

Press release

Prague, June 10<sup>th</sup>, 2021

## **GLS supports small craft manufacturers and businesswomen in e-commerce**

**The multinational parcel carrier GLS will once again support women entrepreneurs in starting or developing their business. As part of the Entrepreneurial Woman project, GLS supported the newly created eŽena category for entrepreneurs in the field of e-commerce in 2020. This year, GLS is also going to support small craft producers, and in cooperation with the AMSP CR, under the auspices of the Fandíme řemeslu project, a completely new eManuel category has been created. The three best business stories from both categories will be rewarded with a voucher worth CZK 15,000 to the GLS e-Balík Profi service, which provides start-up entrepreneurs with easy tailor-made package transport. The winners of both categories will be solemnly announced on the Day of Entrepreneurs in November 2021.**

The COVID-19 pandemic hit small businesses and small businesses hard. Many of them have fundamentally changed their business and quickly switched to online sales channels. *"Our survey found that two out of three SMEs were adversely affected by the coronavirus situation. Most often due to a decrease in orders or the need to interrupt or reduce activities. Not surprisingly, up to 53% of self-employed people perceive increased pressure for digitization. New technologies have helped many not to sink to the bottom. For this reason, we very much welcome the support of GLS and their efforts to support this group,"* says Eva Svobodová, Member of the Board of Directors and CEO of AMSP CR.

The transport company GLS has decided to support women entrepreneurs this year as well as smaller craft manufacturers. The eWoman category is intended for women doing business in e-commerce and the new eManuel category for small craftsmen selling goods via the e-shop. It is possible to submit projects until 31 August 2021 on the website [www.gls-czech.com/eshops-support](http://www.gls-czech.com/eshops-support). In September, 10 entrepreneurs and 10 craftsmen will be selected by an expert jury from the submitted projects, from which the public will subsequently select three winners from each category on the basis of voting. The winners will receive a voucher for the transport of packages worth CZK 15,000. *"As part of the recovery from the coronavirus pandemic, we want to offer women entrepreneurs and small craftsmen a helping hand in starting their business or in developing the existing one. We can imagine how difficult it is at this time to start or move your business to the online world. The e-Balík Profi service is a reliable and professional solution for transporting parcels, enabling payment by credit, which is advantageous especially for small businesses, who can thus save significantly on sending parcels,"* says Pavel Včela, Director of GLS Czech Republic.

Veronika Švecová, one of the winners of the eWoman category in 2020, also encourages her to take part in the competition. *"I didn't expect to meet anything like that right at the beginning of my business. It was a very inspiring and encouraging experience for me. Such a great reward for all the efforts so far. I see winning the competition as a great help in starting my business, where almost every crown plays a big role,"* explains Veronika Švecová, who offers environmentally friendly and recycled wool and yarn on

her e-shop Ganella.cz, adding: "To all women who considering starting their own business, I would like to say that they are not afraid to stand on their own two feet, be independent and show everyone that even a woman can be a good, self-sufficient and successful entrepreneur."

You can find the conditions of the competition and other information at [gls-czech.com/eshops-support](https://gls-czech.com/eshops-support)