



## Gender Entrepreneurship Markets

*First Quarter Edition*

*Global Newsletter: January 2006*

IFC GEM welcomes you to its fifth quarterly newsletter designed to keep businesswomen in touch with key events, relevant research and, most importantly, each other! We provide brief descriptions of news, events, and online resources that will involve, inspire and inform you and others like you. Wherever possible and appropriate, we provide a link to further detail.

This issue's highlights include news of IFC and World Bank Group activities (including [the launch of the GEM/Kauffman Foundation research study](#) on women's access to finance) news reports from other sources (including the [Second Economic Forum of the Arab Businesswomen Council](#)), upcoming events around the globe (including the [5th Pan Afro Arab Congress of Business & Professional Women](#)) and links to useful web sites (including [Online Gender Equality Courses from the International Labour Organization](#)). Our regular spotlight this issue falls on Dr. Sahar El-Sallab, Vice Chairperson and Managing Director of Commercial International Bank (CIB) Egypt S.A.E. Dr. El-Sallab is a pioneer and key player in reaching out to women clients - an untapped customer segment - in financial services. Dr. El-Sallab is an ardent supporter of CIB's internal gender equality policy and a strong advocate for corporate social responsibility at CIB.

This newsletter shares helpful news and information with women entrepreneurs around the world. If you or your business association have an event you would like to make known, have a success story to share, or would like to tell us what you would like to read more about, please [email us](#). This newsletter is for YOU and we want to keep you involved. The GEM Newsletter is also available in French, Arabic and Farsi.

---

### NEWS

*News from IFC GEM and the World Bank Group*

#### **Research Studies Launched on Initiatives to Promote Women's Access to Finance**



IFC GEM, in its capacity as the Secretariat of the Global Banking Alliance for Women, and the Kauffman Foundation have launched joint studies on initiatives to promote women's access to finance.

The IFC GEM study will examine programs and initiatives internationally, with a focus on emerging markets, while the Kauffman Foundation study will look at efforts in the United States. [Email us](#) with suggestions of institutions that are doing a good job of delivering financial services to women. The results of the studies will

be showcased at an international conference, which will take place in November 2006 in South Africa. [Read more](#)

### **US Women's Business Centers Model Presented in Kenya and South Africa**



IFC GEM and the SME Solutions Center in Kenya sponsored the U.S.-based Association of Women's Business Centers (AWBC) to deliver training on its successful business centers model to over 100 Kenyan and South African women entrepreneurs and IFC staff in November 2005. The President of the Uganda Women Entrepreneurs Association shared experiences of women's business associations in Uganda and the CEO of the AWBC outlined its *Four-Pillar*

*Entrepreneurial Development Model* to support women's entrepreneurship. [Read more](#)

### **IFC Presents at International Conference on Small Enterprise Development**

IFC's Chief Economist Michael Klein and Amanda Ellis, Head of IFC GEM, addressed the International Conference on *Reforming the Business Environment –*



*from assessing problems to measuring results* in Cairo, Egypt in November 2005. Close to 300 participants shared their experiences in the promotion of a more enabling business environment for small enterprise development. IFC GEM's Gender and Growth Assessment tool was featured, which was developed to ensure the inclusion of gender issues in investment climate research. [Read more](#)

### **South African Women Learn - and Win - through the Women Entrepreneurship Programme**



More than 240 women in South Africa received assistance in developing business plans to build and grow sustainable enterprises through the Women Entrepreneurship Programme (WEP) in 2005. WEP is a pilot project to provide support and access to finance for women from previously disadvantaged communities, designed by Absa (one of South Africa's largest banks), the IFC, the South African International

Business Linkages, the Department of Trade and Industry, and the Company and Intellectual Property Registration Organisation. The top three national business plans were selected from a pool of provincial finalists at the awards ceremony in December. Absa decided to invest in more than 100 business plans. For more information, please email [here](#).

