

100th International Women's Day Event

WOMEN IN ASIA: DRIVING THE SME'S ECONOMY

March 8th – 10th 2010, Kathmandu, Nepal

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Success of the 1st “99th International Women's Day Mega Event”

The 99th International Women's Day Mega Event: Solidarity of South Asian Women for Peace, Prosperity and a Progressive Society was a great success in the space of Micro, Small and Medium enterprises.

The event was a grand success with the following highlights:

- 1.** Attended by 25 South Asian delegates with representations from the South Asian Region (8 countries).
- 2.** Bhutan (one of the participating countries) has initiated a “Women Entrepreneurs Association” to promote women's economic activities in Bhutan. This initiation was the outcome of the networking impact of the 99th Women's Day Mega Event.
- 3.** Experts and professional speakers comprising of 4 international speakers including the presence of 5 Ambassadors.
- 4.** The event was supported by the “Presidents Office”, “Ministry of Industry”, Embassy of the United States of America, Embassy of the People's Republic of Bangladesh, Embassy of India, SAARC Chambers of Commerce and Industry (SCCI), Federation of Nepalese Chambers of

Commerce and Industry (FNCCI) Ford Foundation and Various financial institutions.

5. Participation by women entrepreneurs associations from Nepal and the other SAARC Countries.
6. Promoted by the media such as: the leading national daily “Kantipur” and “The Kathmandu Post” , Avenues TV, The Himalayan Times, and leading magazines, VOW and BOSS, Nari,
7. Pre and Post conference coverage by all major news-channels and newspapers.



Inauguration of Intra Regional Trade Fair on 7th March 2009 on the occasion of the 99th International Women's Day Mega Event by
Rt. Honorable President of Nepal, Dr. Ram Baran Yadav (Center)
(Left of President) FWEAN President, Ms Rijal, (Right of President) Industry Minister

*100th International Women's Day
Women In Asia: Driving the SME's Economy*



The Trade Fair Entrance



Inauguration of Art Exhibition on 7th March 2009 by the Ambassador of the United States of America to Nepal Her Excellency Ms. Nancy Powell with philanthropic support from Hotel Del Annapurna.

The “100th International Women’s Day Event”

WOMEN IN ASIA: DRIVING THE SME’S ECONOMY

With the great success of the 1st 99th International Women’s Day Mega Event and overwhelming support from the government of Nepal, private sector, and the international diplomatic community Federation of Women Entrepreneurs Associations of Nepal (**FWEAN**), Women Entrepreneurs Development Committee (**WEDC, FNCCI**), SAARC Chamber Women Entrepreneurs Council (**SCWEC**) and Fair Trade Group Nepal (FTG, Nepal) is gearing up for the 2nd “100th International Women’s Day Event” on 8th – 10th March 2010. The mission of the event is to bring all South Asian women at one platform, to curb the challenges being faced by SMEs and enhance their knowledge, competencies, and competitiveness.

Key Highlights of the Event:

- Practical strategies for business growth (*Networking Opportunities*)
- Workshop: Skills Building Session
- Inspirational role model : Interaction session with Ms. **Kiran Bedi**
- The event is expected to be supported by the Government of Nepal, Private Sector, Civil Society, and the international community.
- The event is likely to be attended by women professionals and representative from leading organizations, not only from the South Asian region but also Middle East Countries, Australia and Europe.
- The event will get extensive media publicity through various modes media like television, print, radio, online and Out of Home publicity.

EVENT CONCEPT

Realizing the importance of networking not only among the South Asian women producers, artisans and entrepreneurs, it is also proposed this could be an opportunity for women to network globally and come together as a unified force and celebrate achievements in solidarity.

The focus of this event is to increase the production capacity of women and to move informal export activities to formal, increase market share create more decent jobs and reduce poverty on sustainable basis in order to meet the Millennium Development Goals 1, 3, 5 & 8. Alleviating poverty through entrepreneurship is a key tool for economic empowerment of women. Women entrepreneurs must be encouraged to bring out their potentials in order to be visible in their national economy and relevant in the global economy.

