



WOMEN IN AFRICA
— PHILANTHROPY —

WIA ENTREPRENEURS CLUB

PROGRAMME
WIA 54

PROMOTION
2019

WIA PHILANTHROPY ENGAGEMENTS



Aude de Thuin

Founder of Women in Africa

Women entrepreneurs are the future of Africa

An entrepreneur at heart, (I started my first company at the age of 22), I founded Women in Africa at the behest of African female friends. By then, it was obvious that a specific program for women entrepreneurs was needed.

Thus, the WIA 54 project was born. Its successful implementation is due in large measure to the lasting support of consulting firm Roland Berger and Société Générale, who have stood by us for three years, and the support of all our patrons*, who recognize the critical role that women play in the continent's economies, just as we do. Their ability to invent a better future while being key players in today's world is outstanding.

Women in Africa is committed to letting the world know that African women are entrepreneurship champions, with 25% of them involved in business creation, the highest rate in the world. Another one of our priorities is to connect women with world leaders and integrate them into a global network, to create the most far-reaching one to date.

The applications shortlisted for 2019 fall into the following categories: education, health, agriculture, fintech, social innovation and the environment. They

are solid candidates presenting a stable scalability profile, and not reinforced stability, which will interest investors and boost confidence in women-owned businesses.

We are pleased to welcome them all to Marrakesh for the 3rd World Economic Summit of Women in Africa (WIA), on June 27 and 28. The laureates will be given the opportunity to attend a bootcamp training session organized by Honoris United Universities two days before to the Summit, on June 25 and 26, at the Moroccan School of Engineering Sciences in Marrakesh. The goal is to improve their knowledge and skills in the fields of finance, sales pitch, banking, personal branding, social networks and media relations.

On the afternoon of June 28, during the Summit's closing day, seven prizewinners, seven revelations, one for each category, will take to the stage to be presented with an award. The Gold Award will be unveiled and handed over by Charles-Edouard Bouée, CEO of Roland Berger, Ann Walker Marchant, President of Walker Marchant Group and patron of WIA 54, and Hafsat Abiola, President of Women in Africa.

* WIA Mécènes 2019: Société Générale, Roland Berger, Stop Hunger, Honoris United Universities, GFI, Total

** Roland Berger Study, 2018 "Women Entrepreneurship in Africa: a path to empowerment"

WIA PHILANTHROPY ENGAGEMENTS



Hafsat Abiola

President of Women in Africa

Hello friends of Women in Africa,

It's a pleasure to share our WIA54 promotion with you, presenting the dynamic entrepreneurs that we are welcoming into our community in 2019!

Although African women lead the world of women entrepreneurs in terms of their proportion, those that are being pulled into the sector by their dreams and ideas are dwarfed by those being pushed by the need to survive.

WIA54 seeks to identify those few visionaries because they are more likely to identify and embrace opportunities and grow their businesses from micro to small, from small to medium and from medium

to large. If properly supported, they could become as successful as Chanel, Steve Jobs or Jack Ma. But even if they never grow as big individually, by pulling them into a network of other amazing entrepreneurs, they can have an outsized impact on their countries and our continent.

To Société Générale, and Roland Berger our pillars for this programme, and other strong partners such as Honoris united, GFI, Stop Hunger, Total Foundation and Engie who make this programme possible, I say THANK YOU! And to the superstar entrepreneurs, drawn from Africa's 54 countries, I say congratulations and welcome to the WIA Community! We are honoured to have you with us.



Seynabou Thiam

WIA 54 Manager

Founder Smart Ecosystem for Women

Our hidden gems are creative, innovative and resilient. African women have always been in business. They are engaged in sectors that drive our economies. The WIA 54s stand as testament to an Africa that is rising and taking its destiny into its hands.

Women In Africa is a fantastic platform to promote what they offer to the world.

As an entrepreneur and 2017 WIA laureate, I am convinced that networking is a powerful enabler, and Women in Africa is a prime example of that.

WIA 54 PROJECT

The mission of the Women In Africa (WIA) Philanthropy Foundation is the advancement of education in the field of economic development, with a particular focus on the training of women business leaders in innovative entrepreneurship.

WIA Philanthropy, in collaboration with Roland Berger, identifies and singles out innovative women entrepreneurs from more than 500 African and international institutions.

In its first year, WIA Philanthropy strove to promote outstanding new businesses by welcoming a promotion of 16 candidates to the first Annual Summit in Marrakesh, to present their work to the general public, as well as social and economic circles.

