

THE ENTREPRENEURIAL WOMAN PROJECT

12th Edition Coming This September



INTRODUCTION TO EWP

The Entrepreneurial Woman Project (EWP) is a comprehensive training program offering **nearly 50 hours of workshops over six full Saturdays in Luxembourg City**. Designed for English-speaking women of all nationalities living in Luxembourg, the project is led by expert trainers from the business and legal sectors, equipping participants with practical knowledge to build and grow their own ventures.

Founded in 2014 by the Luxembourg-Poland Chamber of Commerce (LPCC) with support from the Ministry of the Economy, the Polish Embassy in Luxembourg, and the Luxembourg Embassy in Poland, EWP focuses on empowering women to comprehend the intricacies, challenges, risks, and rewards of entrepreneurship. Through hands-on sessions, they develop business ideas, build viable models, and gain the confidence to take the next step.

Join us in shaping the next generation of women entrepreneurs.
Support the project and be part of this powerful journey.

WHY BECOME A SPONSOR?

Partnering with us means aligning your brand with innovation, diversity, and female entrepreneurship.

Sponsors benefit from multi-month visibility across workshops, networking events, and digital communications, culminating in prominent exposure during the high-profile Awards Ceremony.

Program Duration:
September–November 2025

Audience:
aspiring women entrepreneurs, mentors, corporate partners, and ecosystem enablers



BEHIND THE SCENES OF EWP

Preparation, Impact, and Reach

The Entrepreneurial Woman Project (EWP) is a flagship initiative of the Luxembourg-Poland Chamber of Commerce (LPCC), organised annually by a highly dedicated team of 3 individuals. **Preparation starts as early as February and concludes in December.** Prior to launch, the team coordinates with professional trainers, selects participants, develops content, secures sponsorships, and drives communication across social media and media outlets. During the training weeks, they ensure smooth logistics, participant support, and real-time updates. After the project concludes, follow-up efforts include compiling reports, maintaining engagement, and supporting the community of alumnae and trainers.

50 hours of workshops, 16 professional trainers, 1 city – Luxembourg

Each year, EWP brings together approximately **12–15 ambitious women** for a series of intensive workshops led by **16 expert trainers from diverse professional backgrounds**. Over the course of **6 full training days**, participants receive hands-on business education, mentoring, and networking opportunities. The program culminates in a high-profile Award Ceremony that celebrates the most promising business ideas developed during the course.

Supported by the Luxembourg Chamber of Commerce and the Luxembourg's Ministry of the Economy, the project has a lasting impact — **each edition inspires the launch of 3 to 7 new women-led businesses in Luxembourg annually.**



GRAND-DUCHÉ DE LUXEMBOURG
Ambassade en Pologne



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of the Economy



INSIDE 11TH EDITION

September - November 2024



The 11th Edition of the Entrepreneurial Woman Project gathered **13 talented women** from **diverse backgrounds** - 🇵🇹 Portuguese, 🇮🇩 Indonesian, 🇬🇷 Greek, 🇮🇳 Indian, 🇺🇦 Ukrainian, 🇱🇰 Sri Lankan, 🇧🇬 Bulgarian, 🇦🇷 Georgian, 🇷🇴 Romanian, 🇱🇺 Luxembourgish, 🇵🇭 Filipino, 🇸🇰 Slovak and 🇵🇱 Polish.

← Click on the photo on the left to see the video summary of the 11th edition of the project.

After weeks of workshops and collaboration, **the project concluded on 18 November 2024 with an elegant Award Ceremony** at Banque de Luxembourg, attended by nearly 90 guests.

The evening's highlight was the Best Business Idea Presentation, with three standout winners:

- 1st place (€3,000, sponsored by AKD): **Monika Makosz** – Lite Bite Bakery, offering healthier versions of traditional treats for people with dietary restrictions.
- 2nd place (€2,000, sponsored by ATOZ): **Tamara Dzhanashiiia** – Career consulting and mentorship for students and individuals in non-traditional career paths.
- 3rd place (€1,000, sponsored by BSP): **Monika Ruseva** – An online platform offering personalised career coaching, skill-building, and support for professionals at any stage.



To read the full recap of the Award Ceremony and see the photo gallery, we invite you to [visit the LPCC website](#).



