

HER STORY, BEYOND BORDERS

19 November 2025, Istanbul



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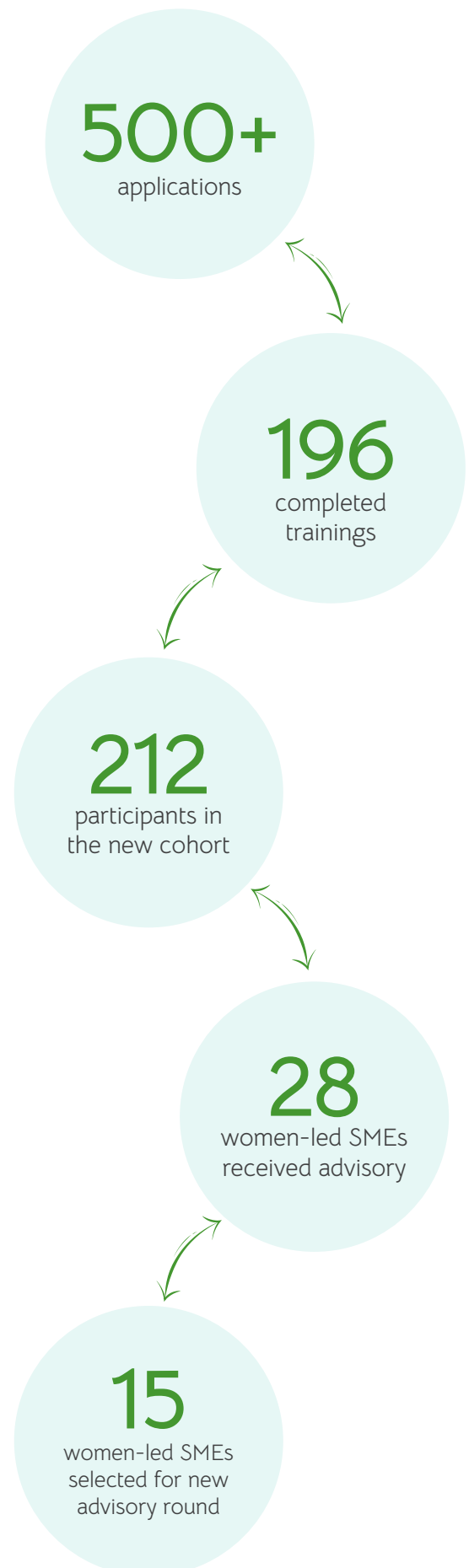
Programme overview

The “Women Beyond Borders” Programme is implemented jointly by Yapı Kredi Bank and the European Bank for Reconstruction and Development (EBRD), with generous support from JPMorganChase. The programme aims to strengthen the competitiveness of women-led businesses in global e-commerce by equipping them with essential digital, marketing and export capabilities.

As a programme partner, Coniwi designs and delivers the full online training curriculum, providing practical sessions on marketplace onboarding, product listing, content creation, logistics, digital advertising and export strategy. These trainings ensure that participants build the foundational skills required to succeed in international marketplaces.

Following the training phase, a group of high-potential entrepreneurs is selected to receive three months of one-to-one e-export advisory from Coniwi. This tailored consultancy supports each entrepreneur in market analysis, store setup, product readiness, advertising planning and marketplace optimisation, ultimately preparing them to begin selling on at least one global platform.

This storybook highlights the progress and achievements of women entrepreneurs who advanced their digital capabilities and export readiness through the programme’s training and advisory components.



Her business, her story





"The programme helped me transform knowledge into practice turning vision into global presence."

Burcu Efe

Founder | Food Engineer | Olive Oil Expert



La Mia Oliva

Artisanal Olive Oil Products



Etsy: La Mia Oliva



@lamiaoliva_

Why i joined the programme

"I came across the announcement on Yapı Kredi Bank's website. As a food engineer and olive oil tasting expert, I wanted to represent Türkiye and my products globally, this was my main motivation."



Challenges before the support

"Thanks to academic education, I had a strong theoretical foundation, but transforming that knowledge into practice was the critical step for me."

How the programme helped

"Through the programme, I gained the courage to position my brand internationally and launched my Etsy store. My business strategy is now more focused, conscious, and global in its outlook."

