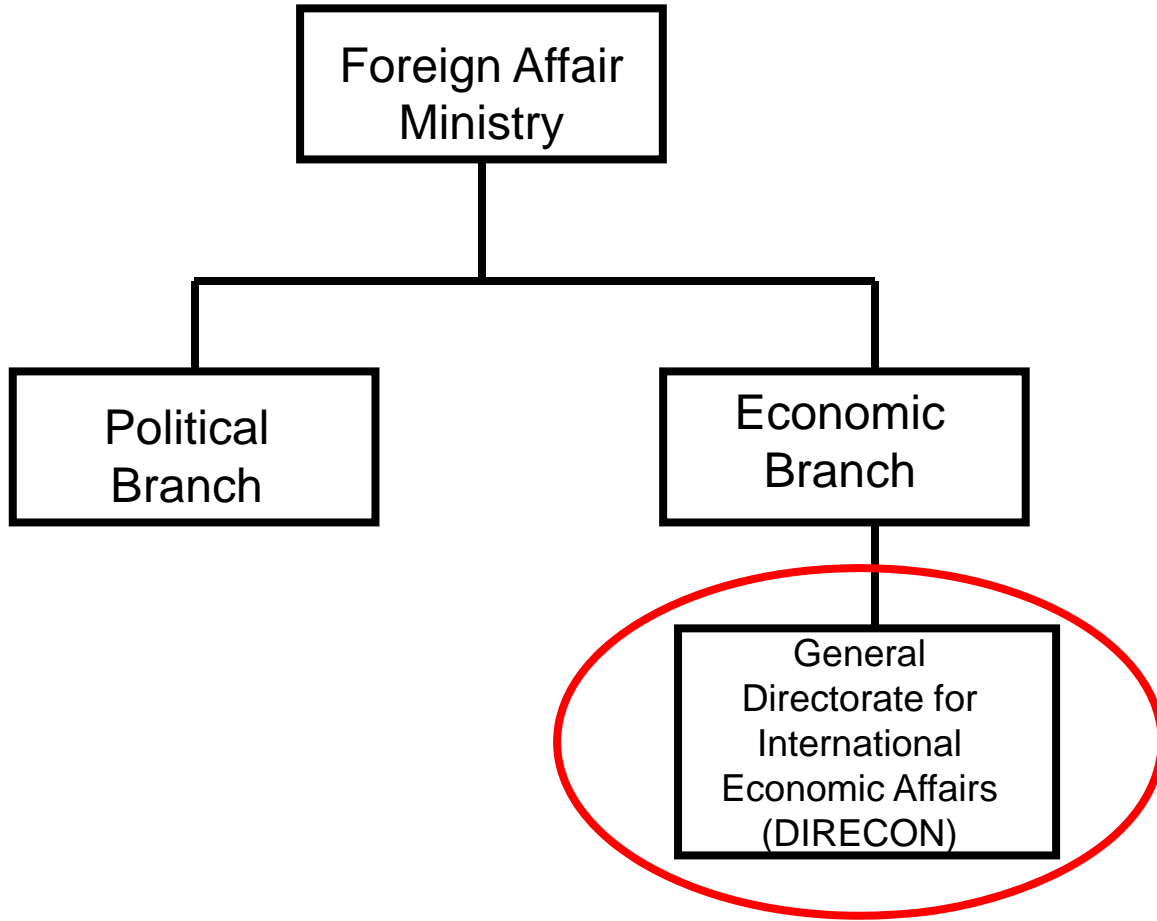


- **National machinery: The National Service of Women** (Servicio Nacional de la Mujer: **SERNAM** 1991)
- Chile's 15 regions have a SERNAM office headed by a director who in many regions is fully integrated in the regional government
- SERNAM since 2002: **Management Improvement in the Public Administration created the Gender Equality System (Gender PMG)** to improve the opportunities of women and men, so that they can have access and enjoy the benefits of development. In order to help this process, all public, national and regional institutions, must analyze their strategic products (goods and/or services) with the purpose of identifying the obstacles for gender equality and proposing solutions



# Productive Promotion Institutions Gender Committee





# Public chain of support

*PRODUCTIVE  
PROMOTION*

*PROMOTION*



**EXTERNAL MARKETS**



## GOAL

- Promote the businesswomen access to the international market

## OBJECTIVE

- Coordinate and strengthen the efforts and actions of the productive promotion institutions (Public Chain of Support) on the gender subject

## The reason...

- There are many different efforts and actions in this institutions, but there are not a special coordination in order to give support in all the line to the chilean businesswomen
- After all the efforts of this institutions, even today are few the businesswomen who are capable to export their goods and services

## Duration

- Pilot project : 1 year

## Budget

- Each institution has it special annual budget for gender mainstreaming. It won't be necessary another budget for operate

## Activities

- There will be 4 formal meetings on this project
  1. Table with the proposal (this project). Agree a specific action which complement the objectives of each institution
  2. Monitoring and evaluation of the ongoing actions and make changes if is necessary
  3. Monitoring and evaluation of the ongoing actions.
  4. Evaluate the action done.

## My role

- I'll be the coordinator of this committee

## **Obstacles**

- Different visions
- Lack of planning actions

## **Measures to tackle the obstacles**

- work group

## **Indicators**

- Number of meeting done
- Joint action plan done
- Joint action plan performed in december 2009

## Outcomes

- Organized e implemented measures in order to support the chilean businesswomen in all the productive promotion line

**GRACIAS!**