

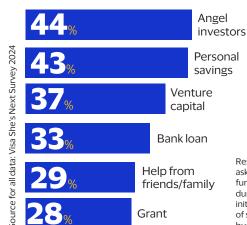
Women entrepreneurs leverage digital tools in Bahrain

Bahrain's high digital awareness and the strong influence of social media on business have had a significant influence on the country's entrepreneurial ecosystem, driven by women at the forefront. At the same time, women report challenges related to online sales development and gender-related perceptions.

Bahrain has been at the forefront of supporting women in business through organizations like the Bahrain Businesswomen's Society (BBS)¹ and initiatives like Riyadat, which is dedicated to empowering female entrepreneurs². BBS offers a platform for networking and professional development, while Riyadat provides resources and training to help women entrepreneurs establish and grow their businesses.

1. Bahrain News Agency. <u>Bahraini women's educational achievements hailed.</u> 10 December 2021.

Top initial funding sources for women-run businesses



Respondents asked about funding during the initial phase of starting a business.

Top motivations to start a business

26%
Creating a workplace supportive of women
25%
Financial independence
Inspiring others
Promoting sustainability
Create own team of

professionals

Top five responses have been selected.

Top challenges to growth





Our purpose at Visa is to enable and uplift everyone everywhere, which is why we recognize that women entrepreneurs play a vital role in that vision."

Malak Alsaffar, Country Manager for Bahrain, Visa

Top industries women operate in



17%



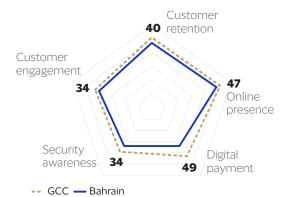




^{2.} Tamkeen. Riyadat program.

Aiming for sustainable, digital growth

Digitization score



Cybersecurity



of women entrepreneurs are familiar with cyber threats

Creator economy



say social media influencers contribute positively to business

Aspirations of women entrepreneurs in Bahrain



of businesses plan to explore new markets for expansion



will focus on enhancing social and environmental impact



of ventures will focus on broadening customer reach

Top impact areas of AI in business



61%

Sales & marketing



59%

Customer service



58₉

Human resources



58₉

Supply chain management

Building sustainable businesses

Entrepreneurs in Bahrain highlight their top efforts to incorporate sustainable practices, which include:

44% selecting sustainable suppliers & vendors

42% eco-friendly products & packaging

40% energy efficiency measures



Top payment methods 69% 66% Cash 47% 41% Credit card 52% 46% Debit card 24% 23% Prepaid card 16% Charge card Online bank transfers / Net banking 10% Offline Digital payment apps / Digital wallets How businesswomen in Bahrain ensure secure digital payments Employee awareness & training Foundational security Data protection Advanced security Continuous monitoring