What made the biggest difference

"For me, mentorship was the most valuable. Under the guidance of our mentor, theory turned into practice, and we progressed confidently."

"This journey taught me that leadership begins with courage."



Concrete outcomes

"After the programme, I joined the Women in Olive Oil network to expand into the U.S. market and began collaborating with the Olive Oil Professor platform. I'm now engaged in export meetings with new buyers in the EU"

Leadership insight

"This process taught me that leadership is about courage and determination. I'm committed to supporting other women entrepreneurs by sharing my experiences and story."

Programme impact at a glance

Joined

2024

Advisory focus

Digital marketing & export readiness

Key outcomes

- Launched Etsy store
- Expanded export outreach
- Enhanced international visibility
- Joined global olive oil networks





"The programme gave me the strategy and confidence to take Bonatelli's artisan pasta from a local tradition to a global audience."

Buse Tellioglu Altindis

Founder | Artisan Pasta Producer



pastabonatelli.com

Bonatelli

Artisanal Pasta &
Gourmet Food Products



@bonatelliofficial

Why I joined the programme

"I first heard about the programme through my women entrepreneurship networks and the TOBB Women Entrepreneurs Council. The vision of supporting women to gain visibility in global markets immediately resonated with me. My main motivation was to take Bonatelli, a brand rooted in local craftsmanship, into the international arena."

Challenges before the support

"One of our biggest challenges was communicating the story, quality and value of our pasta products to international buyers. We lacked a clear roadmap for digital marketing, meeting the right distributors and building a structured export strategy."

How the programme helped

"The programme brought a professional perspective to Bonatelli's branding journey. We strengthened our digital presence, developed export-oriented strategies, and positioned the brand more clearly as a women-led value. Our communication both domestically and globally, is now much more focused, consistent and strategic."

What made the biggest difference

"For me, the most valuable element was the guidance on digital tools and e-commerce platforms. I learned how to introduce Bonatelli's story and products to the right markets, improve our digital visibility and build a data-driven growth model. Digital marketing has become not just a promotional tool, but a core pillar of our long-term strategy."

"This journey reminded me that leadership is the art of courage, connection and inspiration." connection and inspiration."



Concrete outcomes

"Through the programme, we established new connections particularly in Middle Eastern and European markets. Participating in international platforms opened new doors for both export opportunities and brand visibility. And most importantly, a strong network of solidarity among women entrepreneurs emerged, a foundation for future collaborations."

Leadership insight

"This experience showed me that leadership is not only about management, but also about inspiring others. I've learned to share my story more boldly, mentor other women in my team, and continue growing Bonatelli in a way that sustains women's participation in production."

Programme impact at a glance

Joined

2024

Advisory focus

Digital marketing and e-export strategy

Key outcomes

- Strategic positioning of artisan pasta for global markets
- New connections in Middle Eastern and European markets
- Strong preparation for entering e-export platforms
- Active involvement in a women-entrepreneur solidarity network
- Enhanced digital visibility





"The programme gave us the clear roadmap and strategic acceleration we needed to take our brand into global marketplaces."

Nermin Taş

Founder | Designer | Nero Design



Nero Design

Handmade Jewellery & Accessories



Etsy: [thenerodesign](#)



@tnerodesign

Why I joined the programme

"I learned about the programme through posts shared in women entrepreneur networks. I joined to scale our e-commerce operations, position the brand correctly in international markets and accelerate our Amazon strategy with expert mentorship."

Challenges before the support

"We struggled with selecting the right market, positioning the brand and managing operational aspects of cross-border e-commerce (logistics, tax, returns). Setting up an Amazon store, improving listing quality and building competitive pricing strategies were also major challenges."

How the programme helped

"The programme helped us develop a clear roadmap for export and e-commerce. We identified priority markets and established channel-based OKRs. Through SEO-focused listings, A+ content and campaign structures on Amazon, we systematized the steps needed to improve our visibility."

What made the biggest difference

"The most valuable contribution was the mentorship. We received concrete guidance on Amazon store setup, category selection and listing optimization. Market analysis further supported our decisions by validating demand and competition in target countries."

"This programme reinforced the power of data-driven decisions, choosing the right marketplace, and iterating fast."



