

FEWA PAN AFRICAN MOWE WORKSHOP, GALA DINNER & AWARDS 2012



Host Country – **KENYA**

Host Association



OUR PARTNERS



FINAL REPORT

PART ONE

- ➔ **FEWA PAN AFRICAN
MOWE WORKSHOP
LAUNCH OF WEDEE
KENYA**

PART TWO

- ➔ **FEWA PAN AFRICAN
AWARDS
GALA DINNER & AWARDS
CEREMONY**

FORWARD – JOANNE MWANGI

Once again it is that time of the year when we award and celebrate women entrepreneurs during the MOWE Month of the Woman Entrepreneur the brain child of ILO WEDGE. This year is special specifically because:

- The MOWE entrepreneur will celebrate women not just from Kenya but inspirational women from the whole of Africa. The MOWE AWARDS therefore becomes the FEWA PAN AFRICAN MOWE Awards.
- The program that has been the catalyst for celebrating MOWE in Kenya, the ILO WEDGE Women Entrepreneurship Development and Gender Equity Program transitions to ILO WEDEE Women Entrepreneurship Development and Economic Empowerment Program.
- While FEWA Federation of Women Entrepreneur Associations continues to be at the forefront of applauding women entrepreneurs.

FEWA is Kenya's apex body for all women business owners and fosters networking and builds synergies for the growth and expansion of businesses for its associations' members. The Federation is an effective channel through which joint programs and initiatives for women in business are channelled. The Federation of Women Entrepreneurs Associations (FEWA) is the apex body of all women entrepreneurs, women investors, women business owners and their business associations. FEWA works to ensure that women's needs- such as for information and capacity building are met. FEWA actively participates in guaranteeing access to finance at favourable interest rates and using collateral methods that are accessible to direct women's issues and directly impact policy making.

This year the Pan African MOWE culminated in a conference as well as awards and gala dinner on 18th October 2012. I'd like to take this opportunity to thank all our partners and organising committee who made this year yet another success.

Joanne Mwangi

Chairperson

FEWA

REPORT – PART ONE

FEWA PAN AFRICAN MOWE WORKSHOP

LAUNCH OF WEDEE (WOMEN

ENTREPRENEURSHIP DEVELOPMENT AND

ECONOMIC EMPOWERMENT) KENYA

HELD ON THE

18TH OCTOBER 2012

8.30 AM TO 1.00 PM

AT USIU AUDITORIUM

➔ PROGRAM

FEWA PAN-AFRICAN AWARDS GALA DINNER & AWARDS CEREMONY

PROGRAM

8.30 AM – 9.00 AM	Arrival And Registration Of Participants	FEWA
9.00 AM - 9.10 AM	Opening Remarks	Joanne Mwangi – FEWA Chairperson
9.10 AM – 9.30 AM	Introduction of ILO – WEDEE	Amos Wanyiri – ILO WEDEE NPC
9.30 AM – 9.45 AM	Link Between Previous (WEDGE) And Current (WEDEE) Project- Documentary Presentation	Gloria Ndekei – NPC – ILO Kenya, United Nations Joint Programme for Gender and Economic Empowerment – (UNJPGWE)
9.45 AM – 10.15 AM	Key Note Address / Remarks	Hopolang Phororo – ILO Deputy Director
10.15 AM – 10.25 AM	Launching ILO WEDEE Project	ILO Deputy director – In company of ILO Staff, FEWA Chairperson, FKE Representative, COTU Representative, Min of Labour Representative
10.30 AM - 11.00 AM	Break	
11.00 AM - 12.00 PM	Break Out Session	Facilitators
12.45 PM - 1.00 PM	Reporting Back and Making Presentations	Facilitators
12.45 PM	Closing Remarks and Closure	Constituent Partner / FEWA
1.00 PM	Lunch	

On Thursday 18th October 2012, members of FEWA and other guests gathered at the United States International University auditorium for the 2nd day of the Pan African Month of the Woman Entrepreneur workshop and the launch of WEDEE Kenya.

➔ WELCOMING REMARKS



Opening remarks were given by Nancy Gitonga, CEO FEWA. She started off by welcoming the audience and she recognized Gloria Ndekei, Amos Wanyiri, Katherine Ichoya (COMESA) and Joanne Mwangi, chairperson of FEWA. Nancy then welcomed Madame Ndamarau to recap events of day one of the conference.

➔ RECAP - CONFERENCE DAY ONE



Madame Ndamarau started by offering her gratitude to the overall coordinators of the event Sarah Mercer and Martin, the co-sponsors of the event, KCB, Chase Bank, Nice and Lovely, Kenya Airways, AMREF, EABL, The Star, Macmedia Africa, Eastern African Economic Chambers of Commerce, FEWA and Professional Approach Group. She did not forget to thank God for his favour and blessings. Madame Ndamarau welcomed all the guests and began with Modesta

Lillian Mahiga's message. Modesta had the previous day talked about leaving her office and going out to seek justice for women and children outside the court. She also talked about the need to get out of our comfort zones and extend ourselves beyond our businesses and professions so as to make a difference in our society.

Madame Ndamarau talked of another speaker's message of problem solving. She emphasized that women should be able to identify their problems and solve them themselves as the solutions lie within us. Women should not wait for outside help when it comes to problem solving. She also said that women should provide solutions themselves because they are the makers of the home,

community and world at large. She reminded the women not only to take care of their domestic responsibilities but also their professional responsibilities.

Madame Ndamarau then did a recap on Caroline Mutoko's speech. Caroline's main message for the day was women should break the mould. An example of a time wasting activity that Caroline described was gossiping during Chama meetings. Caroline told the women that it is their responsibility, starting with their children, to make that difference. After the recap, Madame Ndamarau then asked women to organize themselves so that in coming years, such conferences would be full with women all around Africa. She told women that it was time for action and that women should help each other especially by sharing their experiences with each other.