## IFC Trains Women Entrepreneurs in Jordan



IFC's Private Enterprise Partnership Middle East and North Africa (PEP-MENA) organized a two-day December workshop in Amman on pricing strategies and problem solving in partnership with the [Jordan Forum for Business and Professional Women](#). The workshop provided valuable business skills training and networking opportunities for 40 participants. As part of the “[Women Get the](#)

[Business Edge](#)” training series that uses IFC's well-established management training methodology and expertise, the program is designed to provide women with the skills and the support necessary to compete in the mainstream business world. According to one participant, “Through our group work, we realized how much we can learn from and support each other beyond the training.” [Read more](#). For more information, visit [www.ifc.org/menagem](http://www.ifc.org/menagem).

---

## MORE NEWS

### First African Woman Head of State Inaugurated in Liberia



A new hope for Liberia arrives in the form of Ellen Johnson-Sirleaf, the winner of the Liberian November 2005 election and the country's new president. In defeating former soccer star George Weah, she garnered support primarily from women voters and the country's small, educated elite. Known in Liberia as the “Iron Lady,” Ms. Johnson-Sirleaf is a U.S.-educated economist, former World Bank official and former

finance minister. [Read more](#)

### Arab Summit of Business Women Attracts International Participants



Businesswomen delegations from Arab countries, the U.S., Britain, South Africa and China gathered in Cairo for the *Second Economic Forum of the Arab Businesswomen Council* in November 2005. Hosted by Egypt's First Lady, Mrs. Suzan Mubarak, the forum was convened under the theme “Investment under Peace.” Among the Forum's recommendations were calls for more training programs to

provide Arab businesswomen with technical assistance and support, initiatives to foster women socio-economic projects and strengthen economic cooperation among Arab businesswomen, and increased dialogue with counterparts around the world. For more information, please email [here](#).

## South African Selected 'Woman of the Year' by Women's Trade Organization



Futhi Mtoba, the first black female partner and Chairman at Deloitte Southern Africa, was presented with the Organization of Women in International Trade's distinguished *2005 Woman of the Year* award at a ceremony in Washington, DC in November 2005. Ms. Mtoba is the first female president of the Association for the Advancement of Black Accountants of Southern Africa and is a board member of numerous professional organisations. [Read more](#)

## Chile and Germany Elect Female Heads of State

Both Chilean and German voters have for the first time in their history chosen women to lead their countries. Michelle Bachelet, a doctor and former exile, became the first female president of Chile in the January 2006 election. Only months earlier, in November 2005, Angela Merkel became Germany's first woman chancellor. While Ms. Bachelet is a left-center Socialist, Ms. Merkel is a conservative Christian Democrat. Click [here](#) and [here](#) for more information.



---

## Inspirational Quote

"I am excited by the potential of what I represent - the aspirations and expectations of women in Liberia, African women and women all over the world."

- *Ellen Johnson-Sirleaf, President of Liberia*

---

## SPOTLIGHT ON:

### Dr. Sahar El-Sallab, Vice Chairperson and Managing Director of Commercial International Bank Egypt S.A.E.



This edition's GEM is Dr. Sahar El-Sallab, Vice Chairperson and Managing Director of Commercial International Bank (CIB) Egypt S.A.E. Dr. El-Sallab is a pioneer and key player in reaching out to women clients - an untapped customer segment - in financial services. Dr. El-Sallab is an ardent supporter of CIB's internal gender equality policy and a strong advocate for corporate social responsibility at CIB who has helped CIB reach out to women in an innovative and holistic way. CIB today offers a special "women's club" to discuss investment options and provide information-sharing seminars, a women's credit card entitled "Heya" (the Arabic word for "She"), and sponsorship of charity events like the Run for Breast Cancer Cure. CIB also takes gender equality seriously inside the bank - two of seven Board members are women as well as 45% of senior management and 60% of staff overall.

