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Entwining Women Empowerment and ethnic craftsmanship in Kazakhstan

ENTWINING WOMEN EMPOWERMENT AND ETHNIC CRAFTSMANSHIP: THE SOCIAL SUCCESS OF QAZAQ ONER

Exhibition of Qazaq Oner Artisan Works & Discussion with Founder
Aigul Zhanserikova

15:00, 23 Feb 2023

Brussels Press Club

RSVP by 20 Feb 2023 at y.tlesheva@mfa.kz



On 23 February 2023 Aigul Zhanserikova, President of the Qazaq-Oner National Association of Artisans of Kazakhstan, will talk about female entrepreneurs working in artisanship at the Press Club Brussels, before taking audiences on a tour of an exhibition of artisan works of Qazaq Oner members.

Women lead nearly half of the small to medium enterprises in Kazakhstan, offering a solid foundation for enhanced inclusive and sustainable economic growth. Among these, female entrepreneurs working in artisanship not only help to **preserve the precious cultural legacy and develop creative industries**, but also create a product that enriches the individual lives of citizens.

Aigul Zhanserikova heads the Qazaq Oner Centre of handicrafts, which is engaged in mobilising local artisans and increasing public awareness of the importance of combining traditional artistry with socially responsible entrepreneurship.

An active environmentalist, she works on making artisanship a profitable business that supports families and contributes to the social and human capital of the country. Multiple offices of the Association across the country assist women entrepreneurs, while the stores selling her brand items employ vulnerable groups of women.

Along with Aigul Zhanserikova, Yelena Van Kharitonova, founder of the “Caravan Cultura” Academy (The Hague-Brussels), will also be speaking.

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