➔ OPENING REMARKS



Nancy Gitonga then welcomed Joanne Mwangi to start off the day's programme. Joanne welcomed all the guests and recognized the ILO director, Hopolang Phororo, Catherine Ichoya of FEMCOM, Gloria Ndekei and Amos Wanyiri both of ILO. Joanne began by talking about FEWA which is an association designed to contribute to the overall objectives of creating greater opportunities for women to secure decent work and income. FEWA brings together women entrepreneur associations, speaks for women in economic space, lobbies for women, training and partnering with other associations so that members can get benefits easily and quickly.

Joanne then talked about problems women encounter such as lack of access to information, difficulty in accessing finance and lack of access to influence due to lack of confidence. She asked women to be brave, to ask questions and to be very conspicuous by attending functions dominated by many male counterparts in brightly coloured clothes. She also talked about the power of partnerships. She explained that if women in business were to come together, it would be easy to work towards achieving one goal that would benefit all as a whole. She then mentioned a few organizations which have partnered with FEWA and they include the ILO and World Bank who have helped a lot in programmes concerning women.

Joanne also mentioned a few key wins for FEWA which included;

- Creation of powerful networks.
- Representation at the EAC
- Simplification of rules and regulations in some organisations
- MOWE (Month of The Woman Entrepreneur) celebrations
- Judging in top 40 under 40 women

Joanne then introduced some of the board members of FEWA present including:



- Nancy Gitonga- CEO FEWA
- Carol Mbutura
- Rita Ndonge - Treasurer
- Helen Wanjiru (not a board member) coordinator of FEWA.

Joanne's closing remarks were about what makes up success i.e. 80% of success is when one is present for what they are to do, 15% of success is when an individual is doing something and 5% of success is strategizing on how to aim and shoot to their goal. She then urged women to NEVER see themselves as a failure and that to be successful, one only needs to have passion and have the skills to undertake that duty.

Joanne then welcomed Katherine Ichoya to the podium.



Katherine started by stating that she is a woman who loves to observe protocol and she did. Katherine then told the women that regionally, they have not found their space but the AU African Union is helping women. Katherine also said that women issues should be separated from women in business issues. Katherine believes that women in business need a lot more support as they are constantly losing out. She advised FEWA to look at organising

business clusters as women benefit from them.

Katherine talked a bit about herself. She mentioned that she went to Harvard. She also talked of being supported by Kenyan women who helped her become the woman she is today. Katherine urged women to recognize themselves and not deny themselves as denial is the beginning of failure. She also talked about two key weaknesses which women have; undermining one another and allowing men to use them. Katherine asked FEWA to ensure that they have a national representation. She concluded by asking the audience to break barriers, change their mindset, embrace one another and support one another.

➔ INTRODUCTION OF ILO WEDEE

Nancy Gitonga welcomed Amos Wanyiri who began by giving the audience a bit of history on himself. Amos has worked with ILO (International Labour Organisation) since 2007 and with the World Bank on some projects. He has also worked as a private sector advisor for Department for International Development (DFID).



Amos then introduced WEDEE, a new project he is managing. WEDEE stands for women entrepreneurship development and economic empowerment. It is funded by the Irish Aid, Norwegian Agency for Development and Cooperation (NORAD) and the programme runs in three countries; Kenya, Uganda and Tanzania for two years. WEDEE aims at building on the successes of WEDGE. Budget for the project is USD 1,571,028 in the three countries.

Amos had a PowerPoint presentation on WEDEE which talked of the key elements of the project which include;

- Working with the government, FKE, COTU, private sector and women entrepreneur associations among others
- Develop tools and support services for women entrepreneurs. It is also aimed at taking gender specific actions.

Outcomes expected include;

- Decent work and income for both men and women
- Elimination of discrimination in employment and occupation.

The objectives of the WEDEE project include;

- Existing women led businesses increase their performance.
- Increase in start-ups and promote entrepreneurship as a career option for women.

The focus of the project is

- Sustainable enterprises creating productive and decent jobs
- Strengthen and advice financial and non-financial institutions to benefit women.

- Support women entrepreneur associations.
- Contribute to a more business friendly environment for women entrepreneurs.

Indicators of achievement include;

- Increased sales by participants
- Ratio of women served by financial service providers that start a business
- Number of media appearances on women's entrepreneurship development topic
- Number of financial and non financial service providers that have been trained
- Number of women who have gone through training among others.

The final outcome of WEDEE should be that more women-led businesses contribute to job creation, economic growth and gender quality. Beneficiaries of the project include the government, private sector organizations, non profit organizations, financial and non financial service providers and women entrepreneur associations.

➔ LINK BETWEEN WEDGE AND WEDEE

Amos Wanyiri, after his presentation, invited Gloria Ndekei who headed the WEDGE program that started in 2006. The WEDGE program, Gloria said, helped over 65000 women and has built the capacity of women associations such as BELGUT and FEWA. Gloria also mentioned that she has helped in the formation of women entrepreneur associations in Pretoria, Uganda, Kenya, Tanzania, Ghana and Zambia.



Gloria has worked with 14 UN agencies under the economic pillar. She would like the procurement act reviewed so that women can participate in those tenders more efficiently. She would also like women in the jua kali industry to be taken into consideration as when they are pregnant their no social amenities in place to make their life easier.

Gloria then showed the audience a documentary on WEDGE which showed the kind of work the program does.

Women were trained on how to manage their finances, how to come up with new ideas for their businesses and also helped to join women groups that would support them and their businesses. After the documentary, she concluded by asking women to support ten women below them so as to change lives and make a difference. She also told the audience that to gain something, one must give something in return.

The audience had a short tea break that lasted half an hour and came back for the second part of the programme.