OBJECTIVE

1. Women from different countries will come together as a unified force and celebrate achievements through networking; sharing expertise and experiences, exchange best practices.
2. The program's objective is also to focus on women's strength and ingenuity from the International and the South Asian Region.
3. Promoting women from all sectors in enhancing their capacity, experience and bringing awareness on women's rights on the occasion of the 100th International Women's Day.

4. The **International Women SME's Business Meet Trade Fair** will facilitate co-operation, economic development, and exchange of trade information and build trade links. An emphasis will be made on hand crafted products.
5. Promotion of crafts and skills of women entrepreneurs through moving artisans up the value chain.
6. Promote indigenous products

PROGRAMS

1. International Women SME's Business Meet Trade Fair

Practical strategies for business growth (*Networking Opportunities*)

Venue: Bhrikuti Mandap, Exhibition Road, Kathmandu

Tentative Date: 8 – 10th March 2010

A three day Trade Fair program focusing on women entrepreneurs from countries in the South Asian region including Bangladesh, Bhutan, India, Nepal, Afghanistan, Sri Lanka, Maldives and Pakistan will be organized coinciding it with the 100th International Women's Day. The exhibition will showcase products using traditional skills, focusing not only on the Nepalese craftsmanship but also on South Asian skills for growth and economic empowerment. Other products include textile, handicrafts, and agro based products representing the different SAARC countries.

2. Skills Exchange Workshop

A Skills Exchange Workshop will be organized simultaneously to the trade fair. This common platform will be an exchange of traditional skills among artisans from the South Asian countries. Talk programs will take place at regular intervals by experts on different sectors from South Asian countries. The workshop will have interactive sessions and sharing of new ideas on product development.

3. Talk Program:

Challenges and Achievements by renowned speaker and inspirational role model Ms. Kiran Bedi, India

Kiran Bedi, Ph.D, is India's first and highest ranking (retired in 2007) woman officer who joined the Indian Police Service in 1972. Her experience and expertise include more than 35 years of tough, innovative and welfare policing. She has worked with the United Nations as the Police Advisor to the Secretary General, in the Department of Peace Keeping Operations. She has represented India at the United Nations, and in International forums on crime prevention, drug abuse, police and prison reforms and women's issues.

Recipient of the prestigious Ramon Magsaysay Award (also called the Asian Nobel Prize), and several other decorations, Dr. Bedi is an author of several books, anchors radio and television shows and is a columnist with leading newspapers and magazines. She is a sought after speaker on social, professional and leadership issues.

She is the founder of two NGOs, Navjyoti and India Vision Foundation, which reach out to over 10,000 beneficiaries daily, in the areas of drug abuse treatment, schooling for children of prisoners, in addition to education, training, counseling, and health care to the urban and rural poor.

Kiran Bedi has been voted as India's most admired woman and fifth amongst all Indians.



Recognition of women who have made an outstanding contribution in the community and the society of their respective countries. Ms. Kiran Bedi will give a talk program sharing her experience on her challenges and achievements, followed by an interaction session with the audience.

MARKETING & PUBLICITY PLAN

The **100th International Women's Day Event, Women in Asia: Driving the SME's Economy** will be promoted for two months. The publicity is carried out in a phased manner thereby giving maximum mileage to the Sponsors. The phases are as below:

Phase 1:

The event will be updated in all relevant websites (FNCCI, SMELINK, FWEAN, FTG Nepal, SCWEC, etc) and publicized through mailers and newsletters.

Phase 2:

100th International Women's Day Event, Women in Asia: Driving the SME's Economy will be announced in the print media and a pre event press conference will be held which will be covered extensively in the leading newspapers and news channels.

Phase 3:

Publicity via International organizations
Media Coverage during the event

Phase 4:

Closing Ceremony Press Conference

BENEFITS OF PARTICIPATION

- MARKET LINKAGES
- SKILL PROMOTION
- PARTNERSHIPS AND DEALERSHIPS
- TRADING OPPORTUNITIES
- OUTSOURCING OF UNIQUE RAW MATERIALS (such as handmade paper, herbs, natural fiber, organic products and hand woven yarns with traditional designs).

CONTACT US:

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