

How often do you  
have the chance to  
**impact a  
continent?**



**connected** african  
**business**  
**women**  
a platform to unite & transform

# Introducing a unique, innovative, pioneering initiative to do just that!

A program focusing on Africa's strength vs. its weaknesses.

## African Business Women

Leading Companies, Leading Associations, **Leading Students**

Our objective is to enhance economic performance on the continent in the three largest export sectors for women.

**Craft/textiles, agribusiness, services.**

ABW intends to unite these already successful African business women from **ALL 53 COUNTRIES in Africa** to each other, to the latest technology tools and trends and to African and Global buyers to drive significant growth in their sectors.

The initiative will be launched at a kick off summit in Ethiopia April 2012 reaching 530 African Business Women followed by in-country activities reaching an additional 5300 women supported by a web enabled platform to continue the dialogue and connections even further.

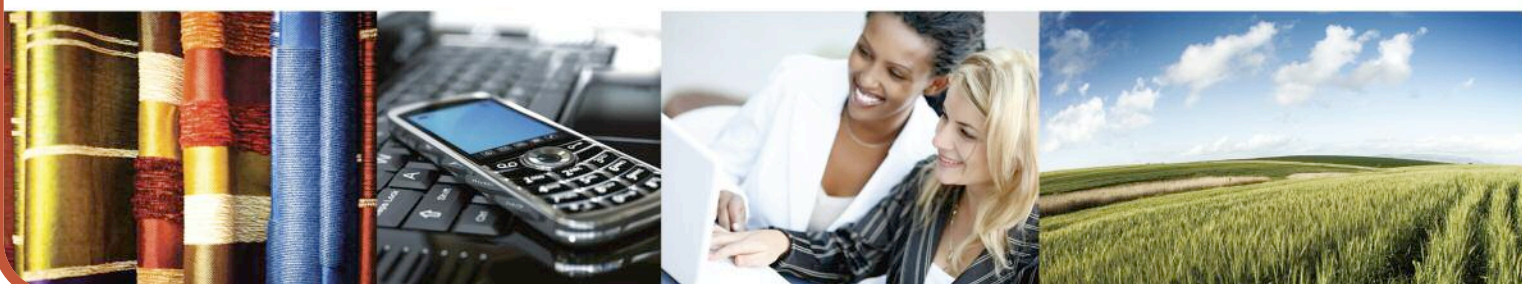


**Reaching 530 African Business Women at the kick off summit**



**Reaching 5,300 African Business Women post summit**

Our **ABW kick off summit 2012** is a platform to build on women's leadership in Africa, to create crucial business connections, and to create an ongoing vehicle to keep them connected for tomorrow. Through innovative tools like the Wisdom Exchange— an online discussion forum - ABW will continue to build the connections these women and their businesses need to continue to grow and to give back to their communities, their economies, their countries and the continent.



## What makes this program unique?

### Successful African Business Women are CONNECTED...

- to each other from **ALL 53 countries** in their own sector – for the first time.
- to the experts with the latest technology, tools and trends that will help enable their businesses.
- to international buyers from around the globe. Buyers have never had the opportunity to meet the best from **ALL of Africa in Africa**.
- to **AFRICAN** buyers from all regions. Promoting South/South trade – a first!
- to **AFRICAN** students who are keen to gain work experience, participate in company internship programs and to have an opportunity for a university scholarship.
- via a web enabled platform to share and exchange ideas and knowledge through the **“Wisdom Exchange Forum”**.
- to a much broader African community – after the Summit when the associations and students will hold presentations on the key findings and learnings from the summit and present the **“Wisdom Exchange Forum”** for all African businesswomen to access.

**Create your own connection to these successful African Business Women by supporting the strength of these business and community leaders through partnership**

## What are the partnership benefits?

**ABW Connected offers donors and sponsors not only the opportunity to make a difference to an entire continent, invest and create a rippling effect through the continent, but also a number of exceptional benefits:**

- Exposure to a diverse audience made up of
  - successful business owners and entrepreneurs.
  - leading business women’s associations from across Africa.
  - international and African trade partners.
  - educational and youth leaders.
  - enabling technology leaders.
  - environmental sustainability solutions providers.
- Broad media exposure through significant global, African and local outlets.
- Speaking opportunities during topic presentations and at the opening banquet.
- A rare opportunity to attend an event with some of the most successful women and youth from across all of Africa.
- Post summit activities; follow up country presentations & wisdom exchange forum building further exposure.

**Contact ABW today for more information on partner benefits and a customized collaboration to make connections that count!**





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**For partnership inquiries contact Kathleen Holland of ABW today!**

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or contact our partners for more information:

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