→ KEY NOTE ADDRESS



Amos Wanyiri took to the stage and introduced the ILO Director Hopolang Phororo. Hopolang began with greetings and started off with saying why entrepreneurship is important. She said it is important because it is a means of creating jobs as part of the decent work agenda. Hopolang spoke of good working conditions for workers and rules and regulations that are supportive at the work place. She also spoke about social protection such as maternity leave for women, toilets for women working

in open sites among others. Hopolang encouraged the audience by telling them that decent work country programs have been formed to address some of the issues. Hopolang also mentioned other ILO projects such as Child Labour, HIV/AIDS and entrepreneurship. Hopolang finished by thanking the audience for their attention and thanked the Irish Government for their support in the WEDEE project.

→ LAUNCH OF WEDEE



Amos Wanyiri, Hopolang Phororo, and Gloria Ndekei took to the activity of launching WEDEE Kenya. There was a small celebration which involved the audience. There was some singing, ululations from the women and dancing. The launch was very colourful and exciting. A photo session ensued with the FEWA board and ILO members.



➔ VOTE OF THANKS

After the launch, Nancy welcomed Felicity Biriri the Vice Chair of FEWA to say a few words. Felicity thanked everybody for their participation in the launch. She then talked about her personal gains from joining FEWA such as the opportunity of being selected to become a Fortune 500 Mentee. She then urged women in business to position themselves in the upcoming general elections as they are the most affected. She gave a few facts and they included the following;



- 52% of small businesses are owned by women but they have no voice when it comes to the budget.
- Networks help in building bridges.
- Appearance is important in all we do.
- Confidence is what makes 50% of success.
- There is strength in numbers.

Felicity thanked everybody for their participation in the conference and urged the audience to attend the MOWE awards ceremony at the Safari Park Hotel from 6:00pm

Sarah Mercer then took to the podium and invited the audience for lunch at the university cafeteria.



REPORT – PART TWO

FEWA PAN AFRICAN AWARDS

GALA DINNER & AWARDS CEREMONY

HELD ON THE

18TH OCTOBER 2012

6.30 PM TO 11.00 PM

AT THE

SAFARI PARK HOTEL

➔ PROGRAM

FEWA PAN-AFRICAN AWARDS GALA DINNER & AWARDS CEREMONY

PROGRAM

6.00 PM	Arrival of Guests	
	Entertainment	
6.30 PM	Arrival of Guest of Honour	Ms. Hopolang Phororo ILO Deputy Director
6.40 PM	Prayer	
6.45 PM	Opening Remarks	
6.50 PM	Dinner	
7.00 PM	Speech By:	- Women in Leadership - FEWA - UN WOMEN - ILO - Guest Speaker
9.00 PM	Awards Presentations	
11.00 PM	Vote of Thanks	
	Entertainment	

➔ OPENING REMARKS



Rita Ndonge the Treasurer of FEWA was the MC for the evening. She began by welcoming the guests and asked Nancy Gitonga FEWA CEO to pray for the session.



Nancy Gitonga then welcomed Felicity Biriri Vice Chairperson of FEWA who recognized Hopolang Phororo ILO Deputy Director, Evelyn Atieno of FKE, Gloria Ndekei of ILO, Amos Wanyiri of ILO, Catherine Ichoya of COMESA and Hesbon Njuguna. She noted that the FEWA Pan African MOWE is meant to applaud and reward women who are making it in business.

➔ SPEECHES

JOANNE MWANGI, CHAIRPERSON, FEWA

Joanne Mwangi then started off the speeches. She talked of women entrepreneurs not looking like or giving the impression that their lives were not good and so the young ones shun the idea of owning a business. She asked the women to look like life is good. She then talked about the successful WEDEE launch and talked of Amos Wanyiri explaining the program. She then talked of the MOWE awards running for the fifth year in partnership with FEWA but it was the first time awarding women in Kenya and beyond.



KATHERINE ICHOYA, EXECUTIVE DIRECTOR, FEMCOM

Katherine Ichoya started by observing protocol. She started by asking women in business to hand over the torch to young women so that they may follow in their footsteps. Katherine then talked of women getting support from COMESA, ILO and UN women so women should take advantage and join the relevant groups where they can get the help they need. She encouraged women to work together and with women presidents of associations who are willing to support the causes of women. She also saluted the men who support women.



JULIA KIBORE, CHAIRPERSON, OWIT

Julia Kibore was then welcomed to the podium. She asked women entrepreneurs to celebrate themselves and find ways to associate so as to grow. She then talked about OWIT Organization of Women In International Trade which was celebrating its 11th anniversary and its key mandate of networking. She applauded OWIT members for their support and FEWA the apex organization. She emphasized that traditionally the world of business was a man’s world with established networks, therefore for women to succeed it was imperative that they seek ways to network in order to build powerful and successful business networks through joining, participating and being committed members to their member associations.



AMOS WANYIRI, PROGRAM CO-ORDINATOR, WEDEE

Amos Wanyiri took to the stage to give a few remarks. Amos talked about women playing a key role in driving the economy in the country and the world. He then talked about WEDEE and thanked the Irish Government for funding the program. The program is meant to have an impact especially on the women living in rural areas. Amos noted that WEDEE Women Entrepreneurship and Economic Empowerment was the program that would take over from WEDGE Women Entrepreneurship and Gender Equity Program



previously run by Gloria Ndekei. He commended Gloria for the foundation she had laid for the WEDEE program.

