

# **BRIEF NOTE ON FOURTH GLOBAL WOMEN ENTREPRENEURS TRADE FAIR AND INVESTMENT FORUM – ACCRA, GHANA; JULY 23<sup>RD</sup> – 2<sup>ND</sup> AUGUST, 2009.**

## **WHAT IS IT?**

The Global Women Entrepreneurs Trade Fair and Investment Forum has established itself as the largest and most comprehensive platform for women entrepreneurs and women in business at all levels of leadership in various economic sectors from all over the world to discuss issues of vital importance to the growth of micro, small and medium enterprises. With emphasis on sharing market information, development of strategies to increase intra-African and inter-Continental trade, spread awareness on Preventive Healthcare and Wellness, spark debate on halting the spread of HIV/AIDS both at work and in our communities.

## **ESTABLISHMENT OF THE FORUM:**

The 1<sup>st</sup> Global Women Entrepreneurs Trade Fair and Investment Forum was held in Accra, Ghana in 1996. It brought together 650 participants from around the globe. Its success has garnered it the reputation of being the singular event capable of bearing the title “Global Women Entrepreneurs’ Trade Fair and Investment Forum.”

**The 2<sup>ND</sup> Global:** - was held in Addis Ababa, Ethiopia in October 1998.

**The 3<sup>rd</sup> Global:** - was held in Miami Dade County, Florida, USA, in May, 2000.

The 4<sup>th</sup> Global - Up And Coming in Accra, Ghana, in July 23 – August 02, 2009.

**THEME OF THE 4<sup>TH</sup> GLOBAL: “Women Entrepreneurs’ Promoting Intra-African and Inter - Continental Trade towards attainment of the Millennium Development Goals (MDGs) 1, 3, 5, 6 & 8.”**

### ***Elaboration on the theme as it relates to the MDGs.***

The theme focuses on strategies for Small and Medium Enterprises (SMEs) to consider in operating in a dynamically changing environment. This is because business environment has been changing dramatically in the past decade, and will continue to do so in the foreseeable future. The changes are happening at national, regional and global levels due mainly to political and economic changes, trade barrier relief, information technology advancement, new trade blocks and business cycle variations. For SMEs to remain in this rapidly changing environment, the necessary condition is to recognize and comprehend the direction and the pace of changes and implement adequate strategies.

African women must respond to all eight MDGs because it touches on essential aspects of a woman's well-being and the advancement of women is in turn; critical to the attainment of the MDGs by 2015.

Women are eager to see their Heads of States summon political courage and move faster towards attainment of the MDGs. The MDGs, adopted after the 2000 Millennium Summit, marked the first time the international community embraced a common set of basic development goals for Africa:

***Emphasis of the 8 MDGs were:***

- (MDG 1) eradication of extreme poverty and hunger
- (MDG 2) achieve universal primary education
- (MDG 3) promotes gender equality and empower women and reduce mortality
- (MDG 4) reduce child mortality
- (MDG 5) improve maternal health
- (MDG 6) combat HIV/AIDS, Malaria and other opportunistic diseases
- (MDG 7) ensure environment sustainability; and
- (MDG 8) develop a global partnership for development.

**ORGANIZERS OF THE 4<sup>TH</sup> GLOBAL**

*The event is being organized by:*

African Federation of Women Entrepreneurs (AFWE)/ Ghana Association of Women Entrepreneurs (GAWE)

*through the collaborative efforts of:*

- Ministry of Women and Children Affairs
- Ministry of Trade and Industry
- Ministry of Agriculture
- Ministry of Foreign Affairs and Regional Integration and NEPAD
- Ministry of Local Government
- Ministry of Tourism
- Ghana Employers Association (GEA)
- Purple Management Services Ltd
- Jackson Consultanting Inc. Washington DC
- Suzanne Carawan Higher Logic Inc. Washington DC
- Kim Bettcher CIPE, USA
- MUJERES FUNDACION of SPAIN
- Women in World Markets Business Association in Madrid, Spain

Institute of Food Technologists (IFT)  
Barbara Byrd Keenan IFT  
GAWE'S US ENVOY  
Dr. Aribisala, President African Women Leaders Think Thank  
Lesley Agams, Ashoka Africa  
National Council for Negro Women (NCNW – INC.) USA  
Institute of Packaging  
Association of Ghana Industries (AGI)  
Ghana Chamber of Commerce and Industry (GCCI)  
Dr. Esther Sakyi-Dawson: Department of Nutrition and Food Science University of Ghana  
Food Research Institute  
Institute of Industrial Research  
Ghana Standards Board  
Ghana Investment Promotion Centre (GIPC)  
Ghana Export Promotion Centre (GEPC)  
National Board for Small Scale Industries (NBSSI)  
ILO HIV/AIDS Program  
Ghana Business Coalition Against HIV/AIDS  
Women Empowerment and Poverty Alleviation (W.E.P.A.) are organizing the above event.

