



President of AWAKE Ms Sudha Prakash greets IWFCI Chairman Diana Abruzzi



Awake President Sudha Prakash gives Australian Delegation farewell Luncheon

SUMMIT REPORT VOICE OF WOMEN 2008

Role & Contribution of Women to Global Economy

Overview of India – a land of surprises and a developing nation

- New building taking place everywhere
- New freeways being developed
- New ultra modern airports at all major and regional airports
- Bangalore – no beggars on the main streets that we came into contact with - no cows or animals wandering the main city streets
- a beautiful city of just under 60 million people
- excellent hotel facilities offering business centres, airport transfers in air conditioned cars with a hotel delegate to meet you at the airport to ensure a trouble free arrival and departure, western food as well as local produce
- very well priced restaurants but very expensive wine

Delegates: Korea, Sri Lanka, Vietnam, South Africa, Italy, Australia and Nigeria

There is nothing more empowering than a large room full of like minded women. We had the opportunity to meet many

wonderful women from different countries and various regions of India, a number of whom we had met on their previous business delegation to Melbourne. We were treated with extraordinary hospitality, generosity and immense respect by our hosts and other delegates. In fact, everyone wanted to have their photos taken with us which was very flattering at first but started to become an intrusion.

Conference

The focus of discussion was on the role and contribution of women to a global economy. We had many diversified speakers contribute to the event including our own Diana who gave a wonderful address to the delegation on behalf of IWFCI Australia. We should all be very proud of the credibility she has created in the international community and the way she represents us.

Business Opportunities

We had the opportunity to visit the Karnataka Minister for Industry who strongly supports AWAKE and business interests between our two countries. During our discussions with him he made it quite clear that India is now a strong and emerging nation powering into the next economic generation. India is ready willing and able to take on just about any business venture that anyone is prepared to put forward and

his department is there to assist anyone trying to break into the Indian market. Remember that Bangalore (Karnataka) has a population of just under 60 million people and they say that about 20% of the population is educated and 80% not educated or not educated well. This would give a sample market of perhaps 12 million people to test your product or service on before venturing into other large cities in India.

Remember too that with Indian culture it is important to find a business advocate or synergistic partner. If you were interested in looking at the potential of the Indian market you could also make contact with our affiliates at AWAKE in Bangalore through Diana.

Summary

This was a wonderful experience on so many levels. We didn't get sick, we were treated like pop stars and people could not do enough for us. The relationship between Indian and Australian businesswomen was firmly cemented with respect and credibility. There are enormous opportunities available to those wishing to investigate the possibilities - India is a bit like the wild west at the moment, lots of money around and just looking for new business opportunities to invest in.

Written by Penny Grandy



PROTECTING YOUR BRAND

Can you own the colour blue?

What does pale blue and exclusive jewellery have in common? Think Tiffany's. Think orange and champagne. You got it - Veuve Clicquot. Triangular chocolate is often associated with Toblerone. The list goes on.

In today's modern world of branding colours, shapes, smells, sounds and aspects of packaging, even textures and patterns can have just as an important role as the brand name itself. Taking this idea one step further, most people would immediately draw the connection between "Zoom, Zoom, Zoom" with the car manufacturer Mazda. The Nokia tune (when a phone is turned on) has become so ubiquitous that no one needs to see the phone to know what brand it is. Martin Lindstrom, an established branding expert, notes in his newly released book "buyology" that while most people will recognise the smell of Johnson's baby powder as a Johnson & Johnsons product far less are able to recall how exactly the logo looks. Such is the power of sensory branding.

Thankfully, the laws have kept up with the times. For example, in 1996, in Australia, the Trade Marks Act was amended to allow businesses to register these types

of non-traditional brands as Trade Marks. While this may not seem so surprising at first instance, the significance becomes apparent on consideration that trade mark registration effectively gives you exclusive rights over the use of the registered brand, in the country that it is registered in for the goods or services that it is registered for.

‘ Not every trade mark can be registered. The key is it needs to be distinctive. ’

There is, however, a catch. Not every trade mark can be registered (no matter how famous it is or how much you have used it). The key is it needs to be distinctive. In other words, it must have been used in a way that people clearly associate that particular trade mark as being from one particular source. This means that descriptive trademarks just won't pass the test. To demonstrate this, take the examples of the colour fluorescent yellow for safety gear, red to symbolise danger and green for mint flavoured confectionary.

These are all descriptive uses of colours and therefore trade mark registration will not be possible as other traders in the same or similar industries would have a genuine need to use those colours for their own similar goods or services.

On the flipside, going back to our prime example of the Tiffany's blue box, the pale shade of blue unmistakably represents

On the flipside, going back to our prime example of the Tiffany's blue box, the pale shade of blue unmistakably represents the exclusive brand of jewellery. According to Lindstrom (based on his own first-hand study involving 600 women) when given a Tiffany's box, powerful associations with engagement, marriage, babies and fertility

were /are conjured up / evoked/ created. He says, it even raised their heart rates by twenty percent (too bad, in the end, there was nothing in the boxes!).

In conclusion, trade mark registration can be a very powerful tool to protect all aspects of your brand, goodwill and reputation. As a general rule trademarks are granted on a 'first come-first served' basis so if you think you have a valuable trade mark that is unregistered it is best not to delay.