GLORIA NDEKEI, NATIONAL PROGRAM CO-ORDINATOR, (UNJPGWE)

Before Gloria was called to the podium, Jane Likimani was given a chance to speak about the upcoming Eastern Africa Women of Influence Conference to be held at the Panafric Hotel on the 7th of November and she encouraged women to attend. Gloria then took over at the podium to continue with her remarks. Gloria Ndekei talked about the history of women in business. She talked of the struggles women encountered earlier in the days because they did not have a say. She then talked about ILO starting the WEDGE project to help women have a say and to push women entrepreneur associations to have a mark. Gloria then commemorated the hand over of the WEDGE program to the new WEDEE program by tying a MOWE scarf on Alex Wanyiri's sleeve as a symbolic handing over of the button.



HOPOLANG PHORORO, DEPUTY DIRECTOR, ILO

Hopolang Phororo was welcomed to give a few remarks. She started by asking the guests to think of a garden full of different types of flowers but the garden was still beautiful with all those different flowers. She interpreted the story as the garden representing the room of the venue and the flowers as the people. That even though everybody was different, they were all beautiful. She talked of the unique qualities in humans being the most interesting and without uniqueness; the world would be a boring place to live in. Hopolang asked the guests to use their talents to rise up in society. She asked the people to ensure they are skilled so as to move forward in their lives.



She asked those present to work or go into an industry they love and are passionate about so as to make a difference. The youth were asked to start businesses with guidance from those who are already in business. She asked individuals to identify their strengths and weaknesses and concentrate on their strengths. She also asked the guests to get feedback as it is very important to grow and lift each other up. Accountability, she said helps people move forward. She talked of networks whereby one has to give in order to receive. She applauded MOWE for their good work and asked people to be the change they would like to see in the world as it starts with oneself. She took a moment to thank the team that made this year's celebrations special and proceeded to take a commemorative photo with the organisers.



➔ KAYAMBA AFRICA - A CELEBRATION OF DANCE

A celebration of MOWE then broke out in song and dance led by Kayamba Africa before commencing the next stage of the program the Awards Presentation.





➔ AWARDS PRESENTATION

Rita Ndonge the M.C of the evening came back to the stage and started with stating the fact that women are the third emerging market in the world. FEWA board members then took to the stage for a photo session. The awards then kicked off.

(A) MOMENTUM AWARD OVERALL

SUE MURAYA

Sue Muraya won this award. Sue Muraya trained at the Fashion Institute of Technology, State University New York and gained extensive experience in New York before coming home. She then presented a collection for the Face of Africa Regional finals in Tanzania in 1999. In 2000 she was among the 16 finalists who travelled to South Africa for the Africa design competition. She ended up designing the garment to celebrate the African Queen in Cape Town during the Face of Africa finals. She has also showcased in many other fashion shows including Smirnoff Awards and Revlon Africa. The award was given to Katherine Ichoya on her behalf.

(B) TRAIL BLAZER AWARD OVERALL

SUZIE WOKABI

Suzie Wokabi won this award. Suzie studied International Relations and then joined a fashion industry immediately after her college degree. She received training from MAC Cosmetics and further certification in media make-up from Award Studio Make-up School in Los Angeles. She worked in New York between 2001 and 2007 and then returned home. She owns Suzie Beauty Ltd and has launched her own line of cosmetics. The award was presented to her in absentia by Hesbon Njuguna.

(C) EXCELLENCE IN ENTREPRENEURSHIP AWARD OVERALL

ZOHRA BARAKA

Zohra Baraka won this award. Zohra started Mohazo over 20 years ago and has successfully grown her company from small scale handicrafts distributor to an African lifestyle brand exporting to

retailers in the United States, Japan, Greece, Italy and the United Kingdom. It was in 1994 that Mohazo had its first breakthrough when a Japanese company placed an order for 5000 hand-woven baskets leading to Zohra starting a woman's cooperative and employing 250 women to fulfill the order. Zohra continues to support these women and sends them orders as often as possible. She proclaims herself to be a female chauvinist as when women are given the first priority and they get money, the whole family eats.

(D) EXCELLENCE IN INNOVATION AWARD OVERALL

CAROL MBUTURA

Carol Mbutura won this award. The lake region of Western Kenya has a prominent fishing industry and fishing has turned into an economic opportunity for some in a more unlikely way. Carol Mbutura supervises an export operation that sells ornate fishing flies for leisure fishing. Through a partnership with a U.S company, Fly deal, she expanded and became a business partner. Fly deal now employs 100 full time employees and 50 part-time employees in ten factories around Nairobi. They sell 7000 to 8000 dozen finely tied flies and lures per month mainly online in the United States. The partnership is made possible in part by Africa Growth Opportunity Act (AGOA) which allows duty free imports of some African products to the United States.

(E) IMPACT AWARD OVERALL

TABITHA KARANJA

Tabitha Karanja won this award. She is an entrepreneur who has dared to tread only where men walk. She is the founder and CEO of Keroche Breweries the first enterprise of the sort to be owned by a woman in Africa. Tabitha faced insurmountable challenges including high taxation, competition from multinationals, threats, intimidation but has watched her business grow from a small three-roomed factory with five employees at inception in 1998 to a state of the art brewery employing hundreds of Kenyans.

(F) IMPACT AWARD 1ST RUNNER UP

EUNICE MATHU

Eunice Mathu is the founder and managing director of Stellan Consult Ltd. She is also the editor and publisher of one of the oldest magazines in Kenya, Parents Magazine. In 2006 Purple Images and Chandaria Foundation awarded her the lifetime achievement in business award during the 2nd national women in business excellence award. In 2009 the Ministry of Trade, together with UNDP, named her the top woman in business and government.

(G) YOUNG WOMAN ENTREPRENEUR AWARD

KENDY NKATHA

Kendy Nkatha started her company, Culinary Senses, in 2010 arising out of her passion for eating good food. She first started at Safari Park Kitchen during her USIU internship. She enrolled for a diploma course at the Top Chef Culinary Institute trained by Chef Felix Huwler which unlocked a talent to create and explore different cuisines. Culinary Senses is an in-house catering outfit that

specializes in making home-made meals and pastries with a gourmet twist for office cocktails and in-house functions.