***The Purpose of the 4<sup>th</sup> Global is:***

to continue ongoing efforts at mobilizing African women entrepreneurs in all fields to contribute to regional competitiveness in various sectors including Agro-enterprise, especially where women could have comparative advantage, it includes those in food production, processing, preservation, aquaculture, and marketing, to enhance food security and overall empowerment of women in addressing the issues of HIV/AIDS' impact on productivity and development on the African Continent, Maternal Health, Preventive Health and Wellness the attainment of the Millennium Development Goals.

**SPECIFIC OBJECTIVES:**

For African Women Entrepreneurs to strengthen and extend their knowledge of each other, integrate their markets, enhance communication and share market information. For African Entrepreneurs to come together with their counterparts of other continents e.g. Asia, Europe, and USA – to learn to enhance the approaches core to entrepreneurship:  
to establish potential linkages of businesses;  
integrate markets;  
Enhance information sharing.

## WHO IS INVITED?

- ALL  
Women entrepreneurs and women in business of ALL SIZES,  
Women leaders, women have broken the glass ceiling  
And Women in politics
- ii. International Development Partners
- iii. NGOs focusing on economic development
- iv. ALL private and public sector institutions that promote entrepreneurship, export and invest.
- v. All women entrepreneurs wishing to grow their export potential.

## WHY YOU SHOULD ATTEND THE 4<sup>th</sup> Global

### TO:

- i. Participate in a unique gathering of women leaders engaged in exposing their Activities and seeking avenues for improvement of quality of their products for export
- ii. Be inspired by mainly women from all continents in diverse sectors
- iii. Be introduced to modern techniques in food production processing and packaging to meet internationally acceptable standard by Institute for Food Technologists from the USA, and other stakeholders,
- iv. Be introduced to a 'new' line of profitable business in aquaculture which your environment may be suited.
- v. Connect to someone for mutual business partnership and Mentoring
- vi. Health: HIV/ AIDS, Tuberculosis, Malaria, Maternal Health, Preventive Health and Wellness program for women of all ages and promote work place HIV/AIDS awareness.

Also the 4<sup>th</sup> Global will be the largest, most comprehensive women entrepreneurs, business leaders and professionals' global audience of the year. It will provide a gateway to a new decade of success for enterprises in Africa through partnership. Your key markets and relevant public sector agencies, regional and global women Chambers of Commerce, industry key players and similar bodies would be available for consultation.

## RATIONALE

As part of the Millennium Development Goals (MDGs), gender equality is a key policy objective in developing countries. It is increasingly seen as providing a double dividend: not only guaranteeing a fundamental human right, but also boosting economic growth.

Increase the production capacity of women to move from informal export activities to formal, increase market share, create more decent jobs, and reduce poverty on sustainable basis in order to attain the Millennium Development Goals 1, 3, 5, 6 & 8.

If Africa, with its' scarce resources will focus her attention on three critical areas of the MDGs, i. e, 1, 3 and 8, people would be empowered to do things for themselves, all the other five goals will be met if women's entrepreneurial capacity will be built, and they will be capable of paying fees for services rendered by governments and private sector institutions. Children will be educated, by their mothers because they are economically empowered, provide balanced diets for themselves and for their children. This will eliminate nutrition-related diseases and reduce child mortality and improve maternal health, including HIV/AIDS Work Place Education, spread awareness, spark debates and encourage participation.

Alleviating poverty through entrepreneurship is a key tool for economic empowerment of African women and indeed all African people. Women entrepreneurs must be encouraged to grow from small informal enterprises to formal small and medium enterprises in order to bring out their full potential, be visible in their national economies, contribute to GDP growth and be relevant in the global market place to increase market share.

It is also to draw the attention of African Governments to the effect of bureaucratic and unprofessional behaviour by some Immigration and Custom officials at our various borders, reduce the countless unauthorised road blocks immediately after crossing borders within some African countries , we need also to alert the Donor Community and Agencies, United Nation Agencies and Systems, the European Union , USA and the world at large to the challenges that needs to be addressed to increase support to women entrepreneurs to trade more within the Continent , and the opportunities being wasted in terms of not able to scale up agri-business through creating linkages and partnerships among ourselves, within the African Sub-Regions.

