



Gender Entrepreneurship Markets

*Third Quarter Edition
Global Newsletter : July 2005*

IFC GEM welcomes you to its third 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.

The issue's highlights include [news](#) of IFC and World Bank Group activities (including the Global Summit of Women in Mexico and the launch of the Gender and Growth Assessment for Uganda), [news](#) reports from other sources (including Kuwait's election of the first woman minister), upcoming [events](#) around the globe (including the [Pan-African Women Invent & Innovate Event, Conference, and Awards](#) in Ghana in September) and [links](#) to useful web sites (including the World Economic Forum's *Measuring the Global Gender Gap* report). Our regular spotlight this issue falls on Zoe Dean-Smith, the Managing Director of Gone Rural, whose commitment to uplifting the rural women in Swaziland, increasing awareness of HIV/AIDS and empowering local communities through her handcrafts business is a source of inspiration.

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](mailto:GEM-newsletter@ifc.org) (GEM-newsletter@ifc.org). This newsletter is for YOU and we want to get you involved.

NEWS

News from IFC GEM and the World Bank Group

Global Summit of Women in Mexico Promotes Wider Economic Participation

Nine hundred twenty five delegates from 75 nations joined the fifteenth annual Global Summit of Women in Mexico City to exchange ideas and strategies on starting and expanding a business enterprise. For fifteen years, the Summit has celebrated women's leadership by bringing together women leaders from around the world. Mexico's President Vicente Fox welcomed the record crowd that gathered at the opening ceremony of this year's Summit on June 23. The 2005 Summit held workshops on micro-enterprise, innovative marketing techniques and



leadership development, as part of an ongoing effort to assist the next crop of women entrepreneurs. At the Ministerial Roundtable preceding the Summit, IFC director Rachel Kyte shared some examples of the World Bank Group's experience in developing public-private partnerships to promote women's economic participation. [read more](#)

Uganda's Minister of State for Investment Launches the GEM Gender and Growth Assessment, Holds Advocacy Workshops for Ugandan Women

More than 120 Ugandan women and men attended the launch of the GEM Gender and Growth Assessment for Uganda in Kampala on May 18. The Assessment suggested that Uganda can grow faster by unleashing the economic power of women through speeding up the current process of removing barriers to business. In formally launching the study the Minister of State for



Investment emphasized “looking at ways to improve the investment climate to help women as well as men engage productively in the formal economy is not only the right thing to do, it makes sound business sense. Unleashing the full economic potential of women will benefit all Ugandans.” Following the launch, IFC GEM and Uganda's Council for Economic Empowerment for Women of Africa organized a 2-day workshop for key women's business and advocacy groups and government contacts. The workshop provided an excellent opportunity to strengthen dialogue and understanding between women's business associations and government representatives while also encouraging the participants to engage in needed gender reforms. The participants formed a Gender Coalition to take forward the report's recommendations. Key results of the report also include the integration of the main recommendations into the country's Medium Term Competitiveness Strategy and the National Gender Strategy as well as the redrafting of the Companies Act in line with world best practice.

IFC Program Supports Women Entrepreneurs in Egypt

On May 19 the IFC partnered with the Egyptian Business Women Association to conduct a marketing and management workshop in Cairo for 50 local women entrepreneurs. The workshop was part of the “Women Get the Business Edge in MENA” training program, which aims to provide modules on understanding customers and targeting key markets. Over the coming years, the program intends to provide thousands of women business owners and managers and their employees with relevant and affordable business development solutions throughout the region. The May 19 event is only the first step in a larger IFC program to strengthen women-owned businesses in Egypt and throughout the Middle East and North Africa. [read more](#)



IFC GEM Hosts Lunch with Women's World Banking



On June 29 IFC GEM and the IFC's Women's Network hosted a lunch with Women's World Banking, during which Women's World Banking representatives spoke about the organization's work in microfinance and two recently completed field studies. Women's World Banking works through a network of 24 affiliates in 19 countries to provide financial services to hundreds of thousands of women around the world. For more on the organization, please visit their [website](#).