(H) MALE GENDER CHAMPIONS AWARDS

DR. SEZIBERA

Dr Sezibera is the EAC secretary general and a powerful advocate in the economic participation of women across EA. As a former diplomat and high ranking minister in the Rwanda Government, Dr Sezibera has continued to support private sector involvement in the policy making organ at the EAC. He is awarded for the support he has accorded the EAWIBP and EAWEEEXN to articulate the voice of women in trade at the EAC's highest policy organs.

HON. MUTULA KILONZO

Hon. Mutula Kilonzo is the current minister for education and MP for Mbooni County. He was instrumental in the formation of the national gender commission when he was minister for justice and constitutional affairs. Mutula is appreciated for the support in this as it is important that women issues be addressed by a specific body that is entrenched in the constitution for us to realize quicker gains in trying to address the gender imbalance that exists and to audit whether the constitution and particularly the 2/3 rule as there is a likelihood of it not being implemented especially if there is nobody to audit.

PASTOR SIMON MBEVI

Pastor Simon Mbevi of Mavuno Church decided to reach further down to boys and young men aged 13 to 25 years. Through his Man Enough programme, he hopes to transfer this age group from boys to real men. Pastor Mbevi believes there is currently a masculinity crisis in Kenya, evident from the many single-women led homes and increased sexual and domestic violence. He is convinced that the crisis is caused by a lack of connection between fathers and sons. Pastor Mbevi is awarded because when real men stand up, the women can have a better go at making the best of their own lives.



(I) SPECIAL AWARDS CATEGORY - ENTREPRENEURSHIP

- FINANCIAL ACCESS CHAMPION FOR WOMEN ENTREPRENEURS

FELICITY BIRIRI

Felicity is the MD Toppointt (K) Ltd., a company that specializes in PR and Marketing as well as Property Audits. She has wide experience in Strategy, Compliance, Change Management and Conflict Management as well as transformation. She is the chairperson of FEWA Sacco, Vice Chair FEWA, vice Chair Gender Sector Board – KEPSA, Board member Geothermal Development Company and council member Moi University. She is a champion for economic empowerment and equality for all. She is an alumnus of the Kenyatta University and Fortune 500 mentorship programme. Advocates and lobbies for: Financial Literacy, Financial Transparency and Deepening access to affordable financial services for all Kenyans.

- IN VOLUNTEERISM AND TRAINING OF WOMEN IN BUSINESS

NANCY GITONGA

Nancy Gitonga is the CEO of FEWA. She is a specialist in women's entrepreneurship development. She is an expert in capacity building, training and research of enterprise development. She is a holder of a Masters Degree in Project Management. She is an associate lecturer at Africa Nazarene University. She represents FEWA among other committees that include: IGAD Women's business forum, AGOA National Steering Committee of Women Development – Ministry of Trade and advocates for capacity building of women entrepreneurs, and women's economic empowerment.

- DEEPENING OF NETWORK POWER AND ENTREPRENEURIAL PARTICIPATION

GLORIA NDEKEI

Gloria has been recognized for creating women entrepreneur networks at both local and regional levels that have enhanced women's economic participation. Gloria has been recognized by the president of Kenya and holds the prestigious Order of the grand warrior of Kenya, OGW. Gloria has revolutionised the way women look at business and the economy, and their contribution to the individual and national economy. Gloria is a true hero to women and all women of Kenya and beyond recognize her efforts and appreciate her for her contribution to women's economic empowerment.

- STRENGTHENING CUSTOMER CARE FOR SUSTAINABILITY AND PROFITABILITY

DOROTHY TUMA

Dorothy Tuma is a seasoned professional specializing in business development, market research, strategic marketing and training. Having worked in the United States for 10 years, Dorothy's understanding of both the U.S. and Ugandan markets is highly valued in her work with small and medium enterprises She is an active member of the Uganda Women Entrepreneurs Association Limited (UWEAL). Ms. Tuma has an MBA (Marketing & Strategic Planning) from the Anderson

School at the University of California, Los Angeles. Always active in community service, Ms. Tuma resigned from a US corporate career to found the Women's Centre for Job Creation - her way of leveraging several years of extensive marketing and business management experience to improve the lives of low income women in Africa. Ms. Tuma also serves as a business consultant to entrepreneurs, small and medium sized enterprises.

- PROMOTING WOMEN'S ENTREPRENEURSHIP ACROSS EAST AFRICA

RUTH KIHU

Ruth Kihui is a lawyer who has supported the advancement of women's economic participation across EA. Through her role as the Co-ordinator of the EAWiBP at the EABC, Ruth has ensured that the voice of women in business is always heard at the EAC. We recognize Ruth's indefatigable spirit and endurance in setting up the EAWiBP from scratch into the powerful tool it now is.



(J) SPECIAL AWARDS CATEGORY – MEDIA WOMEN

The three women below have of their own volition spearheaded the widening of the space for women in economic dialogue using the powerful positions they hold in media. They are;

- APPLAUDING AND CATALYSING WOMEN'S ECONOMIC PARTICIPATION

CAROLINE MUTOKO

She is a radio presenter with Nairobi's Kiss 100 FM radio station. She presents the early morning program "The Big Breakfast". Caroline has over ten years experience in the industry and also writes for THE STAR NEWSPAPER. She has been involved in various projects known to be an active advocate for civil rights. On 25 July 2012, she was appointed chairlady of the Kenya Tourist Development Authority.

- APPLAUDING AND CATALYSING WOMEN'S ECONOMIC PARTICIPATION

NJOKI KARUOYA

Njoki has ensured that The Standard Media Group has many products dedicated to women. Through her Sister Sister Mentorship program, She has partnered with FEWA to ensure that successful women entrepreneurs are applauded and also forms part of the mentoring support system for young girls.