It is also to look at the dimension, dynamics, processes and potentials for a level playing field for Fair Trade to benefit women in particular and Africa in general. The European Union and the United States of America should as a matter of urgency review the inhuman processes in obtaining visas for genuine business women to travel to any of the European countries and to the USA in search for market opportunities, as well as in search for technologies to increase and improve productivity.

The 4<sup>th</sup> Global event will systematically create a platform for women entrepreneurs to discuss economic issues of vital importance and to mobilize women entrepreneurs to promote networking and consensus; Advocate for the implementation of several inter-

states infrastructures, trade and other sector specific programs to promote trans-border businesses, regional competitiveness and effective engagement of women entrepreneurs in the regional integration process.

We need systematic and consistent strategic policies in place focused on women owned businesses and the huge informal sector with growth potentials. These actions are important in order to address the issues related to stagnated growth in the informal sector. Other critical areas of concern are, poor physical infrastructure, weak institutions at public and private sector, ill-informed women entrepreneurs and women in business in some aspects of the dynamic in global trade, including the need to address rampant corruption in all business transactions.

We need to create a level playing field for both local and foreign investors as well as women as a result of inadequate regulatory frameworks and insensitive systems on one hand and the widening technology gap among nations on the other. These and all other negative practices that hinder women's growth in business and in the community need to be reviewed.

Competition in international markets was traditionally in the realm of large companies while small businesses often remain local. Today this division is no longer sustainable. Technological advances in production; transportation and telecommunications are leaving women behind due to their inability to have equal access to them. The trend in the global market today is the use of information technology (IT) to reach out to customers, suppliers and collaborators around the world. How do we mainstream women entrepreneurs into the world of IT? These are some of the thought provoking questions and issues that need to be looked at during the 4<sup>th</sup> Global and recommendations need to be made to address these challenges.

## **GLOBAL NETWORKING CONFERENCE, WORKSHOPS AND INVESTMENT FORUM CONCURRENT SESSION TOPICS AND SUB-THEMES**

Review the Accra Declaration, Addis Ababa and Miami Recommendations as well as its relevance to attainment of the MDGs, the Beijing Platform for Action and NEPAD in view of the economic empowerment of women, poverty alleviation and creation of decent jobs through agric-related enterprises (food production, processing, packaging and aquaculture.). HIV/AIDS: women and productivity.

### **Intra – regional Cooperation and the Development of SMEs**

- 1 The rise in intra and inter-regional trade and its impacts on SMEs
- 2 Intra – regional cooperation and opportunities for SMEs
- 3 Measures to assist SMEs to fit into intra-regional cooperation
- 4 Intra – regional trade, trade environment, and SMEs.

#### **• Entrepreneurship and Competitive Edge in Agriculture and Aquaculture**

1. Agriculture: Food production, Fish seed production as an enterprise
2. SMEs entrepreneurship, Women and Food crop production (agronomy) and Aquaculture to fill the fish gap, (fish production)
3. **Mutual causality of the development of SMEs and the raise in competitiveness. In mechanized farming and using science and technology: i. e. irrigation, agro climatology improved planting materials and post harvest technology.**
4. **Industrial upgrading and self-adjustment of SMEs in Aquaculture. (Fish Processing.**

#### **• Foreign Trade, Foreign Investment, and SMEs**

1. Impact on domestic SMEs from incoming foreign small investors from Asia,
2. Foreign Trade, a wider opportunity for SMEs?
3. Foreign Investment made by SMEs versus that made by large companies,
4. SMEs' foreign investment, reduction in costs of production, and market enlargement.

#### **• Health**

1. HIV/AIDS: as it affects women's productivity, informal sector and poverty reduction
2. Maternal Health: Maternal Mortality and Morbidity
3. Preventive Healthcare and wellness Learning Initiative
4. What makes a quality and effective health and wellness enterprise?

- **SMEs and Business Cycles**

1. Business cycles and barriers to SMEs' financing.
2. Does the SME sector mitigate or intensify economic fluctuations?.
3. Necessary assistance to facilitate SMEs to overcome business cycle obstacles.
4. SMEs' flexibility, and business cycles.