Women Bridge the Gap between the Village and the Marketplace

At Papua New Guinea's National Fisheries College, the Pacific Enterprise Development Facility has been training rural women to bridge the gap between subsistence fishing and the modern market economy. The four week training course covers basic technology for processing, preserving and transporting fish as well as basic business practices. The goal is to introduce more effective techniques that will lead to greater self-sufficiency and thereby help alleviate poverty. [read more](#)



IFC Hosts Workshop for Grassroots Business Organizations



“For most women, Gone Rural is their only source of income. The business impacts directly on the lives of 7,000 rural Swazis,” said Zoe Dean-Smith of Swaziland at a workshop hosted in early April by IFC's Strengthening Grassroots Business Initiative (see [Spotlight](#)). The workshop brought together this and other grassroots business organizations from around the world to exchange experiences, network and generate lessons learned to apply in their future work. Gone Rural works with more than 800 rural women in Swaziland with traditional hand skills to produce unique handicrafts. Other organizations with a specific focus on women at the workshop were SEWA of India and Digital Divide Data of Cambodia. SEWA is a registered trade association of over 700,000 poor, self-employed women. Digital Divide Data, which provides outsourced data services to the international community, hires the disabled, orphans, and rescued victims of sex trafficking. For more information on the Strengthening Grassroots Business Initiative, visit their [website](#).

MORE NEWS

Kuwait Names First Woman Minister

Kuwait appointed its first female cabinet minister this June, one month after parliament voted to let women vote and stand for office. Massouma al-Mubarak, a political science professor and columnist, was named as planning minister and minister for administrative development. The recent changes in Kuwait mean that Saudi Arabia and the United Arab Emirates are the only Gulf States that do not give women the right to vote or stand for public office.



Tunis Summit Brings Together Arab Businesswomen

The Middle East and North Africa Business Women's Summit in Tunisia gave more than 200 Arab women entrepreneurs from 15 countries across the region a sense of validation in their career choices and practical advice for growing their business. The women gathered from May 24 to May 26 for three days of panel discussions, roundtables, and business skills workshops. The participants connected with women from all parts of the Arab world, shared their experiences, discussed common challenges, and learned how other Arab women have worked to achieve their place in the Arab business world.



35 Saudi Women Get Training Under UN Program



Thirty-five women in Hail, Saudi Arabia graduated in April from a training program that will prepare them to enter the job market. The women graduated in cooking, small-scale food industries, tailoring and fashion design after attending a three-month program. The training program was organized by the United Nations Economic and Social Commission for Western Asia (ESCWA). ESCWA has launched two projects in Saudi Arabia, both of which are directed toward Saudi women and are to be conducted in different parts of the Kingdom.

African Development Bank Organizes Pan-African Conference in Cameroon



The conference on “Supporting African Women in Business: For an Economic and Social Leadership” gathered almost 750 participants from 20 countries on April 18 and 19. As the first pan-African event in the field of women's entrepreneurship development, the conference was a great chance to raise awareness, develop strategies for cooperation and coordination, and come up with recommendations on how to more effectively promote women's entrepreneurship development and networking.

Inspirational Quote

“No government in South Africa could ever claim to represent the will of the people if it failed to address the central task of the emancipation of women.”

- Thabo Mbeki, President of South Africa, at the launch of the South African Women Entrepreneurs Network

SPOTLIGHT ON:

Zoe Dean-Smith, Managing Director, Gone Rural, Swaziland



Zoe Dean-Smith, the Managing Director of Gone Rural Swaziland is this edition's GEM for her inspiring commitment to uplifting the rural women in Swaziland, increasing awareness of HIV/AIDS and enhancing local communities through her handcrafts business.

Born and raised in Swaziland, Zoe is the public face behind Gone Rural, one of Swaziland's top three producers of handmade products and the country's most successful handcraft business. The organization provides rural women who would otherwise have few employment options with an income that greatly improves their quality of life and expands opportunities for their children. Today Gone Rural works with 772 rural women in 14 groups in the rural areas of Swaziland, and it employs 22 staff in at the workshop in Malkerns. The women create high-quality tableware, floor mats, baskets and clay pots that are exported to about 525 retail outlets worldwide. In 2004, Gone Rural won a World Bank Development Marketplace award of US\$10,000 to facilitate HIV/AIDS workshops for their 772 women.

Zoe has been the organization's tireless champion, advertising its work internationally and helping secure orders with companies such as the Conran UK stores in Paris and London. Zoe was one of the key speakers at the IFC workshop for Grassroots Business Organizations in Washington, DC in April 2005, where she met with senior World Bank officials, including the outgoing President James D. Wolfensohn to discuss her work and raise awareness about the devastating effects of HIV/AIDS in Swaziland.