For the second year, it was decided that this

visibility and support would be increased and that the first delegation of women entrepreneurs from the African continent would be created, bringing together the 54 countries that make up the whole:

WIA Project 54.

1,000 applications were received, and 54 winners were invited for a week in Marrakesh, to participate in a bootcamp session along with the annual summit! 15 MBA scholarships were granted to our laureates.

Now in its third year, WIA Philanthropy is renewing the WIA54 pledge, with the goal of providing entrepreneurs with even more training sessions, international exposure and more in-depth support thanks to its partners. Over 1500 applications were submitted this year.

4 MISSIONS TO SUPPORT ENTREPRENEURSHIP IN AFRICA

1. NETWORKING

Enable high-potential entrepreneurs to meet personally with leading pan-African and global leaders, investors and decision-makers.

Integrate the leading International Club of Women Entrepreneurs on the Continent

- Access to the WIA Link platform
- Develop a sense of belonging by offering follow-ups for each promotion
- Allow synergies between entrepreneurs on the continent.

2. VISIBILITY

WIA startup Exhibition: A space to present WIA 54 Laureates during the Women in Africa Annual Summit in Marrakech. An exceptional exposure for financing and partnership opportunities.

WIA media: Exclusive visibility through WIA Communication tools

- WIA Mag
- Newsletter and Social networks
- Women In Africa Press Partnerships

WIA 54 on stage: An entire afternoon dedicated to women entrepreneurship during the Annual Summit:

- Panels
- Keynote
- Revelation award

Optional: Film-testimonials broadcast on a TV channel (depending on the level of commitment of our patrons).

3. SUPPORT

A coaching program ahead of the Annual Summit for all laureates.

A platform dedicated to the training of entrepreneurs.

A partnership with Honiris Universities to offer MBA and other programmes.

4. WIA ENTREPRENEURS' CLUB DATA CENTER

A study on the theme **Women - Entrepreneurs - Africa** is being done each year with Roland Berger.

Since its creation, WIA Philanthropy has been supported by its patrons in the definition and implementation of its actions and in the development of its programmes.

WIA 54 2019 GODMOTHER



Ann Walker Marchant

Founder & CEO, The Walker Marchant Group

Why do you accept to be the godmother of WIA54?

I am honored to accept the role of godmother for WIA54 and I am grateful to Aude de Thuin and Hafsat Abiola for their leadership and unwavering support for women entrepreneurs in Africa.

This year's theme, "Engaging the World to Create a New African Paradigm", deeply resonates with me. For too long, the story presented to the world about the continent has been one of challenges and complications. WIA is investing in a paradigm shift that highlights the tremendous opportunities and potential that the continent has to offer. I am pleased to contribute to WIA's efforts to change that paradigm; to highlight the entrepreneurs that are going to lead the 21st century entrepreneurial revolution and to provide women across the continent the platform they deserve as the driving force for economic growth.

What support can you bring as a godmother?

Twenty years ago, I founded the Walker Marchant Group, a strategic public relations and public affairs company based in Washington, DC. I know all too well the challenges that entrepreneurs face whether in early seed investment stage or when dealing with the pain points of exponential growth.

I hope to meet and spend significant time with all the entrepreneurs during the conference in Marrakesh however,

the real support will come in the weeks and months after. In order to thrive, entrepreneurs will need access to mentors, capital, and networks. My role will be to help close those gaps; we know the women have limitless talent, what is missing is the opportunity to flourish to their full potential.

What is your vision on women Entrepreneurship in Africa?

Whether in terms of education, land ownership, finance, and banking women entrepreneurs are often at a systemic disadvantage. The most recent UN data on Development reports that Africa loses 95 billion dollars a year because of gender inequities. My vision is that the private sector, civil society, academia, and government work diligently to lift the undue burden for women entrepreneurs; not just because it's good for the economy, but because it is the right thing to do.

BIOGRAPHY

Ann is CEO and Founder of the Walker Marchant Group (WMG).

Formerly she spent seven years working in the White House for President Clinton, as special assistant for Communications Research and Special Projects.

As a trustee for The George Washington University, Ann served on the Medical Affairs Committee, Governance Committee and Student and Academic Affairs Committees. She is also a board member for the Trust for the National Endowment for the Humanities, and she is co-chair of Knock Out Abuse - a domestic violence organization.