- **Trade and Investment in Africa**

1. Building the capacities and eagerness of women to contribute to integration and the understanding that a proliferation of productive sector particularly MSMEs in a developing mixed market economy like ours is a primary condition for attainment of higher levels of trade and investment, resource mobilization, employment, poverty alleviation and development.
2. How to use the mobile phone as a key economic driver – from getting buyers, access to banking and reaching out to unbanked millions due to factors such as logistics, cost, and lack of financial literacy and compatible products. If unbanked women cannot go to the bank, it is the bank that must reach out to them.
3. Market each African country through their national associations of women Entrepreneurs
4. Promote non-traditional export products, goods and services made by women i.e. agro-businesses, aquaculture, technologies, etc.

- **HIV/AIDS and its impact on cross border trade, the tourism industry, women and poverty and other related activities in Africa.**

- 1 Consistent and focused policy and strategy focused on Educating Employers and Employees on the management of Work Place HIV/AIDS program.
  - 2 Development of the informal sector through training, and creating linkages between small and large companies
  - 3 Mentorship
- Democracy/Good Governance and Free Enterprise: the role of women in a Democratic Market-Driven Economy.

- **CORRUPTION**

1. Corruption: a disincentive for foreign private direct investment and local investors.
2. How do we deal with public officials at our various entry points?
3. Can women make the difference?

- **Banks and MSMEs**

1. Financial institutions to create innovative lending techniques to support women Entrepreneurs and the informal productive sector,
2. the use of Mutual Guarantee Scheme as collateral
3. Case study Fidelity and GAWE

**D. Expected Outcomes**

It is expected that the Forum will achieve the following:

- Expand your market and global network.
- Create platform for women to discuss economic issues of vital importance to the growth of MSMEs
- Create linkages between formal and the informal productive sector.
- Learn from and share with your peers ways to improve on HIV/AIDS Work Place education and introduce HIV/AIDS in your work places
- Increase your market share, to reduce poverty, improve your life and the lives of others for sustainable economic empowerment of women.

**E. METHODOLOGY**

**The event will consist of a pre and post conference activities.**

**Let's do business on the spot, training for the food processing sector, couple with case studies /models, business coaching and business matching for investment or partnership. Create a vehicle for conversation, which will lead to an experiential learning platform; in which a fully operational Wellness Center will be designed with quality assurance as its core value. Business plan will be designed for the future development and participation of women as micro-entrepreneurs in the Health and Wellness industry. i.e. Shear butter producers, Batik, tie and dye and embroidery, cloth designers, micro-entrepreneur as an Art Curator/and small clinic operators-(preferable a midwifery).**

**Presentation / Discussions with foreign practitioners to add value through intellectual property management and IT systems for field diagnosis and training. Each business will produce a customized product during one week of their business training activity. Discuss Health issues including HIV/AIDS and its impact on productivity.**

The program agenda was developed according to flexible structure which was agreed between the planning committee. It will consist of 7 days pre conference activities, ten (10) days of exhibition of women's products and services while the forum will consist of (5) days of 10 plenary sessions and forty (40) workshops excluding the concurrent training program for the food production and processing sector and it will allow the sub-themes to be explored by participants across five levels/ Beginning at level 1, each of these sub-themes will be investigated in terms of their global impact. Working down to level 2, 3, and 4, the various topics are more specific, practical and locally oriented elements of these sub-themes will be pursued.

By level 5, the intention is that the workshops and training sessions would develop action plans for women entrepreneurs in Africa, and the rest of the world. It will combine Trade Fairs / Exhibitions and Investment Forum, will explore Health Issues including HIV/AIDS and opportunistic diseases, as well as training sessions for those in the food processing and packaging sector and aquaculture. 1 day field visits to Aquaculture business site.

To climax the event, a pre conference trips to attractive tourist sites in Elmina, Cape Coast and Kumasi is being organized for a fee, 2 days in Elmina and Cape Coast and 3 days for Kumasi in Ashantehene's Palace for those who arrives earlier and post conference activities for those interested after the conference. Kindly make your intentions known to the organizers two month ahead of arrival for necessary logistic arrangements to be made.

The fair/ exhibition will run through out July 23<sup>rd</sup> – August 2<sup>nd</sup>, 2009, while the Investment Forum starts on the July 27<sup>th</sup> – August 2<sup>nd</sup>, 2009 it will include training in food processing techniques, a wellness program, 1<sup>ST</sup> August Dinner Dance and Awards Night, The plenary sessions will have speakers and participants with question and answer sessions to deepen awareness and come out with a consensus on specific issues and strategies per work program.