Each newsletter we spotlight either a women's business association that has developed an innovative idea or process that promotes women's entrepreneurship, or an enterprising woman who has achieved success. If you have a success story to share, please email us (GEM-newsletter@ifc.org) with the details. We look forward to sharing your stories.

CALL FOR CONSULTANT CVs

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. (GEM-newsletter@ifc.org)

EVENTS

National Small Business Federal Procurement Summit

17-18 Aug, Washington, DC: This summit for small businesses seeking access and growth in federal procurement markets features business owners from across the U.S. who regularly attend the event to assist them with knowledge, connections and strategies for success.



[read more](#)

Nominate Innovative Women for the Pan-African Women Invent & Innovate Exhibition, Conference, and Awards

6-8 Sept, Accra, Ghana: Global Women Inventors & Innovators Network (GWIIN) and IFC GEM invite you to take part in the first ever awards to honor Sub-Saharan African women inventors and innovative entrepreneurs. IFC GEM is delighted to sponsor and co-host the event.



We invite you to nominate innovative African women in business for awards, as well as to participate in the exhibition and conference. [read more](#)

Global Exchange Forum, Understanding Women's Social Capital

16 Sept, London, United Kingdom: Organized by the Foreign Policy Centre, this annual event brings together practitioners and policy experts from the United Kingdom



and developing countries. This year's focus is on the way women's networks play a part in creating a more equal, just and democratic society. For more information, please email shairi.mathur@fpc.org.uk

Seminar on Promoting Women's Entrepreneurship in Africa

19-23 Sept, Tunisia, Tunis: The aim is to bring together senior government officials, women entrepreneurs, and women entrepreneurs' associations to exchange and consolidate knowledge on mainstreaming women-owned small and medium enterprises. For more information, please email



l.mokadem@afdb.org.

Global Summit of Black Women Business Leaders

28 – 29 Oct, London, UK: The European Federation of Black Women Business Owners will host black women business leaders from around the world at this summit. The gathering will feature black women at the height of their profession. [read more](#)

Donor Committee Conference: Assessing the Business Environment

29 Nov-2 Dec, Cairo, Egypt: The conference will allow participants to share their experiences in the promotion of a business environment that is more enabling of small enterprise development. [read more](#)



Banking the Missing Middle: Strategies for Expanding Micro-credit Conference

8 Sept, 2005, New Delhi, India: Organized by the Foreign Policy Centre's India programme and Standard Chartered Bank, the conference aims to bring together key stakeholders from government, academia, business, non-government and media from India, the UK and Asia. The conference will explore initiatives to increase access to finance for the microfinance sector in India. [read more](#)



Email us (GEM-newsletter@ifc.org) details of your event.

LINKS TO RESOURCES

OECD Gender Tipsheets

Forty-four tipsheets covering 17 sectors provide information on how and why gender equality is a crucial dimension in all development activities. [read more](#)




ELDIS Gender Resource Guide

ELDIS is a gateway to information on development issues, with its Gender Resource Guide providing free and easy access to a wide range of online resources related to women, development, trade and business. [read more](#)



The African Centre for Gender and Development

 The African Centre for Gender and Development (ACGD) is a division within the United Nations Economic Commission for Africa. Established in 1975, the ACGD services national, regional and sub-regional bodies involved in development issues related to gender and the advancement of women. The [website](#) offers information regarding programs and activities as well as access to recent publications. Also available on the site is focused data on gender issues from around the world including information on the twelve critical areas of the Beijing platform for action for the advancement of women issued in 1995 and the recently developed Africa Gender and development Index. For additional information e-mail (acw@un.org)

Women's Economic Empowerment: Measuring the Global Gender Gap

The World Economic Forum undertook this study to facilitate the work of governments, aid agencies and NGOs by providing a benchmarking tool to assess the size of the gender gap. The report quantifies the size of the gender gap in 58 countries, including all 30 OECD countries and 28 other emerging markets, ranking countries according to the level of advancement of their female population. [read more](#)



BRIDGE



BRIDGE supports gender advocacy and mainstreaming efforts of policymakers and practitioners by bridging the gaps between theory, policy and practice with accessible and diverse gender information. [read more](#)

Email us (GEM-newsletter@ifc.org) to suggest a web link.

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