



Western Economic  
Diversification Canada

Diversification de l'économie  
de l'Ouest Canada

# Fact Sheet

## WOMEN'S ENTERPRISE INITIATIVE IN MANITOBA

Women play a vital role by creating and operating small businesses across Canada. But they often face many barriers and challenges. To break down these barriers, Western Economic Diversification Canada (WD) established the Women's Enterprise Initiative (WEI) to provide business information and services to women entrepreneurs in the four western provinces.

The goal of the Women's Enterprise Centre of Manitoba (WEC) is to provide support from business start-up to sustainability. It offers services in three key areas: training, advice, and loans for business start-up and growth. WEC promotes entrepreneurship as an option to women throughout Manitoba in partnership with corporate and community partners, such as banks, credit unions, and chambers of commerce. Services include:

- **Business Advice:** Business Analysts work with each client to answer questions and help determine the steps to make a business successful
- **Training and Skills Development:** WEC developed seminars to address the unique needs of women. There are introductory seminars for women in the early stages of business start-up and those considering entrepreneurship as a career option. For seasoned women entrepreneurs, there are more advanced sessions available.
- **Flexible Financing:** Loans up to \$100,000 are available with terms up to five years and no monthly fees.

The Centre has developed several unique initiatives, including:

- GrrlsOwn Biz Camp for young entrepreneurs.
- Scholarships at Brandon University and Red River College.
- Camp Suc'cessiz'mine for seasoned entrepreneurs.

For information contact:

Women's Enterprise Centre of Manitoba  
100 – 207 Donald Street  
Winnipeg, MB R3C 1M5  
Phone: 204.988.1860 or 1.800.203.2343  
Fax: 204.988.1871  
Internet: <http://www.wecm.ca/>  
E-mail: [wecinfo@wecm.ca](mailto:wecinfo@wecm.ca)