## HISTORY OF PAST FAIRS

### THE FIRST GLOBAL

The first Global Trade Fair, an initiative of AFWE was designed and hosted by the Ghana Association Women Entrepreneurs (GAWE) in Accra from June 26 to July 3, 1996. This first attempt at mobilizing women entrepreneurs globally attracted 650 participants including 350 exhibitors from 38 African countries alone, USA, England, Germany, India, Pakistan, Mexico, Trinidad and Tobago, Malaysia and Canada also participated in their numbers, also present were the UN, its specialised Agencies and Systems including the World Bank family, USAID, CIDA and IBM.

It also attracted 25 International NGOs and over 2000 visitors daily. It generated over \$10million worth of new businesses. These donor agencies sponsored the first Global: UNDP/Africa, NEW YORK, UNIFEM, ILO, UNIDO, UNECA, and OAU now AO, USAID, ENTERPRISE AFRICA, CIDA/GHANA, THE WORLD BANK FAMILY, COMMONWEALTH FOUNDATION, AND LOTS OF CORPORATE COMPANIES IN THE HOST COUNTRY GHANA.

### THE SECOND GLOBAL

The event took place in Addis Ababa, Ethiopia in 1998, was hosted by Ethiopian Women Entrepreneurs Association (EWEA) in collaboration with GAWE. A total of 500 women mostly from Africa participated and only few from the US due to fear of the war that was going on between Eritrea and Ethiopia at the time. There were 300 corporate exhibitors. Most importantly, 70% of participating entrepreneurs at this Fair told us it was their first attempt to expose their products and venture into the global market. They told us they now understand how to expand their businesses beyond their national boundaries.

### THE THIRD GLOBAL

**The Third Global** was held in Miami and hosted by the Mayor of Miami- Dade County at the Hyatt Regency Hotel, Florida, from May 10-15, 2000. It attracted over 1000 visitors, buyers and academics, 400 delegates from 35 African countries, Trinidad and USA. 200 women exhibited from Africa and other countries around the world, these diverse groups represented heads of businesses and manufactures who were eager to venture and/or expand their products and services in other markets in Africa, Europe and in the USA. Unfortunately, most African women entrepreneurs could not obtain visas early enough to attend and others arrived on the last day which was too late for them to participate.

**It will interest you to know that all the donors who supported the First Global also supported the second and third. We are hopeful that they will work with us as well on the 4<sup>th</sup> Global.**

## **ABOUT THE FOURTH GLOBAL July 23<sup>rd</sup> – August 2<sup>nd</sup>, 2009.**

**The Fourth Global will take place in Accra Ghana from July 23<sup>rd</sup> – August 2<sup>nd</sup>, 2009.**

We are expecting close to a thousand delegates (1000) from all over the world to participants and it includes 400 women exhibitors. There will be 12 booths for business matchmaking throughout the fair and forum, aquaculture, training in agro-processing techniques, HIV/AIDS and epidemic diseases, environmental sustainability, development financing and pre and post field visits to exiting tourist attractions in Ashanti and the Central Regions to carry out free health care programs

### **Products and services to be exhibited but not limited to:-**

Garments, Hand Woven Printed Textiles, Handicrafts, Pharmaceuticals, Processed Food and Fish, Spices and Canned Foods, Leather Products, Pottery/Ceramics, Juices and Fruits, Books, Floor Carpets, Cosmetics, e.g. shear butter, cocoa butter, soaps, Wigs, Cut Flowers, Beads, Jewellery, Aluminium Utensils, Agriculture Tools, Rattan and wood furniture, Shoes,

Others are:

Tour operators, Real Estates Developers, Art Work, Haulage, Schools owners; etc.

We would appreciate it if you would join AFWE, GAWE the Host and other partners to participate in the 4<sup>th</sup> Global, as well as disseminate this information to as many organisations as possible.

Be part of this unique opportunity to join the growing number of women-owned companies who see a bottom-line benefit to supporting women entrepreneurs and women in business years, do not allow intra-African, regional and global trade go on without your full participation, be part of the solution to unemployment, underemployment, poverty eradication, health and well-being of women and children. Women, make use of this opportunity and build your capacity, be economically empowered through Regional and Global Partnership and Cooperation.

***Women do not want to challenge the old system, we want to build new one.***

Contact Details:

Request for information regarding the event should be addressed to:

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