Concrete outcomes

"We positioned our brand in the priority global markets, launched our Amazon store and prepared our listings for sales. We activated cross-border sales channels and established working operational processes for shipping, pricing and content."

Leadership insight

"This experience strengthened my marketplace-oriented mindset and the discipline of informed decision-making. In the coming stages, I plan to deepen our strategy on Amazon through ad optimization, review management and catalog expansion, and gradually enter other marketplaces when the timing is right."

Programme impact at a glance

Joined

2024

Advisory focus

Amazon store setup, SEO & listings, market analysis, pricing strategy

Key outcomes

- Amazon store launched
- Improved visibility via SEO and A+ content
- Stronger positioning in priority markets
- Operational readiness for cross-border sales





"The programme gave me the clarity, courage and strategy to bring my designs to customers around the world."

Ayşe Sönmez

Founder | Designer | Purdy Plum



Purdy Plum

Baby & Toddler
Textile Products



Why I joined the programme

"I discovered the Women Beyond Borders Programme on social media. A programme designed to help women entrepreneurs expand into international markets immediately caught my attention. Since I've always dreamed of introducing my baby and toddler textile designs to the world, joining felt like an important step forward."

Challenges before the support

"My biggest challenge was not knowing how to deliver my products to international customers. I lacked sufficient knowledge on Etsy sales processes, pricing, listings and visibility. These uncertainties sometimes discouraged me and slowed my progress."

How the programme helped

"The programme taught me how to position my brand in the global market. The trainings helped me manage product preparation more professionally with the women I work with and significantly increased my visibility on Etsy. I now move forward with much more strategy, and much more confidence."

What made the biggest difference

"For me, the most valuable contribution was the mentorship. Working one-to-one with experienced advisors helped me understand how to differentiate my products and reach the right audience. This guidance transformed Purdy Plum into a more strategic and sustainable brand."

"This journey taught me that patience, planning and strategic thinking are the core forces that move a brand forward."



Concrete outcomes

"Thanks to the programme, my Etsy sales reached an international audience. I now have customers from different countries around the world. The connections I formed with other women entrepreneurs also helped me take concrete steps toward expanding into new markets and growing my business."

Leadership insight

"This process showed me the importance of conscious decision-making and long-term thinking in entrepreneurship. I learned how to evaluate opportunities more effectively and manage my brand with more clarity. I plan to use these skills to grow Purdy Plum and expand into new markets in the coming period."

Programme impact at a glance

Joined

2024

Advisory focus

Digital marketing, Etsy visibility, e-export strategy

Key outcomes

- International Etsy sales
- More professional product preparation processes
- New market connections and opportunities
- Active involvement in a women-entrepreneur solidarity network
- Stronger strategic and sustainable brand development





"The programme taught me the digital language and strategy I needed to bring my designs onto a global stage."

Seral Tan

Founder | Designer



SODD Design

Handcrafted Design Objects
& Decorative Pieces



@sodd设计

Why I joined the programme

"I discovered the programme on social media. Its mission to strengthen the visibility of women entrepreneurs in global markets aligned perfectly with Sodd Design's vision. That's why applying felt like the right move."

Challenges before the support

"The biggest challenge in e-export was understanding the technical processes and marketplace dynamics. I lacked knowledge about Etsy store setup, writing effective product descriptions, pricing, and managing logistics. This limited my visibility and sales potential in global markets."

How the programme helped

"The programme helped me bring my digital strategy to a more professional level. I learned how to tell the story of my products in a way that resonates with global customers, create SEO-focused content, and use digital marketing tools effectively. I activated my Etsy store and began reaching international audiences."

What made the biggest difference

"The most valuable part for me was the mentorship. Being guided step by step, receiving direct answers to my questions, and understanding how a design-driven brand can position itself in e-commerce were incredibly helpful. The digital tools training also added strong practical value."

"This programme showed me that the real boundaries in digital business often exist only in our minds."



Concrete outcomes

"I launched my Etsy store and began introducing my products to international customers. The programme provided a solid and confident starting point for SODD Design to enter the global market."

Leadership insight

"This journey gave me the courage to express my voice, and my brand's voice — on a more universal stage. I plan to use what I have learned to strengthen SODD Design's digital transformation and to approach future collaborations as a more strategic, globally minded leader."