After graduating from the American University in Beirut, Dr. El-Sallab first worked at Citibank Cairo and then at Chase prior to joining CIB. She is delighted to be part of helping CIB customers grow and become positive forces for economic growth in Egypt. “In my 20 years here, I’ve seen customers who started really small who then grew into big corporations and became large employers. There’s a tremendous satisfaction in being part of that,” she explains. “I’m proud of working in an Egyptian environment. It’s challenging, but you can see the change; you can see your fingerprints. I want more women to become part of that, creating a positive economic future for Egypt together with men.”

Each *Women in Business* newsletter spotlights either a women’s business association that has developed an innovative idea or process that promotes women’s entrepreneurship, or an enterprising and inspiring woman who has achieved success. If you have a success story to share, please [email us](#) with the details. We look forward to sharing your stories.

---

## CALL FOR CONSULTANT CV’s

IFC GEM is looking for women and men experienced in the field of private sector development and gender for future short-term assignments. If you have relevant experience and would like to be included in our database, please [email us](#).

---

## EVENTS

### Roundtable on Women’s Entrepreneurship in the Middle East and North Africa



21-24 Feb, Washington, DC: This World Bank event will bring together leading women entrepreneurs from the region to learn from each other and develop a joint strategy that can be advanced by the World Bank Group, donors, and partners. [Read more](#)

### International Women’s Day 2006

8 March. Celebrated globally, this day inspires women to achieve their potential in every sphere of their lives. [Read more](#)



## The International Alliance for Women 2006 International Forum

26-30 March, Santiago, Chile: Themed *Women Leaders in Global Business – Connecting to Make a World of Difference*, The International Alliance for Women (TIAW) international conference features exporters, government Ministers, leading entrepreneurs, and representatives from the corporate world. [Read more](#)

## National Women's Federal Procurement Summit



U.S. Women's Chamber  
of Commerce the national voice for women

29 March, Washington, DC: This U.S. Women's Chamber of Commerce-sponsored summit will report on progress and advocacy, provide education and help women business owners work together to increase access to U.S. federal government contracts. [Read more and register](#)

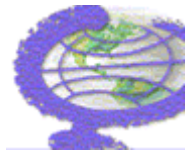
## 5th Pan Afro Arab Congress of Business & Professional Women



26-28 April, Cairo, Egypt: Under the theme, *Economic Women Empowerment*, guest speakers from around the world will cover topics on women's empowerment and economic integration in the African, Arab and Mediterranean regions. There will be an accompanying exhibition. [Read more and register](#)



## 2006 Global Summit of Women - "The Davos for Women"



10-12 June, Cairo, Egypt: The Summit, focusing on accelerating women's economic development, celebrates women's leadership by bringing together outstanding women business, professional, and governmental leaders from around the world. [Read more and register](#)

---

## LINKS TO RESOURCES

### Online Gender Equality Courses from ILO



ILO's 2006 online gender training courses on *Gender, Poverty and Employment* and *Mainstreaming Gender Equality in the World of Work* begin on January 23, 2006. [Read more](#)

### Building on Gender, Agrobiodiversity and Local Knowledge:



#### A Training Manual

This Food and Agriculture Organization training manual explores the linkages between local knowledge systems, and gender issues in the conservation and management of agricultural biodiversity and food security. [Read more](#)

## Women “Take Care,” Men “Take Charge:” Stereotyping of U.S. Business Leaders Exposed

The first in a series of reports from U.S. research group Catalyst examines the effects of gender-based stereotyping on women’s capacity to lead and to advance their careers. [Available online](#)



## State of World Population 2005



*The Promise of Equality: Gender Equity, Reproductive Health and the Millennium Development Goals* identifies gender inequality as one of the primary drivers of poverty and social exclusion and stresses that gender equality and reproductive health are crucial to reducing poverty. [Read more](#)

---

[Email us](#) to suggest a weblink.

Published by the **Gender – Entrepreneurship – Markets** unit of the  
**International Finance Corporation.**

Please email us ([GEM-newsletter@ifc.org](mailto:GEM-newsletter@ifc.org)) your comments, queries, subscribe and unsubscribe requests.