

**2/3 companies in the Polish service industry are owned by women.
The 12th edition of the Businesswoman of the Year competition is starting.**

In terms of entrepreneurship, Polish women rank high among the European Union countries - every third Polish company was founded and is run by a woman. The Lipstick Success Foundation has been supporting women entrepreneurs who are not afraid to pursue bold business, social and cultural projects and men who pursue a policy of diversity and inclusion for over 12 years.

In the previous editions of the Businesswoman of the Year competition, over a hundred women have been awarded, who, thanks to determination and commitment, have built companies not only nationwide, but also international. For many of them, this victory paved the way for further successes, facilitated entry into new markets and provided an opportunity to attract investors and business partners.

Polish female entrepreneurs

In terms of the number of companies established and run by women, Poland ranks among the highest in the European Union. The share of enterprises run by women is nearly 30%, which means that every third company in Poland was founded and is run by a woman. The services market in Poland is particularly dominated by women. According to the data collected by the research agency Bisnode in the sector of individual service activities, as many as 75% of companies out of over 10,000 surveyed are women. Most of them are small enterprises employing up to 9 people. Polish businesswomen are mainly successful in sectors related to taking care of beauty and physical condition, but also in legal and financial consulting, accounting, veterinary care and in the production of clothing and other textile products. For now, they are unlikely to be seen in industries traditionally considered male, such as heavy industry, but some of them will definitely decide to try their hand there as well.

On the other hand, the activity of women by voivodship shows that the most active in business terms are the inhabitants of the Opole region, which own 34.5% of local companies, 3.5% more than last year. The second place in this respect is taken by the Śląskie Voivodeship - 32.2% of the companies are owned by women - and the third is Łódzkie - 31.7%. The inhabitants of Podkarpacie show the lowest business activity - 25.7% of local enterprises belong to them.

Support for active women

Women have ideas for running a business, but their actions are often blocked by internal fears related to negative beliefs that they will not be able to cope or will not be able to stay in the market. That is why there is a need for initiatives that publicize their successes, inspire other women, encouraging them to act. This is evidenced by the number of participants in subsequent editions of the Businesswoman of the Year competition. In 2019, over 700 nominations were submitted in open categories.

We are delighted that once again we have the opportunity to support activities for the development of entrepreneurship of Polish women – says Marta Życińska, Marketing and Communication Director for Central and Eastern Europe at Mastercard Europe – In order to be successful in business, you need competences, good ideas, determination and unwavering faith in your own abilities, and many women still lack the latter. That is why it is so important to show and reward their achievements, encourage them to continue fighting for their own independence and set an example to those who would like to implement their ideas but cannot decide on the first step.

This year, Accenture, one of the world leaders in the outsourcing and consulting market in the field of management and technology, has joined the competition partners. Equality and diversity are the foundations of Accenture's values. It is our company's DNA that underpins innovation, development and positively directed change. Thanks to them, we face the challenges of the present and boldly look into the future. The research we are conducting clearly shows that ensuring the most diversified environment is the driving force behind the ongoing modernization. One of these aspects is involvement in activities promoting diversity and removing exclusions. It was natural for us to support the initiative promoting the development of female entrepreneurship. We are happy to be here - says Jarosław Kroc, Managing Director and President of Accenture in Poland.

About the competition

Candidates may apply for the competition themselves or be nominated by third parties who have already noticed their successes and would like them to be appreciated by others. Applications and nominations can be made via the on-line form available at www.bizneswomanroku.pl

If the application is made by nomination from third parties, the candidate will receive an e-mail with information about the nomination, a link to the regulations and categories. When deciding to enter the competition, she will have to fill out an online form in the appropriate category.

Applications are accepted in 7 open categories:

- Business of the Year, Revenue over PLN 10 million
- Business of the Year, Revenue below PLN 10 million
- Idea for start / Local Business
- Startup of the Year
- Leader in New Technologies
- A parent-friendly organization
- Counteracting digital exclusion - leader, business, organization
- Social activity

Applications are accepted until February 14, 2021.

In closed categories, i.e. Grand Prix: Inspirator of the Year, Male Champion of Change, Female Champion of Change, candidates and candidates are nominated by the members of the Competition Jury, experts and the Foundation.

Organizer: Foundation of Success Written with Lipstick

Strategic partner: Mastercard

Educational Partner: Microsoft

Category partners: BNP Paribas, DPD Polska, Google Cloud, Henkel Polska, HUAWEI, IGT Poland,

Content partner: Accenture

Competition partners: CCC, emba @ UW, Vital Voices, Humanites, Perspektywy, Humanites

Honorary Patronage of the Competition: Mayor of the Capital City of Warsaw

Media patrons: TVN Discovery, Polska Press Grupa, Onet, Forbes Women, Piękna Życia, Wysokie Obcasy, Wysokie Obcasy Praca, MamStartUp, Imperium Women, Law Business Quality, Polska the Times

The data cited in the text come from the Bisnode Polska study. The purpose of the analysis was to answer questions about women's business activity in relation to the position held, activity in the industry, company size and geolocation. Data from nearly 550,000 companies were analyzed. The data quoted covers the period of the last three years: 2020/2019/2018.

Foundation of Success Written with Lipstick is the largest and oldest community of entrepreneurial women in Poland. Its mission is to comprehensively support women and young people, provide them with professional knowledge necessary for personal and professional development, and motivate them to take bold actions and make their dreams come true. The co-founders of the Foundation are: Olga Kozierowska and Olga Legosz. Trains and motivates over 300,000 Polish women annually and 250,000 young people. The flagship projects of the organization include: the program of professional activation of women Sukces to Ja, the national competition of the Businesswoman of the Year, social campaigns # StaćmniejszaSukces, #NiePraszamZa and # LetWybać, the FunTechFuture program for girls leaving orphanages and YEP.Academy activating young people.

Aplikacje Fundacji Sukcesu Pisanego Szminką: [gra Yep](#) i [MyOla](#)

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