Participants described their experience as **transformative**, emphasizing the opportunity to meet **exceptional people** and engage in a challenge filled with **inspiration, growth, and camaraderie**. Many highlighted the joy of connecting with a **supportive community**, overcoming **shared challenges**, and forming **lasting bonds** with a lovely bunch of ladies. The workshops were celebrated as an **incredible learning experience**, offering not only **practical knowledge** but also a platform for personal and professional **empowerment**. These reflections capture the spirit of the EWP as a platform for **connection, development, and inspiration**.

INSIDE 10TH EDITION

September - November 2023



The 10th Edition of the Entrepreneurial Woman Project brought together talented women from diverse nationalities – 🇺🇦 Ukrainian, 🇫🇷 French, 🇱🇺 Luxembourgish, 🇦🇷 Georgian, 🇫🇮 Finnish, 🇵🇱 Polish, 🇧🇪 Belgian, 🇧🇪 Belarusian, 🇨🇴 Colombian, 🇲🇩 Malagasy, and 🇮🇹 Italian.

← Click on the photo on the left to see the video summary of the 10th edition of the project.

The Awards Ceremony spotlighted three exceptional winners:

- 1st place (€3,000, sponsored by AKD): **Kateryna Markova** – MockMy.Best, a platform that prepares job candidates for success with CV checks, mock interviews, and salary negotiation simulations.
- 2nd place (€2,000, sponsored by ATOZ): **Reyhaneh Niknejad** – DCInnovation, an AI-powered solution that automates business communication, reducing burnout and increasing efficiency through chat and call assistants.
- 3rd place (€1,000, sponsored by BSP): **Valérie Clément** – Curated Social Experiences, a service that curates group activities combining local discovery, cultural experiences, and human connection to tackle loneliness and social integration challenges.



READ MORE

- [EWP Award Ceremony 2023](#)
- [Inside EWP 2022: Wokrshop Highlights](#)
- [EWP Award Ceremony 2022](#)
- [Winning Ideas from EWP 2022](#)
- [Meet the EWP 2022 Trainers](#)
- [What do participants say about EWP? Testimonials 2022](#)



A GLIMPSE OF OUR MARKETING ACTIONS

Explore Our Promotional Efforts

EWP promotion on social media typically launches on the **International Women's Day** which starts a comprehensive **10-month campaign**, running from March through December.

Throughout this period, we share informative **videos, graphics, testimonials**, information about the **workshops, trainers, sponsors** and **publicity partners**.

Each year, the initiative results in **over 60 social media posts, 10+ email campaigns**, and a growing media presence—including features in **Chronicle.lu, Polska.lu, RTL Today**, and **Silicon Luxembourg**.

Furthermore, after the Christmas holidays, we launch a **post-gala promotional campaign** of the participants and winners of the 11th edition of the project.

On the right, you can see just a glimpse of the visual content created for EWP—part of a broader, ongoing effort to spotlight the inspiring stories behind the project.

**ENTREPRENEURIAL
WOMAN PROJECT
2025**

Opening a business in Luxembourg never been easier!

- Comprehensive training program
- Network of businesswomen to support you
- Generous prizes of up to 3000€

Workshop dates:
04, 11, 18, 25 October 2025
15 November 2025

Participation fee:
295€

LEARN WITH EWP AND WIN BIG

www.lpcc.lu/flagship-events/entrepreneurial-woman-project/

EXEMPLARY CONTENT

Our Approach to Quality and Impact

We guarantee **top-quality content**, supported by vibrant graphics, popular hashtags, and eye-catching captions, to ensure that the project is effectively promoted within our growing community. We leverage the **power of storytelling** to connect with the right audience, crafting messages that resonate—whether it's motivational insights, practical tips, or inspiring success stories. By sharing diverse content across multiple platforms such as **LinkedIn, Instagram, and Facebook**, we ensure that our messages reach and engage a wide range of individuals, **empowering them to take action and join the conversation**.



We also ensure that each of our **trainers and workshops** receives **dedicated promotion**, spotlighting their expertise and the value they bring to our program. Throughout the training sessions, we provide **real-time recaps**, showcasing the progress and work being done, allowing our community to stay engaged and informed every step of the way.



Meet [Adina Mihalache](#) | #EWP 9th edition trainer of Business Entities

[Adina](#) is a Senior Associate in the Corporate Law, Mer... zobacz więcej



z Adina M.

109

4 komentarze · 1 udostępnienie na LinkedIn

Polec

Skomentuj

Wyświetlenia organiczne:
3506 wyświetleń

Pokaż statystykę



27

2 komentarze · 1 udostępnienie na LinkedIn



HOW WE COLLABORATE?

Elevated visibility. Tangible results.

Throughout the EWP campaign, we ensure consistent and strategic promotion of all our partners across multiple channels. Our online outreach spans social media, newsletters, and website content, highlighting everything from trainer spotlights to participant testimonials and event coverage. Your company will appear not only in dedicated posts but will also be regularly tagged in campaign updates — maximizing your visibility within our growing, engaged network.

We believe in creating true partnerships. That's why we invite our sponsors to contribute their perspective, voice, and content to deepen engagement.

To help us showcase your brand authentically and powerfully, we ask each sponsor to contribute a few short marketing assets. These allow us to align the campaign's narrative with your company's tone and message:

- **Company Overview:** A brief introduction to your organisation and its mission.
- **Motivation to Support EWP:** A 30–60 second video from a leader (preferably a woman) sharing why your company supports women entrepreneurs and chose to back EWP.
- **Leadership Quote:** A comment from a senior representative (e.g., CEO) on entrepreneurship, gender equality, or business values.
- **Engagement & Cross-Promotion:** We encourage your team to engage with our posts — like, comment, and share — to amplify the campaign and expand both our audiences.
- **Collaborative Post or Article:** A co-authored social media post or article tied to one of the EWP workshop topics or themes, reinforcing shared values.
- **Partner Story (Optional):** A testimonial or case study showcasing previous impact-driven partnerships or your company's social commitment.

HAVE IDEAS OF YOUR OWN?

We warmly welcome and encourage your creative input — and are always happy to tailor content so your brand shines.

Empowering women & embracing business opportunities.



SPONSORSHIP PACKAGES

Support Innovation. Champion Diversity.

Partnering with LPCC as a sponsor puts your brand at the center of Luxembourg's dynamic business community. Gain **months of targeted exposure** through our digital marketing campaigns, **premium on-site branding**, and **media recognition** across key platforms.

Gold Sponsor	Silver Sponsor	Bronze Sponsor
4 000,00 €	3 000,00 €	2 000,00 €

Logo + company description on event website	✓	✓	✓
Logo placement all event materials	✓	✓	✓
Feature in LPCC Newsletter (23,000+ subscribers)	✓	✓	✓
Dedicated LinkedIn post (3,000+ followers)	✓	✓	✓
Logo + mention in event summary	✓	✓	✓
Display of roll-ups + promotional materials at the venue	✓	✓	✓
Opportunity to provide a trainer	✓	✓	✓
Exclusive interview conducted by LPCC	✓	✓	✓
Option to provide branded note-taking materials to participants	✓	✓	✓
Media coverage by Chronicle.lu or Delano.lu	✓	✓	✓
Handing the prize during the Award Ceremony	✓	✓	✓
Speaking opportunity at Award Ceremony	✓	✗	✗
Opportunity to send pre- or post-event communication	✓	✗	✗

OUR EWP TEAM

Uniting Diverse Skills for Event Success



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Yelyzaveta
Lychahina

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Marta is the backbone of the project's logistics and coordination. She oversees communications with the sponsors, key stakeholders, and procures the trainers. Her hands-on presence during the workshops every Saturday is invaluable, where she not only captures event moments but also ensures participants are supported and feedback is gathered, ensuring a smooth experience for all.

Oliwia shapes digital marketing strategy and oversees content creation. To maximize registration rates, she manages targeted advertising campaigns, designs graphics, produces video content, and writes event recap articles. She also supports event logistics, maintaining communication with participants, trainers, sponsors, and alumni, addressing inquiries, guiding registration, and ensuring seamless project execution.

Yelyzaveta brings fresh energy and perspectives to the team, which allows her to best manage EWP's social media presence. She creates and schedules posts, interacts with the community by responding to comments, and ensures steady and organic growth. Yelyzaveta contributes to the project's creative storytelling, helping to shape and strengthens its online voice through engaging content that highlights its impact.

EMPOWER THE NEXT GENERATION OF WOMEN ENTREPRENEURS

Thank you for considering a partnership with the Entrepreneurial Woman Project. By joining us as a sponsor, you're not only supporting a high-impact initiative—you're investing in innovation, inclusion, and the future of entrepreneurship in Luxembourg.