Programme impact at a glance

Joined

2024

Advisory focus

Etsy store setup, digital strategy, SEO and content, marketing tools

Key outcomes

- Launch of Etsy store
- Strategic content for global visibility
- Increased capability with digital marketing tools
- Clear roadmap for e-export
- Stronger global positioning for a design-led brand





"The programme gave me the direction, language and strategy I needed to move from physical retail into the digital world."

Çiğdem Akın

Founder | Fashion Designer | Cha by Çiğdem

ÇİĞDEM AKIN

Cha by
Çiğdem Akın

Contemporary
Womenswear & Design



@cigdemakin_official

Why I joined the programme

"I first discovered the programme through an email from the Istanbul Chamber of Commerce. As a brand that had been operating mainly with physical retail for many years, I was searching for the right path to transition into digital. The programme content matched this need perfectly, so I decided to apply."

Challenges before the support

"My biggest challenges were the technical processes. I didn't have enough knowledge about setting up a website, uploading products and managing the infrastructure behind digital sales. Not knowing where to start made the transition more difficult."

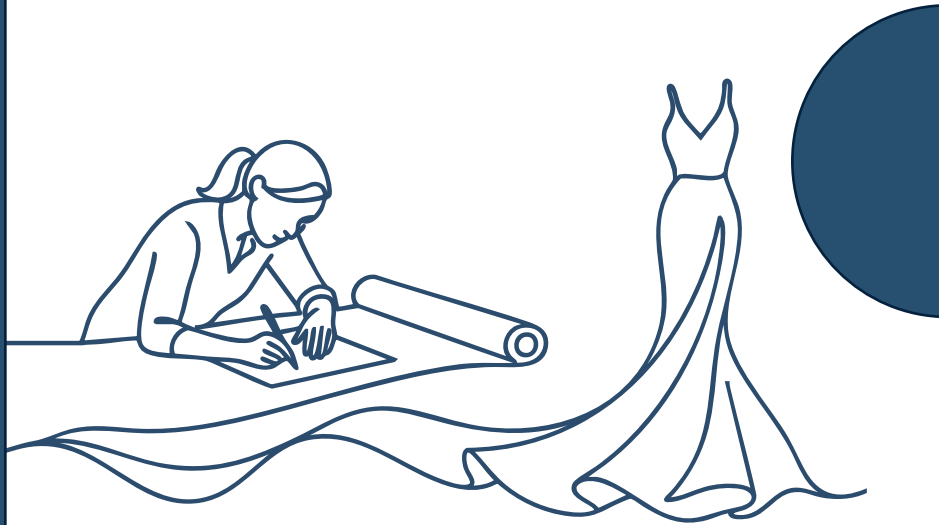
How the programme helped

"The programme helped me clarify my digital sales strategy and refine my collections in a more targeted way. Learning how to increase my brand's visibility on online platforms enabled me to enter the market from the digital side with more strength and clarity."

What made the biggest difference

"For me, the most valuable contribution was the mentor support and group analysis. Through these sessions, I was able to decide which digital platform was the right fit for my brand. This decision-making process was one of the most critical steps in planning the digital future of the label."

"This journey showed me that the digital world is not something to fear, but a space that, when planned well, adds speed and flexibility to a brand."



Concrete outcomes

"Although it is still very recent, the digital infrastructure has been set up, our online store has been created, and our products are now ready to reach international customers. I believe that exports and digital sales will settle and grow over time on this foundation, opening the door to new collaborations."

Leadership insight

"I wouldn't say it was a radical transformation, but I learned a great deal. Working with digital processes that I was not previously involved in gave the brand more speed and helped me clarify my plans for the future. I aim to apply this knowledge step by step, to place the brand on a stronger digital foundation and to lead this transformation together with my team."

Programme impact at a glance

Joined

2024

Advisory focus

Digitalisation, online sales infrastructure, platform/channel strategy

Key outcomes

- Set-up of a digital store and infrastructure
- Clear decision on priority digital sales channels
- Improved online visibility and digital strategy
- Foundations laid for reaching international customers



What unites the women in this storybook is a shared commitment to growth. Their journeys show that with the right support, new skills become new markets, and ambition becomes action.



