INTERNATIONAL PLATFORM DEDICATED TO THE ECONOMIC DEVELOPMENT AND SUPPORT OF LEADING AND HIGH POTENTIAL AFRICAN WOMEN
The irresistible rise of African women
- Our observation
- African women are accelerators of all changes
- Facts and figures to keep in mind

A global initiative with no equivalent
- Our goals
- Our ambitions
- Our community
- Our strengths

4 PILARS FOR ACTION

WIA CLUB
- Principles
- Annual meetings
- Programs: Akwabas, Labs, Masterclasses, African Man Of The Year Award (AMOYA), WIA Culture, WIA Link

WIA PHILANTHROPY
WIA Entrepreneurs’ Club 2019 promotion

WIA INSTITUTE
Africa and women: studies and data

WIA MEDIA
- WIA Club’s newsletter
- WIA website and creation of WIA Mag
- Social networks of our community on social networks

WIA International Council
A council made up of international personalities

WIA Community
A network managed by the WIA Ambassadors

WIA Summit 2017 & 2018
First successful Annual Summits

Partners & Patrons

Contacts
Follow WIA Initiative - Press Service
The irresistible rise of African women

OUR OBSERVATION

The future of Africa is one of the major global issues of the century. Women have - and want - a major role to play in the necessary transformations of the continent, where all the contemporary challenges collide.

Global and visionary, they bubble with ideas and never hesitate to express them. For having coped for too long with a machismo culture, they won't wait for the changes to come from higher up. Or from elsewhere. Impatient, strong and resilient, they act, think and create an Africa firmly anchored in its time, which intends to radiate and have an impact on the world.

But although resilient, supportive and determined, they still have difficulty accessing education, funding and leadership positions.

AFRICAN WOMEN ARE ACCELERATORS OF ALL CHANGES

When African women innovate and hold positions of responsibility, they invent a new inspiring type of leadership to positively change the future of the continent. These powerful women also free themselves from the obsolete vision of a weak and dependent Africa.

On a country level, women's access to political office contributes to a more sustainable and equitable development of society. From this perspective, Rwanda, a country devastated by a terrible genocide in 1994, is an example: with 64% of women elected to parliament, it dethroned Sweden from its position of world leader with the highest percentage of elected women.

African women are now displaying their ambitions. They are gradually conquering all sectors of activity, including those traditionally reserved for men, in order to change Africa and express their talents to the rest of the world.
Gender inequalities cost Africa 95 billion dollars a year, that is 6% of the continent’s GDP, according to the United Nations Development Program (UNDP).

Women make up half of the African population and produce 62% of economic goods, but only 8.5% are salaried.

Africa has become, in a few years, the first continent for female entrepreneurship. Source: GEM women entrepreneurship report 2017

Today, 27% of African women have created a business - the highest rate in the world. Source: GEM women entrepreneurship report 2017

In its last report, the NGO ONE indicates that among the 10 countries with the lowest scores for access to education for girls in the world, 9 are African.

As Roland Berger’s 2016 “New Deal, New Game for Women in Africa” study shows, companies with women in management positions provide shareholders a 34% higher return.
Under the impetus of Aude de Thuin, a serial entrepreneur committed to the cause of women for twenty years worldwide, Women In Africa (WIA) Initiative develops the leading international platform dedicated to the economic development and support of leading and high potential african women. Officially launched in 2017, WIA Initiative supports and promotes a new generation of African women who are creating inspiring leadership to positively change/impact the future of the continent.

**OUR GOALS**

WIA Initiative is committed to reveal the potential of African women at all levels of civil society and state responsibilities.

We network African and international women leaders to serve an innovative and inclusive Africa.

Through our Fondation, we develop projects in various fields to support Women Education / Women in Agriculture / Women Entrepreneurship, etc.

**OUR COMMUNITY**

Several hundred African women entrepreneurs with high-potential and leading position are members of the WIA Initiative Network.

More than 30 ambassadors animates this community on the African continent and globally. This local involvement, on the ground is essential for the development of WIA.

The WIA Initiative Strategic Council is made up of 14 international personalities committed to support the implementation of our strategic vision and the challenges ahead.

Hafsat Abiola is the President of Women in Africa. She served as a member of the Ogun State cabinet where she pioneered the use of mobile phones to deliver cash grants to poor pregnant women to ensure their access to health centres for antenatal to post-natal care and worked on programmes to ensure inclusive growth to address high youth unemployment. Through her non-profit, the Kudirat Initiative for Democracy (KIND), she has worked to promote a groundswell of exemplary women leaders and build pathways to public service for them. Motivated by women's strength, Hafsat believes that the challenges facing the continent of Africa offer opportunities for women's leadership to emerge. She is one global councillors of the World Future Council; a recipient of several international awards, including the Vital Voices’ Public Service Award, Goi Peace Foundation Award, and the World Economic Forum’s Young Global Leadership community, her work is a tribute to her parents who lost their lives while leading the democracy movement that brought an end to military rule in Nigeria in the ‘90s.
Women In Africa
a global initiative
with no equivalent

OUR AMBITIONS

WIA is not just another forum on the African continent.

Our Global Initiative positions itself as an innovative digital platform of economic development and support for the new generation of African women as well as a hub of connections and expert contents.

WIA INITIATIVE

• host the leading international club of high potential women in Africa.

• encourage both international and pan-african companies to identify and support talented women in Africa.

• implement, throughout the year, programs to help our members think, train and act.

• support women's entrepreneurship in Africa and women's empowerment.

• is a reference media, catalyst of ideas and contents creator on the theme Women - Africa – Business.

OUR STRENGTHS

An international collaborative platform.

A continental and international network.

A catalyst of programs and contents.

A bridge between leaders - economy - entrepreneurs.
WIA Initiative

A global and original digital device and face-to-face, for the new generation African women with high potential

Seynabou Dia, Ambassador WIA Initiative.
WIA Initiative

1/ WIA Club

This exclusive Club organizes throughout the year meetings across the African continent but also in Europe, in order to carry our programs and actions, and to ensure interactions between members of our community and business opportunities.

Each major meeting of the WIA Initiative is placed under a buoyant theme, retained by our Strategic Council and our Program Committee, serving as a guiding thread for the debates.

All the events are organized around thematic programs defined annually.

The meetings organized by WIA Club aim to contribute to building mutual trust between African women, their environment and the world leaders concerned with Africa.

Our signature “Global leaders committed together” embodies the WIA Club’s approach: to involve all influential and sensitive stakeholders in key African issues (energy, health, water, technology, education, agriculture ...) in order to implement concordance of their approaches and perceptions of the economic potential and social influence generated by the integration of women into new growth models.

WIA INITIATIVE SPECIFIC PROGRAMMES

AKWABAS

At its Regional Summit in Dakar on April 12, 2018, WIA launched this concept that brings together a recognized woman leader with a younger woman. The idea is to introduce a transmission beyond generations and to give all women who feel concerned the experience thus garnered and shared. These dynamic sessions offer inspiring testimonials and sometimes upsetting, likely of a great virality. The young woman is identified both by her personality, her recognized skills, her charisma and her dazzling career debut in economic life, business, political life, societal or associative life, research, sport, etc.

BRAINSTORM

Brainstorms are organized to identify solutions to support African women: For more impact, the entire WIA Community is invited to participate online to these brainstorms!

MASTERCLASSSES

During these sessions, exchanges and sharing of know-how offer to provide African women with high potential concrete methods and skills to help them on a daily basis to break the glass ceiling and develop their business more quickly and solidly.
ANNUAL WORLD SUMMIT
27-28th June 2019 - Marrakech (Morocco)
The 2019 generic theme is “How do African Women engage the world and create a new paradigm?”
What if we told another African story, a story celebrating women's will, talent, potential, actions and commitment to create new businesses and to forge economic, political and cultural alliances with the rest of the world? In what ways should African women develop international partnerships? How should they strengthen existing ties?
These many topics will be addressed by charismatic personalities, from an unprecedented angle which flips the narrative, giving the continent the opportunity to take full control. Throughout the Summit, WIA will demonstrate how Africa can benefit from a new and optimistic story-telling to, at last, take over the rightful leadership of its economic future.

LOCAL MEETINGS
Because every country in Africa offers a situation in its own right, with its challenges, solutions and best practices, WIA Initiative 2019 "local chapters" will be organized on the continent - in Nigeria, Ethiopia, Algeria, Rwanda, Ivory Coast, Kenya - Europe (Germany) and China.
In a breakfast or lunch-debate format, these meetings bring together local economic players who share WIA’s values several times a year to study country specific characteristics, challenges, and set up roadmaps.

WIA LINK : 1st professional social network for African women leaders
This platform has been built for WIA members to interact, exchange, be trained and more! The initial version enables everyone to be connected and share infos, events, medias, etc. It enables WIA Entrepreneurs to present their project and raise funds! WIA now works on developing other features such as industry groups, job boards and webinars... Stay tuned!

LABS
COLLABORATIVE THINK TANKS
A flagship program of WIA Initiative, each Lab is dedicated to a key theme.
The goal: to mobilize collective intelligence (men and women) for a better representation of women in the African economy. Summaries are returned in the form of pleas (to be validated). This program is produced in collaboration with Deloitte.

AFRICAN MAN OF THE YEAR
WIA Initiative aims to shed light on men who allow women to play their full part when in positions of responsibility.
In 2018, Badreddine Ouali was elected African Man of the Year (CEO, Vermeg, Tunisia)

WIA CULTURE
WIA Initiative selects and promotes artistic projects to showcase the impact of women on cultural and creative industries in Africa.
The Foundation Women In Africa (WIA) Philanthropy’s mission is to promote the diffusion of education in the field of economic development, and more specifically the training of future creators of innovative companies.

**WIA ENTREPRENEURS’ CLUB**

WIA Philanthropy and its partners identify and select innovative women entrepreneurs from more than 500 African and international institutions. In its first year, WIA Philanthropy promoted to the public opinion and social and economic circles, the creation of exemplary companies by making a methodical selection and by inviting the first year group of 16 candidates to Marrakech at WIA first annual summit.

In the second year, it was decided to increase this visibility and support and create the first delegation of women entrepreneurs of the African continent’s 54 countries: Project WIA 54 - WIA Entrepreneurs’ Club - Promotion 2018.

1,000 applications were received and 54 laureates invited to Marrakech for a week to attend a bootcamp and the Annual summit!

15 MBA scholarships were offered to the laureates. Now in its third year, WIA Philanthropy renews the WIA 54 Project with the ambition to provide entrepreneurs with even more training sessions and international exposure.

**WIA EDUCATION**

By training youth in demand-driven Information and Communications Technology (ICT) curriculum, WIA wants to prepare Africa’s girls for tomorrow’s jobs and unleashes the next generation of young digital innovators from the continent. The pilot project “WIA code”, launched in 2019 in Dakar, enabled 40 girls to learn coding. As early as September, WIA wants to develop this continent-wide project.

**WIA AGRICULTURE**

WIA launched a pilot project in 2019 to link women groups together and give them access to agriculture information, financing and markets through digital and physical solutions.

**WIA MENTORING**

WIA works on the development of a project to connect mentees and mentors internationally.
Promotion 2019 WIA Entrepreneurs’ Club

Aminata Sackor
Liberia
MIPRI INC
SOCIAL INNOVATION

Asma Rouabha
Tunisia
ARTISUN
SOCIAL INNOVATION

Coumba Diakite
Mali
BY’RECYCL
ENVIRONMENT

Edwige Takassi
RD Congo
TERROIRS D’AFRIQUE
AGRICULTURE

Samiha Shaaban
Ahmed Elwerfalli
Libya
SHE CODES
EDUCATION

Farmata Ndiaye
Mauritania
L’ÎLE AUX MAUX
DIGITAL TECH

Beyene Freweini
Uganda
JUSTICE CHATBOT
DIGITAL TECH

Gladys Nelly Kimani
Kenya
CLASS TEACHER NETWORK
DIGITAL TECH

Laihanatou Hama
Harouna
Niger
MAJI SOLUTIONS
ENVIRONMENT

Anabela Neves Marcos
Angola
GESTAO PROFISSIONAL
SOCIAL INNOVATION

Atupele Kambesi
Malawi
ABWEZI BAGS
ENVIRONMENT

Dalila Annette
Mozambique
KIDZ KARE
HEALTH

Erniestina Asiamah Agyei
Ghana
FARM CURE GHANA
AGRICULTURE

Fatoumatta Joof Gaye
Gambia
GAYE ABARI FARMS
AGRICULTURE

Katrina Payet
Seychelles
SEYCHELLES HERITAGE AND CULTURAL EDUCATION SERVICES
TOURISM

Grace Camara
Sierra Leone
REMITFUND
SOCIAL INNOVATION

Inonge Imasiku
Zambia
MANGWEE PAYMENTS
FINTECH

Aniella Niyondiko
Burundi
HEZA IWACU
ENVIRONMENT

Bernice Hannah Fernandes
Tanzania
ANGA CORPORATION LIMITED
ENVIRONMENT

Danielle Akini
Cameroon
GENIUS CENTER
EDUCATION

Elizabeth Lawrence
South Sudan
LONAGRO SOUTH SUDAN LTD
AGRICULTURE

Fadzayi Chiwandire
South Africa
DIV:A INITIATIVE
EDUCATION

Mylène Flicka
Benin
IRAWO INC
DIGITAL TECH

Ghanima Messaoudi
Algeria
ECO-BAG COMPANY
ENVIRONMENT

Hadidjatou Halilou
Rwanda
DJAALE
TOURISM

Jenny M. Malala
Madagascar
TUMBU
EDUCATION
WIA Initiative aims to address the striking lack of reliable and accurate data and studies concerning women on the African continent.

The WIA Institute is a catalyst for existing studies and an initiator of original studies and digest on the African economy and women.

It has been conceived as a place to think and elaborate concrete proposals free from any partisan logic.

The aim is to highlight the important role of women in the economic development of the continent.
Even though the internet penetration rate remains uneven, Africa appears as a continent highly connected to the rest of the world.

In this context and to achieve its missions, WIA Initiative develops a content strategy for its community and its international audience on the theme Women - Africa - Business.

Our multimedia tools value members of the WIA community, its meetings and dedicated programs. They also highlight the iconoclastic journeys of a new generation of African men and women and give voice to inspiring role models who have an impact on the continent and contribute to women’s empowerment.

WIA MAG
The WIA Initiative website has been renewed in April 2018. This global overhaul was accompanied by the creation of a WIA magazine dealing with the theme Women - Africa - Business. The Top Ten features inspiring, and sometimes iconoclastic, courses of leading and innovative African women, members of the WIA Club, as well as the wonderful field work of our Ambassadors and the involvement of the WIA Council and the winners of WIA Entrepreneurs’ Club.

A DEDICATED NEWSLETTER
With more than 35,000 subscribers, the Newsletter weaves the link and informs WIA Club members, partners and supporters.

SOCIAL NETWORKS
Facebook, LinkedIn, Twitter, Youtube shape a huge Community of more than 30,000 members actively promotes our initiatives in Africa and internationally.
International Council

International and committed personalities. A strategic vision of the challenges to be met.

NIGEST HAILE
Founder & Director
Center for Accelerated Women’s Economic Empowerment (CAWEE) Ethiopia

FATOUMATA BA
Founder & CEO Jumia
Managing Director
Jumia Nigeria
Founder & CEO
Jumia Ivory Coast Senegal

NAYÉ ANNA BATHILY
Head of Global Parliamentary Engagement, World Bank Group
Founder Shine to Lead France

DIANE BINDER
Vice President International Development
Africa & Indian Ocean
Suez Group
France

KHALED IGUE
President
Club 2030 Africa Benin

ISMAIL DOUIRI
CEO
Attijariwafa Bank Morocco

NIGEST HAILE
Founder & Director
Center for Accelerated Women’s Economic Empowerment (CAWEE) Ethiopia

CHARLES EDOUARD BOUEE
CEO
Roland Berger
France | China

CANDIDE LEGUEDE
President
FEFA CEDEAO Togo

NADIA MENSAH ACOGNY
Co Founder Partner
Acosphere Ltd
United Kingdom

LUBOMIR ROGLEV
Lawyer
Head of Africa Dpt.
DS Avocats
France

MARILYN SEPHOCLE
Professor
Howard University
USA

LUDOVIC SUBRAN
Global Head of Macroeconomic Research Allianz and Chief Economist
Euler Hermes
France | Germany

CHARLOTTE AUBIN
Founder & CEO
GreenWish Partners
France

FATOUMATA BA
Founder & CEO Jumia
Managing Director
Jumia Nigeria
Founder & CEO
Jumia Ivory Coast Senegal

NAYÉ ANNA BATHILY
Head of Global Parliamentary Engagement, World Bank Group
Founder Shine to Lead France

MARIE CHANTAL UWITONZE
Managing Director, MACH Consulting
Founder and President,
African Diaspora
Networkin Europe
Belgium | Rwanda

LUBOMIR ROGLEV
Lawyer
Head of Africa Dpt.
DS Avocats
France

MARIYAN SEPHOCLE
Professor
Howard University
USA

FATOUMATA BA
Founder & CEO Jumia
Managing Director
Jumia Nigeria
Founder & CEO
Jumia Ivory Coast Senegal

NAYÉ ANNA BATHILY
Head of Global Parliamentary Engagement, World Bank Group
Founder Shine to Lead France

CHARLOTTE AUBIN
Founder & CEO
GreenWish Partners
France
Meeting all year long to promote and support our programmes and actions to bring our community together.

In 2017, the success of the Annual Summit in Marrakech demonstrated the relevance of the WIA initiative to participants and large companies.

Witnessing this success, 100% of our partners and sponsors renewed their commitments in 2018 and are joined by several international companies (Orange, Engie, OCP, L’Oréal, Lenovo, Suez, GFI, Stop Hunger, BNP Paribas, BMCI...).

This success confirms the stakes linked to the role of women in African economies and the necessary bridges with the international.

WIA Annual Summit - Marrakech 2017
- 400 attendees
- 39 countries including
- 22 African countries
- 18% men
- 33 international partners & sponsors
- 260 start-up applications / 16 winners
- +100 media coverage

WIA Annual Summit - Marrakech 2018
- 500 attendees
- 69 countries including 52 African countries
- 70 Speakers
- International partners & sponsors
- 1000 start-up applications / 54 winners
- 54 African Entrepreneurs invited and rewarded
- + 200 media coverage
WIA THANKS ITS PARTNERS AND WIA PHILANTHROPY THANKS ITS PATRONS

MAJOR PARTNERS & MAJOR PATRONS

DS Avocats
OCP
Orange
Roland Berger
Société Générale

PARTNERS & PATRONS

Ascendance Academy
bpi france
CDC
Deloitte
ENGIE
ES Saadi
fnac
gfi
Honorés
Jumia

L'Oréal
LVMH
Stop Hunger
Suez
Total Foundation

MEDIA PARTNERS

African Media Agency
Canal+
Forbes
HuffPost
Le Monde
TV5Monde

CORPORATE DELEGATION

African Media Agency
BMCI
DHL
HP
Insead
Lenovo
Meridiam
Sodexo
TNT
White & Case

TRANSPORTEUR OFFICIEL

Royal Air Maroc
Follow our actions, our projects and developing our community:
www.wia-initiative.com

Information and interview requests
contact@wia-initiative.com