- APPLAUDING AND CATALYSING WOMEN'S ECONOMIC PARTICIPATION

ANNE GITAU

Anne Gitau has worked hard to ensure that young women and men in enterprise are supported and applauded. She has positioned the top 40 under 40 as a leading tool to promote young professionals and entrepreneurs. Anne also plays a vital role in the top 100 medium sized companies where entrepreneurs are trained, networked and recognized.

(K) SPECIAL AWARDS CATEGORY – ORGANISATIONS

- LEADERSHIP AND GOVERNANCE EXCELLENCE THROUGH NETWORKING

OWIT

The Organisation of Women in International Trade is an organization that has been in existence for 11 years now having celebrated their 10th year anniversary last year. OWIT is one of the oldest and stable women's organisations in Kenya. OWIT's main agenda is networking, advocacy and lobbying, training, mentorship amongst others. OWIT is one of FEWA's international member association and indeed a founder member. OWIT is run by a board which governs the associations affairs for two years after which elections are held. Because of this, OWIT was awarded

Governance award by ILO WEDGE Programme in 2010 in recognition of this initiative. OWIT has twice in a row nominated and successfully had two Kenyan women namely Chairperson FEWA, Joanne Mwangi and Dr. Jackline Kitulu being the top OWIT Women of the year, an international award in 2009 and 2010. In 2010, OWIT Nairobi was also nominated as the Chapter of the year by OWIT International. Julia Kibore is the current Chairperson of OWIT Nairobi.



(L) WEF WOMEN ENTERPRISE FUND FINANCIAL ACCESS AWARDS

BEATRICE KINYUA

Beatrice Wairimu Kinyua a Kenyan hails from Central Region and she is in the business of Yoghurt Making. Beatrice started Magpie Yoghurt at home. She then got so many customers within Nyeri town that she applied for a KEBS Kenya Bureau of Standards certification. Once she got all relevant documents and her product was certified she was able to sell Magpie yoghurt in the supermarket and now sells all over the country. Her business is funded through a loan by The Woman Enterprise Fund. Previously Beatrice has won 3rd position at Jitihada national level-Women Entrepreneur Category (Award by KIM). She is 42year old and received formal education up to Form Four level. She shows other women how to make yoghurt, tree planting and visiting orphan children.

DAHIRA YUSSUF

Dahira Ibrahim Yussuf of Garissa County of North Eastern Region, Kenya belongs to a group of business persons. They are composed of twenty four members (23 women & 1 man). They started their business which is a firm in the year 2006. They grow bananas, tomatoes, watermelon and onions. They are a group of hardworking members where every member is given a certain task to execute. For example, while others work on the farm, others are given the task of selling the produce. They received a commendation letters from Department of Culture and grant of twenty thousand shillings from the Department of Gender & Social Development. Dahira is 64 years old, has no any formal education (illiterate), she normally does her activities jointly with other group

members. All her activities/businesses are done as a group. The group also contributes to community programs like weddings by give out some vegetables to be used to prepare the food

VERONICAH KIMENGICH

Veronica Kimengich is from Rongai, Kenya and is a client of WEF Women Enterprise Fund. Mrs Kimengich is involved in agri-business activities which include the following activities:- Fish Farming- one fish pond in her farm and was trained by ministry of fisheries; Dairy farming- including 3 registered cows with the ministry of livestock with training by the ministry of livestock; Bee Keeping- with over 100 beehives which she owns with a local team with which they are now beginning packaging of the honey for sale; Kitchen gardening- trained by JICA; Biogas project – trained at JKUAT who effected the project on the ground; Water harvesting- she harvests water from her structures/houses that can support her family and the farm activities for 6 dry months without rain; Mushroom farming- also trained at JKUAT. Amazingly Veronica also finds time for Poultry farming. The projects have inspired many local women including various ministries and stakeholders to make several visits to her farm and use it for field demonstration. They include JICA, JKUAT, Ministry of fisheries, etc. all this partners have realized that if the women could emulate what Mrs Kimengich has done, this country and particularly the households would achieve more by becoming more food secure. Mrs Kimengich has been offered scholarship training by JICA through JKUAT due to her efforts in improvement of household income. She is now a TOT in the entire of Nakuru County on voluntary basis due to her hard work and commitment to improving household income. She has also been elected in various leadership roles within the Rongai district: Treasury to Gender committee (Rongai District); Vice chairperson of the Agriculture district committee (Rongai District); Elected by the DC (Rongai) as one of the district Elders/advisers; Works as the community health worker; Elected by the women of Rongai as the chair of WEF to represent them on WEF issues; Veronica loves meeting with people, making new friends and challenging them to be proactive in life. Mrs. Kimengich does a lot of voluntary work to the society through training of women groups on self sustainability, agri-business and community work etc, and allowing her farm to be used for field study by various groups and stakeholders.

(M) AFRICAN WOMAN OF THE YEAR AWARD

DIVINE NDHLUKULA

Divine Ndhlukula, a Zimbabwean national, is the founder and Managing Director of SECURICOR, one of Zimbabwe's largest security companies. The Harare-based outfit is a market leader in the provision of bespoke guarding services and cutting-edge electronic security solutions. Divine's leadership excellence has been recognized by the corporate fraternity as evidence by the numerous business accolades she has won, among others she won the Africa Awards for Entrepreneurship 2011 Grand Prize run by Legatum and Omidyar. She is active in charting business policy direction as she is a ZNCC National Executive Council member and current Vice Chair person of the ZNCC Harare, sits on the Chamber of Zimbabwe Industries (CZI) Business Linkages Committee and is immediate past chairman of the Security Association of Zimbabwe. Divine has a great passion for women's economic and social empowerment and involves herself in

a number of women organizations. Divine was recently named one of the most successful women in Africa by Forbes.

(N) AFRICAN AWARDS OF THE YEAR

- BURUNDI

CONSOLATA NDAYISHIMIYE

Madame Consolata Ndayishimiye is the Chairperson of the East African Business Council and also the Chair of the Burundi Federal Chamber of Commerce and Industry which brings together thirteen sectoral chambers. She is a leading business woman in Burundi with interests in many sectors including real estate, interior design, hospitality industry and publicity. She is a champion for women development and has been feted in Burundi for her support to small and medium women entrepreneurs and for the formation of the Association of Women Entrepreneurs in Burundi (AFAB). Consolata is married with four children.

- CAPE VERDE

ANA DUARTE (DUATEE)

She runs the most successful advertising agency in Cape Verde. She speaks 5 languages and uses this skill to ensure that business flows within Cape Verde and Portugal with ease, which benefits women entrepreneurs. She is also a very strong advocate to tourism to Cape Verde.

- COMOROS

HASSAN AMATILLAH

Hassani manufactures traditional textiles and at only 26 years, she has made leaps and bounds in the small island of Comoros.

- ETHIOPIA

NIGEST HAILE

Founder and Executive Director of the Centre for African Women Economic Empowerment, and Member of the Jury, Cartier Women's Initiative Awards. Nigest is an activist in promoting women exporters, founder of CAWEE, the only NGO working in the country, providing support service targeting women exporters. She is actively involved in conducting different kind of action oriented researches, focusing on women in business. She published a book compiling the findings of five researchers on challenges affecting women in business. Nigest received an award from the Department of State, USA, in recognition of her extraordinary contributions to the development of women-led business and won The International Alliance for Women 2012 award, for her great work to economically empower women. She is a member of local and international boards, jury, platforms and networks.

HADIA GONDJI

Mrs. Hadia M. Gondji, is the president of the Ethiopian Women Exporter's Association. She is recognized for being the first woman exporter that started to grow cut flowers in Ethiopia and owner of Hadia Supermarket, has now become a multi-millionaire women entrepreneur in Ethiopia.

- GABON

RACHEL EBANETH

She is the permanent secretary small medium enterprises in Gabon. She is a very enterprising woman who is very passionate about the needs of small and medium enterprises. Her tireless effort in this role has seen growth and stability of small and medium enterprises making Gabon one of the few medium income countries in Africa.

- GHANA

ADJOA BOATENG

Ms Adjoa Kusiwaa Boateng, Head of Human Capital, for Homefoods Ghana graciously accepted the National Export Achievement Award 2008 in the gold category at an impressive ceremony held at the Banquet Hall, Accra. Homefoods Ghana has already won several prestigious awards namely, The Other Ways, Top Quality Customer Satisfaction Aptitude Seal for High Quality Performance, Golden Award for Business Prestige, Geneva. Best Customer Satisfaction, Switzerland 2007. National Export Achievement Award (Silver Award Winner 2007)

- RWANDA

JANET NKUBANA

Janet Nkubana is a businesswoman, naturally talented speaker with a voice, heart and determination to empower the underprivileged women of Rwanda. Having grown up in a refugee camp, it was hard for Nkubana to imagine life beyond the refugee camp. Janet managed to beat the odds against her by going to school and later securing a church scholarship which assured her good education and a ticket out of the camp. She always refers to her life, as one from humble beginnings. Nkubana completed her education in Uganda where she owned and operated several businesses. After the Rwanda Genocide in 1994 Janet joined hands with her sister Joy to form what is known today as Gahaya Links, she recalls the day when her and Joy visited a group of 20-30 women with a message to equip them with a skill that could earn them a sustainable income. Today, they are a perfect combination, as Joy comes up with designs and Janet complements them from her art talent she acquired from school and also her quick wit finds the market for the products. Gahaya Links has been able to attain recognition from global icons and high profile personalities. Janet was awarded the Hunger Project's "Africa Prize for Leadership for the Sustainable end of Hunger in 2008". She founded the Gifted Hands Innovation Centre where women go beyond training in weaving and interact, share life experiences and make friends. She is a well-known grass-root mobiliser,

single mother of five and in her spare time, she enjoys listening to gospel music, reading and sharing quality time with her extended family and friends.

– SIERRA LEONE

MANDY DAGRY

Mandy is a young woman entrepreneur, mother of three boys who runs a successful furniture manufacturing company and also an interior design training school in Sierra Leone. Mandy invests her personal resources to support young entrepreneurs training them in business and social skills. She is an alumnus of the State Department Women in Leadership Programme. Mandy has shown that it is indeed possible to juggle between being a mother and family woman running what would ordinarily be known as a male dominated firm such as furniture making. She is a true inspiration to women.

– SOUTH AFRICA

NOMSA DANIELS

She is the founding member, New Faces New Voices and Executive Director, Scientific Resource Management A Pan-African network mobilized to promote change in the financial sector to harness women's untapped economic potential. Our relevance: increasing women's inclusiveness in the financial sector to fundamentally shift the business and financial landscape across Africa by having a positive socio-economic impact in meeting the development challenges of Africa.

CLAIRE MATHONSI

Claire Mathonsi, executive director of the Business Women's Association. She works with the New Women's Movement in Salt river, Cape Town. Mathonsi shares her views on the shortcomings of government gender equity policies and whether it has impacted on the lives of ordinary women. In 2000, WEDO launched the 50/50 campaign to increase women's participation and representation in governments around the world. After seven successful years, with nearly 300 organizations' and 18 national and regional campaigns' engagement, the campaign to Get the Balance Right! Is stronger than ever. Women's Net participated in the campaign since its launch in South Africa by the gender Advocacy Project in 2002. Currently the campaign is co-ordinated by the Gender Advocacy project, with core partnership steering it- these partners include Women's Net, Gender Links, Triangle Project, the Western Cape Network on Violence Against Women and GAP.

– TANZANIA

DINA BINA

A talented net worker who frequently appears in the local media, Dina Bina has been running and effectively promoting her flower business for ten years. Dina Flowers provides flower arrangements, decorations, landscaping, and produces tropical flowers on its farm. The company caters to private individuals, offices, diplomatic missions, hotels, and Minister's homes, and it regularly receives orders from the US, Europe, and South Africa. For six years

Dina did landscaping for the Dar es Salaam International Airport. “When I started a lot of TV people were coming. They wanted to promote women in business,” Dina says. “ATV show gave me the contract for the airport.” Dina is interviewed by media frequently during holidays. “I’ve been the key person promoting Valentine’s Day. I was on TV talking about how that day can contribute to marriage.” Dina’s resume includes membership in various organizations, including the African Women in Agribusiness Network and the Tanzania Women’s Chamber of Commerce. She is in the process of registering the Tanzania Flower Association. “It is good to be part of an association, and I am encouraging young women to do it,” she says. When her husband saw how successful the business was becoming, he left his job and joined the company where he is now the Chief Financial Officer. According to Dina, “I could not be where I am if it was not for his support.”

SUSAN MASHIBE

Mashibe runs another company, Kilimanjaro Aviation Logistic Centre that processes landing and over flight clearances for private jets throughout the African continent. She was born in Kigoma and grew up in Mwanza, first dreaming of becoming a pilot when she was just four. After graduating from secondary school in Mwanza, she went on to flight school and to study engineering in the US. Since forming TanJet in 2003, Mashibe has been recognized with a number of honours, including the 2009 Archbishop Tutu Fellowship Award and the 2009 Tanzania Women of Achievement Award. In Tanzania, Mashibe shares the honour with a representative from the State House, Elsie Kanza, Economic Advisor to the President, who has also become a 2011 YGL. Serving as a personal assistant to the President since 2006, she’s also worked with the Ministry of Finance and the Bank of Tanzania. The two highly successful Tanzanian women join 12 others in sub-Saharan Africa, among a total of 190 YGLs from 65 countries worldwide. She was also recognized as a Fortune Most Powerful Women Mentee, Tanzania women of Achievement Award, Women in Aviation Int’l Achievement Award and Archbishop Tutu Fellowship.

FLOTEA MASAWE

Marvelous Flotea is a 15 year old textile workshop based in Dar Es Salaam, Tanzania. Nationally recognized for their production of batik and embroidered cotton textiles, Marvelous Flotea employs over 15 workers and has been exporting to Europe and the Americas for more than 3 years. Marvelous Flotea began producing clothing for the local community but has found international success with their beautiful table top and home decor items. Pillows, table runners, duvet covers, bags, and curtain panels are just a few of the items currently found in their collections. Marvelous Flotea is the result of the efforts of owner Flotea Masawe, a compassionate woman who is dedicated to maintaining the health and prosperity of her workers through fair wages and job training throughout the community; she is currently in the process of expanding her facilities to include more space for community development workshops and increased production capacity. Today, Flotea is supplying her “Marvelous Flotea” products to the high-profile New York designer Rachel Roy and U.S. department store, Macy’s. Flotea’s Kuba cloth clutch sporting fabric woven in the Democratic Republic of the Congo is now exported throughout the United States. “The clutch has created a chain of

women in three different countries linked together to help alleviate poverty by providing employment opportunities for African women,” says Flotea.

MODESTA MAHIGA

Modesta is at the forefront of private sector interventions to build capacity to transform Tanzania into an African economic powerhouse. As Founder and Group Managing Director of Professional Approach Group (Professional Approach Development, Professional Approach Centre and Maanisha! Limited) Modesta has integrated the Group’s flagship “mindset change for national transformation” model into all client recruitment, training, labour relations and business process outsourcing services to render the “Professional Approach” brand synonymous with “change management and behavioural transformation for personal and national development” in Tanzania. Maanisha Foundation print and electronic “media edutainment” programs use national media to empower Tanzanian youth to “positively change the way they think, perform and present themselves for business success”. Awarded Tanzania Woman of Achievement of the Year, 2011, in the category of Young Achiever, Modesta is also a respected writer and motivational speaker, energising the youth, entrepreneurs and employees. Modesta is an Advocate of the High Court of Tanzania and sits on the Boards of, The Foundation for Civil Society, and Tanzania Gatsby Trust, the Executive Committee of Tanzania Professional Network and is the Tanzania Coordinator for Young African Responsible Business Trust.

- UGANDA

JENNIFER MWIJUKYE

Jennifer is a dynamic Ugandan entrepreneur who has led the way in the clearing and forwarding fields with her business currently in Uganda, Kenya and Southern Sudan. Jennifer is not just a powerful and successful entrepreneur but is also a strong advocate for women in business. She is a past chair of UWEAL, the Uganda Women’s Entrepreneur Associations Company in which she spearheaded the sustainability of UWEAL – including owning their own business, which they rent to others. Jennifer deserves every excellence!





➔ VOTE OF THANKS

PARTNERS

EAWEEEXN	Eastern Africa Women Entrepreneur Exchange Network
EAWBP	East Africa Women In Business Platform
FEWA SACCO	Federation of Women Entrepreneur Associations Savings & Credit Society
FKE	Federation of Kenya Employers
ILO	International Labour Organisation
KEPSA	Kenya Private Sector Association
NFNV	New Faces New Voices
OWIT	Organisation of Women In International Trade
PROWE	Professional Women Empowered
UN WOMEN	United Nations Women
WIA 2012	Women In Africa 2012

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