GOVERNANCE



Yuliya Tabolina
Director International Banking
Networks, Specialized
Services & Insurance
Société Générale Group



Anne Bioulac
Co-Managing Partner
Roland Berger France



Clodine Pincemin
President
Stop Hunger



Vincent Rouaix
Chairman and CEO
Gfi



Laura Kakon
Global Chief Marketing Officer
Honoris

WIA 54 PRESENTATION

Thanks to the support of Société Générale, in collaboration with Roland Berger and our patrons, WIA Philanthropy Foundation launched the WIA 54 project, aimed at African women entrepreneurs with a real potential to build the Africa of tomorrow.

Every year, WIA 54 rewards 54 women

entrepreneurs from each of the 54 African countries and links them to its network of members, institutions and partners.

From a promotion of 16 in 2017, the program has moved up to 54 laureates in 2018, with over 1000 applications reviewed, reaching more than 1500 for 2019.

THE PROGRAM'S OBJECTIVES ARE:

- To single out 54 women entrepreneurs from 54 African countries and bring them together for the WIA Annual Summit;
- To provide them with a network and maximum visibility through our media and partner media;
- To train them and ensure long-term support.

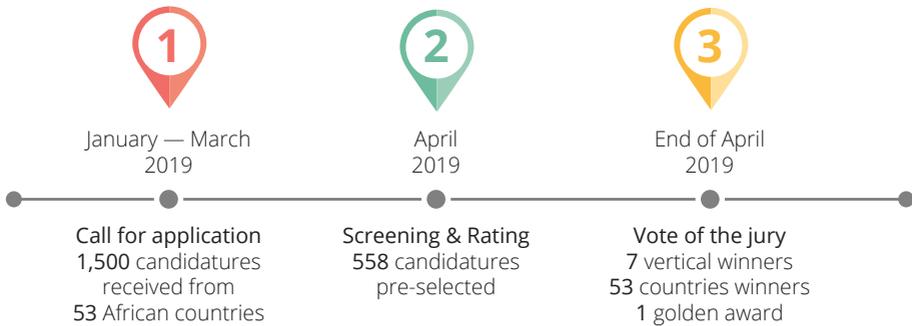
LAUREATE PACKAGE

- Invitation to the WIA Annual Summit in Marrakesh, to meet face-to-face with leading pan-African and global leaders, investors and decision-makers (transport and accommodation provided by the Wia Philanthropy Foundation);
- A booth at the WIA Start-up Exhibition, during the WIA Annual Summit, to allow each of the 54 laureates to showcase their activities and meet partners and potential investors;
- A two-day bootcamp, an intensive training program prior to the annual summit
- One-year free membership in the Wia Club, the first International Club of Women Entrepreneurs on the continent, including:
 - Publication of an article on WIA Mag;
 - Training tutorial on the needs of entrepreneurs (2019) available on the WIA- Link digital platform.
- Integration of local WIA HUBS;
- Opportunity for each laureate to be coached by an experienced leader;
- Permanent networking with our partners based on the individual needs voiced by women entrepreneurs;
- Free tuition on one of our Honorary Partner campuses, subject to successful completion of the admission exams.
- A \$500 Facebook budget awarded to each of our 7 revelations;
- Video clips and articles posted on the WIA platforms, those of our partner institutions and media partners.



THE WIA 54 AWARD PROCESS STARTED IN JANUARY 2019 AND WILL PRESENT THE WINNERS OF THE DIFFERENT AWARDS DURING THE SUMMIT IN JUNE

WIA Philanthropy's vision is to build up a pool of high-potential African entrepreneurs that many other foundations, private companies or institutions can readily support thanks to the screening and sustainability assessment done prior.



1 Pre-selection criteria

- Company created or managed by an African woman
- Startup created less than 7 years ago
- First traction on the market (turnover, number of users, raised funds)
- Be part of 1 of the 7 verticals

2 Ranking criteria (from 5 to 0)

- Innovative product, service or technology
- Scalability of the proven business model
- Strong growth potential
- Ambitious team with strong execution capacity
- Traction on the market (turnover, number of users, raised funds)
- Potential impact in Africa

BOOTCAMP

1 DAY OF COACHING OF THE 7 REVELATIONS
2 DAYS OF TRAINING OF THE 53 LAUREATES AT EMSI — HONORIS MARRAKECH

PITCH	BANK RELATIONSHIP	COACHING REVELATIONS	RELATION MEDIA
 <p>Maeva Tordo ESCP-Honoris</p>	 <p>Sylviane Moudeke Société Générale Morocco</p> <p>Maguette Sarr Hana Khelifa et Yenita Bamba</p>	 <p>Rémi Barbe Roland Berger Paris</p>	 <p>Arnaud Le Gal Les Echos</p>
FINANCE	PERSONNAL BRANDING-LINKDIN	MARKETING DIGITAL	CONTENT PRODUCTION
 <p>Sophia Klotz Roland Berger Morocco</p>	 <p>Henriette de Robillard Société Générale France</p>	 <p>Sophia Gnassounou Totem experience</p>  <p>Kahi Lumumba Totem experience</p>	 <p>Rémi Schapman</p>  <p>Calixte Tayoro</p>

2019 LAUREATES & REVELATIONS

NORTHERN AFRICA	11	Algeria / Egypt
	12	Libya / Morocco
	13	Tunisia
WESTERN AFRICA	14	Benin / Burkina Faso
	15	Cape Verde / Gambia
	16	Ghana / Guinea
	17	Guinea Bissau / Ivory coast
	18	Liberia / Mali
	19	Mauritania / Niger
	20	Nigeria / Senegal
	21	Sierra Leone / Togo
CENTRAL AFRICA	22	Cameroon / Equatorial Guinea
	23	Gabon / Democratic Republic of Congo
	24	Republic of Congo / Central African Republic
	25	São Tomé and Príncipe / Chad
EASTERN AFRICA	26	Burundi / Djibouti
	27	Ethiopia / Sudan
	28	Kenya / Rwanda
	29	Seychelles / Somalia
	30	South Sudan / Uganda
SOUTHERN AFRICA	31	Tanzania
	32	Angola / Botswana
	33	Comoros / Eswatini Kingdom
	34	Lesotho / Madagascar
	35	Malawi / Mauritius
	36	Mozambique / Namibia
	37	South Africa / Zambia
	38	Zimbabwe

NORTHERN AFRICA



Ghanima Messaoudi

ECHO-BAG COMPANY
Algeria

ENVIRONMENT

In Algeria, people use the black plastic bag to meet their daily needs. These bags are harmful and dangerous for health and the environment. Our product is the alternative: TNT, a recyclable fiber fabric surface, known for its resistance, fluid inactivity, flexibility, and non-flammable nature. These eco-friendly bags are made with high technology of innovation in sewing.



Mariam Sherif

REFORM STUDIO
Egypt

ENVIRONMENT

International Award-winning product designer. Creative, highly energetic, ambitious, experienced self-motivated and demonstrates initiatives; compatible within an environment requiring minimal direct supervision.

Enthusiastic visionary with a great sense of design, loves a good challenge, perseverant that takes no for an answer. Specialized in woven textile designs, while work ranges from, product design, exhibition, public, furniture, & lighting.

NORTHERN AFRICA



**Samiha Shaaban
Ahmed Elwerfalli**
SHE CODES
Libya
EDUCATION

She Codes is a social enterprise, that aims to empower women and children by equipping them with tech-related skills, to bridge both the gender and skill gap in the tech-field. Also, doing so by building the foundations for the establishment of a successful female-led entrepreneurial eco-system in Libya.



Sophia El Bahja
NOBOX LAB
Morocco
EDUCATION

Nobox Lab is a social enterprise that reinvent the classical education experience, for kids from 6 to 12 years old, through an innovative solution. Our offer is based on the CIDS approach (Critical Thinking, Innovation, Decision Making, Social Engagement) through creative programs via hands-on learning activities in different scientific subjects, and EdTech Solutions via a platform of videos made by kids for kids, mobile games and an evaluation.

NORTHERN AFRICA



Asma Rouabhia

ARTISUN

Tunisia

SOCIAL INNOVATION

ARTISUN is an innovative social company, it offers a back bag made from recyclable fabric by Tunisian rural women. It has a traditional design and contains a solar panel to charge small electronic devices. This product is eco-friendly and authentic which makes it the first in the global market.

WESTERN AFRICA



Mylène Flicka

IRAWO INC

Benin

DIGITAL & TECH

Irawo is a community around the world that propels African talent and inspires youth to unlock its potential. Through inspiring content, events and products, our vision is to be the first source of inspiration for young Africans.



Safiatou Nana

SOLARKOODO

Burkina Faso

AGRICULTURE

Solarkoodo is powering sustainable agriculture by providing low cost transportable solar system for small scale farmers. It helps to pump water for irrigation during the day and provides electricity in their homes at night. At Solarkoodo we build efficient solar systems along with agronomy support that helps farmers triple their produces, and be lifted from poverty to middle class within a season of harvest in an environmental sustainable way.

WESTERN AFRICA



Lucia Cardoso

**BADIA NATURAL
COSMETICS**
Cape Verde

SOCIAL INNOVATION

Badia is a social enterprise of artisan cosmetics that empowers women. It contributes to the community development by hiring, training and assisting women in creating their brands, using local resources sustainably. Badia's vision is to produce, sell and provide services (training and spa). We promote local ingredients (aloe vera, algae, cactus, tamarind, sugar cane molasses, volcanic sea salt) and cultural identity.



Fatoumata Joof Gaye

GAYE ABARI FARMS
Gambia

AGRICULTURE

Our business, GAYE ABARI FARMS is created to provide the highest quality of healthy animal protein at affordable prices and minimize the burden of imported chickens and eggs into our country at the same time.

WESTERN AFRICA



Ernestina A. Agyei

FARMHER GHANA

Ghana

AGRICULTURE

FarmHer Ghana is a solution driven technology and service organization with expertise in the delivery of innovative, cost effective and farm enaled solutions for women in agriculture to increase productivity.



Mariam Mohamed Keita

BINEDOU GLOBAL SERVICE

Guinea

ENVIRONMENT

Binedou Global Service is a company that aspires municipalities of Conakry to get rid of plastic waste. To achieve that we do collection, sorting and recycling of the plastic waste , as well as the marketing of pavers and bricks. In Conakry, the runoff channels are blocked by waste left by people. Garbage gathered in the capital is a business opportunity for BGS.

WESTERN AFRICA



**Nerida N. M. Batista
Fonseca**
INNOVATION SARL
Guinea-Bissau
SOCIAL INNOVATION

Innovation SARL is the leader in our Country in the creation of high quality of a wide range of cloths which we also use in the confection of handcrafted articles of fashion and utility such as clothes, wallets, folders, etc.

We also operate in eco-tourism providing our customers the best combination of leisure, comfort, good food with products derived from bio-agriculture.



**Corine Maurice
Ouattara**
PASS MOUSSO
Ivory Coast
HEALTH

The Mouso Health Pass is more than a health book, it's your digital medical record. With the Mouso Health Pass, you walk with your medical record in the shape of a bracelet or pendant. A connected object, transportable everywhere, that would allow you to be rescued as soon as possible in case of accident. It allows effective and efficient medical care everywhere without having to ask questions.

WESTERN AFRICA



Aminata Sackor

MIPRI INC

Liberia

SOCIAL INNOVATION

Mipri Incorporated was founded to provide efficient, creative and holistic staffing solutions for all types of homes, estates and corporate institutions. We provide with professionally trained drivers, office assistants, nannies, cleaners, cooks, housekeepers, etc.

We are diligent in placing trained individuals with institutions and families who value discretion, all while creating jobs for the youth of Liberia and reducing the unemployment rate.



Coumba Diakite

BY'RECYCL

Mali

ENVIRONMENT

By'Recycl is a company which recovers, revaluates and processes used tires and plastic waste (bags, disposable cups, etc.).

This waste is transformed into furniture such as armchairs, ottomans, storage furniture, tables and mirrors.

It was born from a desire to reduce a strong environmental and visual pollution.

WESTERN AFRICA



Farmata Ndiaye

L'ÎLE AUX MAUX

Mauritania

DIGITAL & TECH

The animation of the blog by the publication of articles on various topics, analyzes and decryption of the facts of society supposed to stir the curiosity of the readers to boost the number of subscribers. More visibility makes it possible to offer advertising to companies which generates revenue.



**Hama Harouna
Laihanatou**

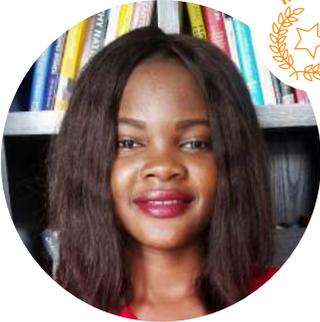
MAJI SOLUTIONS

Niger

ENVIRONMENT

Maji Solutions is an engineering company specializing in the treatment of sludge and wastewater as well as potabilisation. We work with public and private accounts throughout sub-Saharan Africa: communities, industries, hotels, hospitals and consulting firms. Our services range from the design, through the supply of equipment to the construction of turnkey facilities.

WESTERN AFRICA



Ehiaghe Aigiomawu
VESICASH INNOVATIVE
TECHNOLOGY
Nigeria
FINTECH

Vesicash is an instant escrow technology that ensures peer-to-peer and marketplace transactions are conducted in a transparent way. