



Press release

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Women in Business New Brunswick is proud of the success of its program Women Entrepreneurship 101

Bathurst, New Brunswick, June 27, 2022 – Women in Business New Brunswick (WBNB) is proud to announce the success of its program “Women Entrepreneurship 101”. Since it was launched, 47 women entrepreneurs from across New Brunswick have taken part. The program is offered under the auspices of the Atlantic Canadian Women in Growth Partnership (ACWGP).

“We are pleased to announce that Women Entrepreneurship 101 has been launched for start-up entrepreneurs, as well as for women seeking to start a business in New Brunswick. Women Entrepreneurship 101 is a six-week business start-up training program designed to give participants the information, support and advice they need to launch their own venture.” said Isabelle Arseneau, project coordinator at WBNB.

The program is available for free online for women across New Brunswick and is offered in English and French on an alternating basis. Program participants also benefit from the assistance of professionals and expert consultants who provide instruction on specific topics.

The recruitment process is underway for the next anglophone and francophone cohorts, which will begin in September 2022.

“The Women Entrepreneurship 101 program was very rewarding for me. I was able to get my company on the right track thanks to the wide range of relevant, high-quality training activities. For example, prior to enrolling in the program, I would unwittingly sell my products at a loss because I didn’t take into account all the factors that influence the selling price of a product, including income taxes. Fortunately, the Women Entrepreneurship 101 program gave me that insight. I also really liked Isabelle, who helped us throughout the program, as well as the other program stakeholders and the friendly group atmosphere. A big thank you to Isabelle and WBNB for the Women Entrepreneurship 101 program, which has been a blessing.” – Jessica, program participant

For further information or to register, visit www.wbnb-fanb.ca or email Isabelle Arseneau (isabelle.arseneau@wbnb-fanb.ca).

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