Marta Turk

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Marta Turk is an entrepreneur in full meaning of the word: she initiates ideas and develops results. As one of the entrepreneurial pioneers in Slovenia, she has experience in policy development, by participating in the work of bodies representing and lobbying for SMEs, (National Council, Chamber of Commerce, Small business development centre etc, non for profit association). Through her international activities as expert for women entrepreneurship she was invited speaker at many conferenes and simposiums at OECD Leed, UNECE and ILO Turin Center. She participated also to the International program of USIA, and was cooperating as fellow with the Ashoka organisation.

She graduated in economy, but beside her professional business activities, she had successful working experience in art (theatre and film). She conducted several researches on small business and female entrepreneurship, and initiated many projects targeting on women entrepreneurs, young entrepreneurs etc, Today she is senior consultant and mentor at the Institute for research and development of family and women entrepreneurship ZAVOD META focusing on service support and network for women, young people and start-ups in Slovenia in their economic empowerment. Special focus is dedicated to the WOMEN’S INNOVATION COUNCIL with the goal to establish an international network of innovative women, exchanging knowledge, ideas and partnership within the Danube region.

In her capacity as director of the Regional Chamber of Commerce and Industry of Ljubljana for the third mandate, she has strong influence in introducing IT technology as tool for cooperation with members of the chamber. She actively promotes digital agenda as main policy within the supporting business environment as well as the main practice in communication, marketing and internationalization among SMEs.

She is project leader of the NETWORK MEMA PROJECT, financed by the Norwegian financial instrument and is dedicated to establishment of nationwide network of regional committees of women introducing multimedia portal as a tool for sharing of information and knowledge. The portal is a combination of Web, social media, communication, collaboration, video and audio conferencing and TV. This platform is a unique interactive user friendly multimedia solution, which serves as the platform for networking and cooperation.

Mrs. Turk is for the second round coordinator of the multimedia portal ZRNO ZDRAVJA (Grain of Health), which introduced to Slovenian public the use of video and mobile strategy, designed to provide advanced collaboration and education solutions, mobile devices and interactive contents and gives opportunity of wide range of possibilities for users: employers and employees, dedicated to promotion of health on the working place.

**Appointments in EU bodies**

Slovenian Expert in DG Justice and Consumers - Gender Equality and the Digital Society in Europe: opportunities and risks

Coordinator for EEW (European entrepreneurship week)

Expert on female entrepreneurship with EIGE (European Institut for Gender and Equality)

**Selected projects record – Empowering SMES and female entrepreneurs**

**TRIS:** *Long-term practical work with groups of unemployed people (esp.women) leading them to self-employment or retraining for better employment chances (Contract with the Ministry of Labour)*

**Professional empowerment of women**- *National coordinator of the network of women entrepreneurship promoters and National informational centre for women entrepreneurship (contract with the Agency SBDC)*

**EQUAL Vesna:** *Empowering de-privileged women, unemployed women and women in the rural environment leading them to growing their self-esteem, finding new employment options and interests (Contract with the Ministry of Labor and ESS)*

**DIONE: Diversity into Network** *an international mentoring program, dedicated to young women in knowledge based economy (Partners from UK, Poland, Sweden, Slovenia)*

**MED Franchise,** partnership project on promoting the franchise model of entrepreneurship among women association in the Mediterranean

**Gender Floor:** social dialog and gender project

**DAN ZA PUNCE/GIRLS DAY** – *motivation for young girls for technical professions in their early schooling (primary school)*

**Break gender stereotypes, give talent a chance –** partnership project for promotion of breaking the gender stereotypes among employers.

**STRETO –** project for tourism development in Uzbekistan and Kazakhstan, especially aimed at women in tourism

**Field Surveys:**

Women entrepreneurs in Slovenia (Who they are, Why they are); Women on the labour market; Impact of the economic crisis on the situation of women in Slovenia

Active involvement in voluntary work in Rotary Club Nike Ljubljana (as full member) helping children and deprivileged families

**ENTREPRENEURIAL RECORD**

BIRO M, d.o.o. Limited company

Funded in 1987 as a micro company with one employee with main activities in services, publishing and education. Among first companies in former Yugoslavia using the computer technology for type setting, graphic design and preprinting process (desk top publishing) and first in Slovenia.

In ten years a micro company grew to a reliable small company with 15 employees and three »profit centres«: graphic design and preparation, publishing services, printing and consultancy for SMEs. The main partner in the family business is her husband Stane Turk, who joined her later after working for several years with the biggest construction company in Slovenia. He manages the technical graphic department etc.

Mrs. Turk is is 60 % owner of the company BIRO M, d.o.o. and has been all years since the first day managing it on the daily basis.

2. EMONA TISKARNA, Limited company

In year 2001 both partners agreed to buy a company EMONA TISKARNA from the privatization process. The idea was in partnership between BIRO M (with well developed market on the small scale) with joining the potential of the former public enterprise, along with workers, their knowledge and the premises. The balance sheet of Emona Tiskarna showed losses, the printing technology was old, but with establishing a printing cluster the new owners expect good results in the next future. Already in 2002/2003 results proved the right direction towards new common European market.

3. ZAVOD META, private institute for development and research of female and family entrepreneurship

Due to the intense development of the graphic and publishing activities with joined companies of BIRO M, and Emona Tiskarna (printshop), it was necessary to split between obligations in a company and project development and consultancy on the field of small and medium sized companies, to which Mrs. Turk is very much devoted, especially on the field on women entrepreneurship and development of family businesses in Slovenia. The Association GIZ PODJETNOST is one of the main founders of the institute and Mrs Turk is Head of Project Development of the Zavod META.

Since the year 2004 Zavod META is Working within EU EQUAL community with the project EQUAL VESNA. The Equal Vesna project is aiming at women economic empowerment, gender mainstreaming and more equality in working places and businesses for women.

Besides her professional activities in two companies and in development of new projects Mrs Turk is very active in public life in Slovenia and also internationally. She has been elected for the second 4-years mandate as the President of the National association of entrepreneurs within the National Chamber of Commerce and is the member of the board of the Chamber. In the same time she is very active in the board of the Chamber of Industry of Ljubljana Region and in the Coalition Group of the Municipality of Ljubljana (the capital of Slovenia).

She has been elected member of the National Council of Slovenia (second Chamber of the Parliament) as the representative of employers of SME of Slovenia in the mandate 2002 – 2007. As such she established the commission for women economic empowerment within the National Council, as the point for discussion and lobbying for women economic empowerment and women entrepreneurship.