

Edinburgh start-up supporting Ukrainian women to build businesses in Scotland

EN-ABLE, an Edinburgh start-up specialising in helping non-native English-speaking entrepreneurs build brands for English-speaking markets, partnered with the Ukrainian Business Women's Club to help members connect with local audiences.

The Ukrainian Business Women in Scotland (UBWIS) Club was founded by entrepreneur Anna Andriievaska, who moved to Scotland shortly after the war broke out.

After seeing the losses many of her peers faced due to being forced to flee and determined to support her community, Anna started a club where members could get the support needed to rebuild their businesses here.

The group is made up of entrepreneurs at different levels from different industries with the common goal of understanding the local market and being able to do business on Scottish soil.

Passionate about connecting non-native English speakers with English-speaking markets, EN-ABLE co-founder couple Kitti Majorán and Paul Carson partnered with the UBWIS Club to support members in bridging the gap with local audiences.

The partnership aims to educate and empower Ukrainian businesswomen so that their marketing messaging resonates with the local people, allowing them to build businesses more effectively in their new home.

Through the partnership, EN-ABLE organises online and in-person workshops for the Club exploring different marketing and branding strategies that help members get seen and trusted by Scottish audiences.

Most recently, the two organisations came together to discuss some of the best ways to engage English-speaking audiences in 2024.

The workshop facilitated by EN-ABLE co-founder Kitti Majorán was a great success.



Edinburgh Napier alumna Kitty Majorán, co-founder and managing director of EN-ABLE with partner Paul Carson

“Kitti isn’t just my go-to for branding; she’s become a friend

to me. Her support and top-notch professional expertise for us, non-native English speakers, who're starting businesses in the UK is absolutely invaluable and heartwarming. Kitti is not just inspiring, she's someone you're really glad to have met". – commented UBWIS Club member and founder of Health Cultivated, Liubov Matvievskaja after the event.

"The presentation I attended was truly exceptional. It was a fantastic experience, with every piece of information presented in a compact and concise manner. What I would like to highlight, the Kitti's ability to explain complex concepts in simple, easy-to-understand words.

This made the information accessible to everyone in the audience, regardless of our level of experience. It was an enlightening and enjoyable experience that left a great impression." – added another participant, Anna Petrova.

According to Kitti Majorán, the reason why these workshops are so important is that there is a wide gap between speaking a foreign language and being able to market in the same language effectively.

Even people with great English skills often find it difficult to get the marketing messaging right, so having professional advice and insights can make all the difference to non-native English speakers' business success.

The partnership will continue indefinitely to strengthen the businesses of these remarkable women wishing to contribute to the Scottish economy.

Kitti Majorán is an award-winning brand strategist who founded EN-ABLE with her partner Paul Carson in early 2023.

Anna Andriievskaja is a Ukrainian entrepreneur and founder of the first Ukrainian Business Women in Scotland Club (UBWIS CLUB). She equally runs her own candle-making business, Anna Candles, where one of her designs – in the colours of the

Ukrainian flag – raises money to support the Ukrainian volunteers.

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