

Bridging the Gap

Future Solutions for women-led SMEs

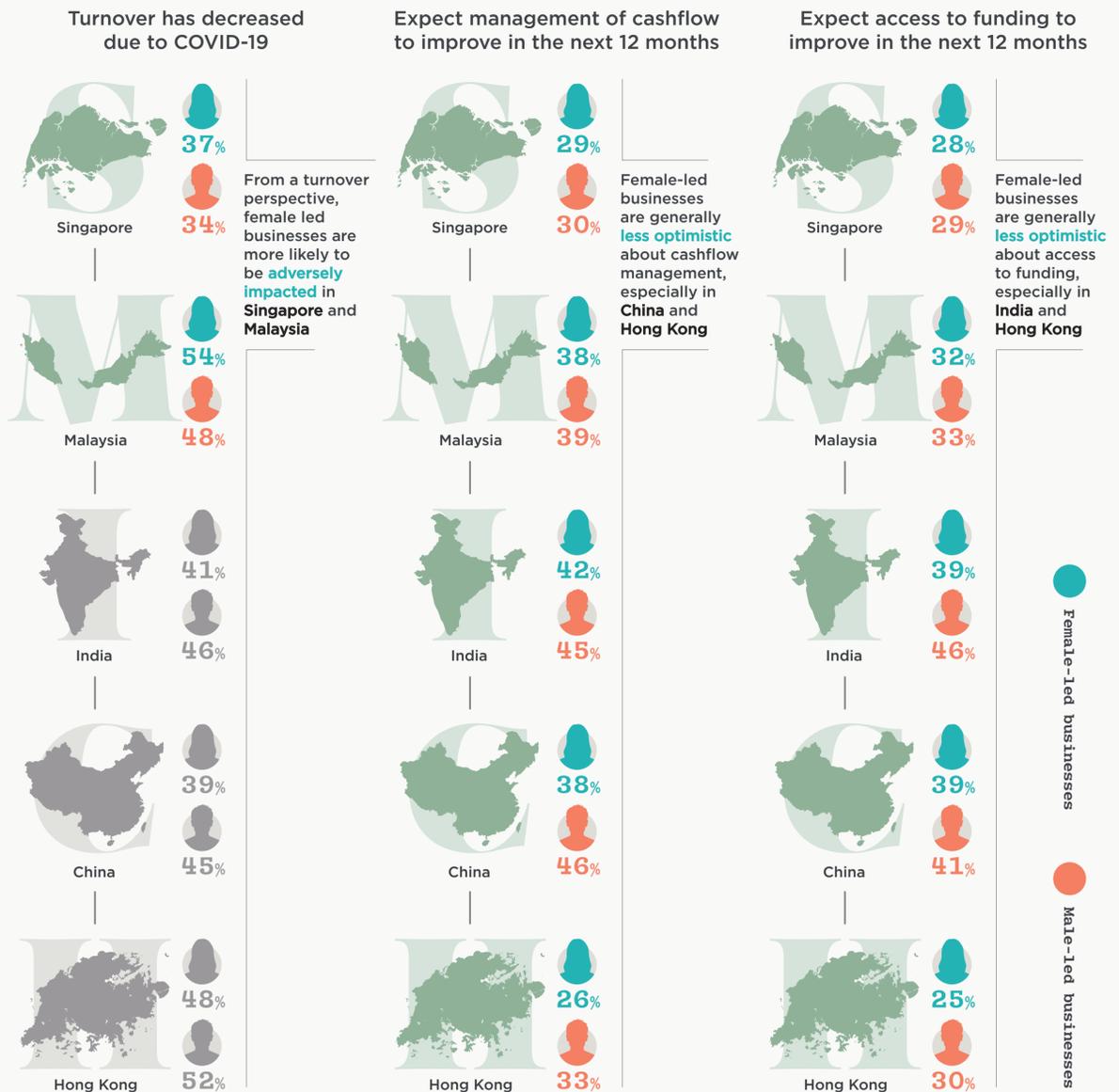
The pandemic undoubtedly changed businesses across Asia, bringing many to a sharp halt, but this was more notable among female-led Small and Medium Enterprises (SMEs). Recent events exacerbated gender gaps within finance and entrepreneurship. Our latest infographic explores how:



THE IMPACT

Female-led SMEs have been more adversely affected and are generally less optimistic about cash flow management and access to funding.

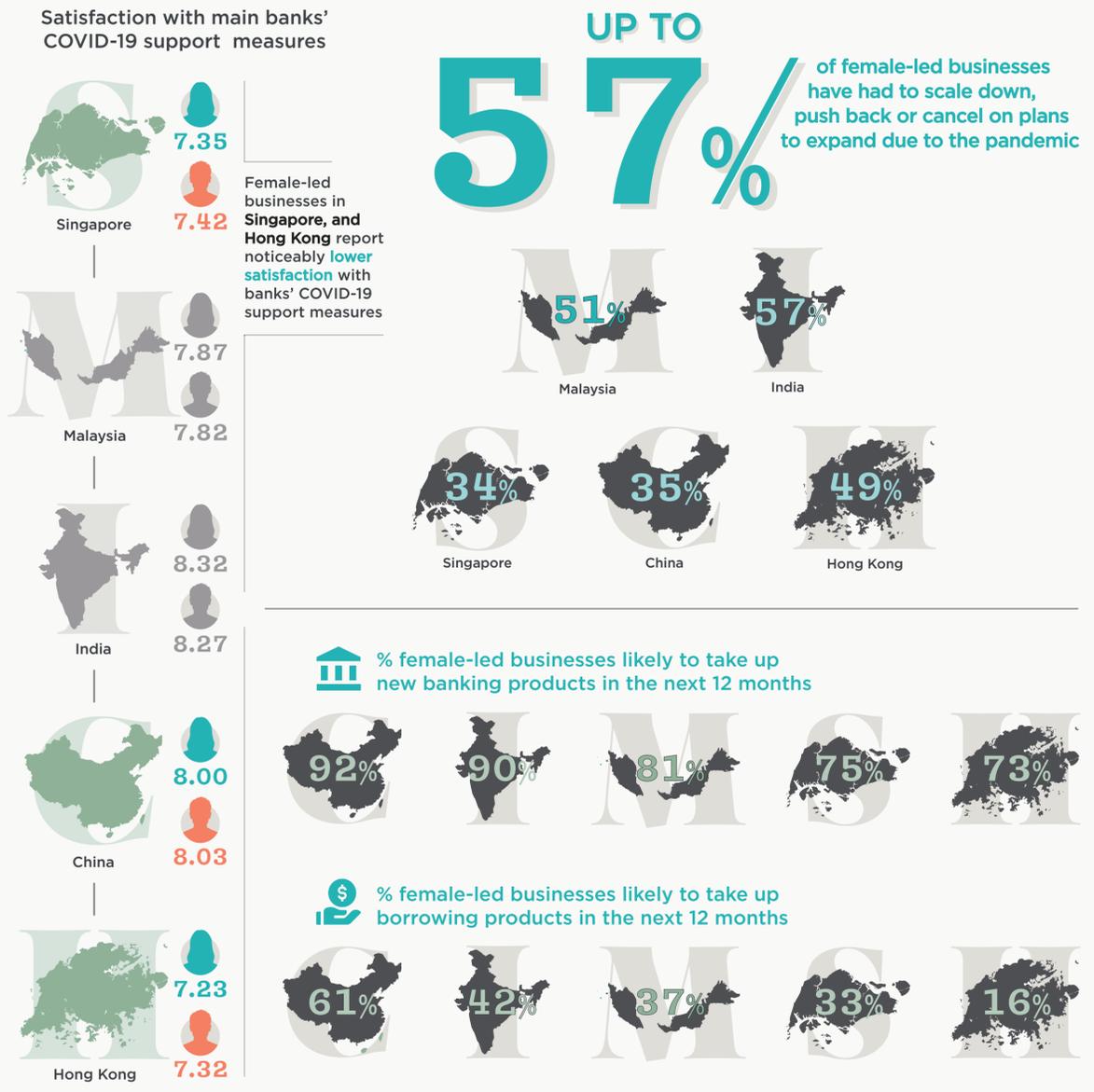
RFI Global data shows that:



SUPPORTING THE UNDERSERVED

These businesses will require further support from banks to navigate this challenging period particularly in under-served markets such as Singapore and Hong Kong.

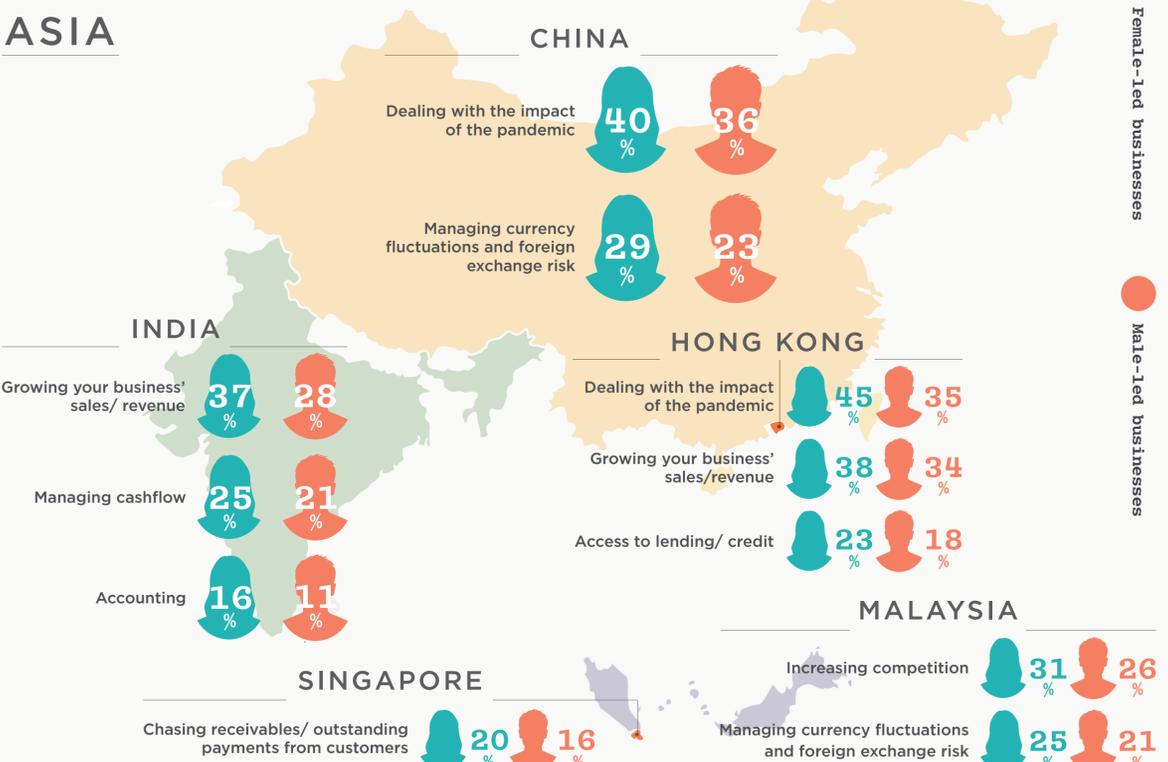
RFI Global data shows that:



TAILORED SOLUTIONS

To show support, strategies that are implemented should be tailored to fit those disproportionately affected by distinct challenges and face vulnerabilities in different markets.

RFI Global data shows that:



FOR MORE INSIGHTS ON FEMALE-LED SMES IN OTHER REGIONS OR TO EXPLORE FURTHER INSIGHTS FROM OUR SME AND COMMERCIAL BANKING COUNCIL SURVEY, REACH OUT TO MARKETING@RFIGLOBAL.COM

*THE DATA IN THIS REPORT IS FROM THE H2 2020 AND H1 2021 SME AND COMMERCIAL BANKING COUNCIL SURVEY