This article, while only brief has hopefully given you a feel of how far brand protection can extend. While Australia has been used as an example, similar trade mark protection laws exist in most countries. If you believe that a distinctive element of your brand might be capable of trade mark registration it is best to seek the advice of a lawyer or trade mark attorneys before acting further. While this is a very dynamic area of the law, it is also very specialised.

Written by Sharon Givoni, Intellectual Property Lawyer (based in Melbourne, Australia). She runs her own legal practice and her website can be viewed at: www.sharongivoni.com.au. Disclaimer: Please note that the contents of this article are of a general nature only and cannot be relied upon as a substitute for tailored and professional legal advice.

IWFCI BUSINESS FORUMS

IWFCI Business Forums is proving to be a great source of both information and education in all areas of business for IWFCI members designed to foster closer working relationships with other members and to exchange ideas, share experiences, and discuss current business trends and issues.

BUSINESS FORUM BENEFITS

The benefits of forum are unmatched in comparison to other business arenas in terms of integrity, quality and value.

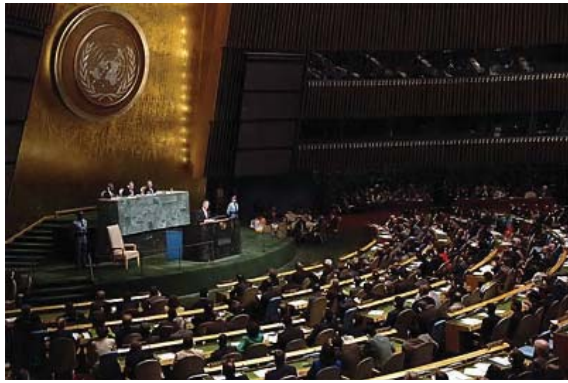
They include:

- A support network
- Close friendships
- Learning from the valuable experience of your peers, on different topics of business
- A confidential environment



UNITED NATIONS ASSEMBLY

CREATION OF A NEW WOMEN'S AGENCY - MARCH 3RD



After being blind for years to the needs and rights of women, the United Nations is finally well on its way to create a “fully-resourced” women’s agency, says Stephen Lewis, the former U.N. Special Envoy for HIV/AIDS in Africa.

A long-time vocal advocate for women’s rights, Lewis helped promote the creation of a billion-dollar gender institution, saying it is reasonable to ask for such an amount considering that the agency will deal with issues affecting half of the world’s population, and that the funding is just a third of that given to the U.N.’s children’s agency UNICEF and a quarter of the U.N.’s Development Fund’s (UNDP) budget.

“We have an agency for children, we have an agency for health, we have an agency for sexual and reproductive rights, we’ve got agencies for all kinds of things, but not for women who need one, and think the time has come,” he told IPS correspondent Nergui Manalsuren.

The proposal calls for a new “gender architecture”, including the consolidation of three existing U.N. entities - the U.N. Development Fund for Women (UNIFEM),

the Office of the Special Adviser on Gender Issues and the U.N. Division for the Advancement of Women - under a single new U.N. agency. Excerpts from the interview follow.

IPS: You talked about the creation of a women’s agency. Where does it stand right now?

SL: The creation of a new international agency for women is well on its way in the next couple of days. I am hoping that a resolution creating the agency will occur before the end of this year, if not, then early 2010.

In the next week or two, the governments will have a proposal from the Secretariat, they will wrestle with the proposed proposal. The president of the General Assembly is very strongly in favour of the need for women’s agency. He hopes that it

will happen before he leaves office, which is Sep. 14. That may be too soon, it may be later in the fall or in the early winter, but it’s coming, it’s coming. What should happen now is actually to get the architecture in place. But there is no question that there is greater and greater momentum to create the agency as people realise how desperately it is needed.

IPS: What is the estimated budget?

SL: It is unknown. My agency is suggesting a billion dollars a year to start, which is only one-third of UNICEF, one-quarter of UNDP, so we are not asking for an inappropriate amount considering it’s half the world’s population and it has a lot of time to make up.

By Stephen Lewis

MEMBER PROFILE: SUE DAVIS



Effective communication is critical to both personal and business success. If you speak English as a Second Language, poor pronunciation may prevent effective communication. For many people, the poor pronunciation of English causes problems communicating with employers, clients, colleagues and friends.

People gain much of their education, information and understanding of the professional disciplines and life experiences through speaking and listening. Many people who speak English as a Second Language have highly developed English reading and writing skills. However, their difficulty in speaking and understanding spoken English disguises their abilities.

Sue Davis, Director of Australian Accent and Pronunciation, recognised how important these skills are when hosting a number of overseas students. As a trained Science Teacher, Sue realised she could help them develop their English speaking and listening skills. As a Company Director of more than 10 years, Sue identified a substantial need for English Pronunciation services. To meet this demand, she established Australian Accent and Pronunciation.

Australian Accent and Pronunciation is currently providing English Pronunciation and Listening Training for Deakin University working with both Staff and Students. Other clients include Peninsula Health, Sigma, HR3 IT and individuals from business, academia and the general community. Her private tuition and courses include the use of face-to-face tuition supported by interactive software.

Australian Accent and Pronunciation provides: - personalised tuition for individuals; - courses designed to meet the specific needs of individual business and Education and Health providers; - and is an Agent for the CopyCat English Pronunciation Software.

Sue can be contacted on 0410 414 063 or (03) 9885 0744 or by email at aaap@pacific.net.au

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diana.abruzzo@iwfci.org or +61 3 9846 8599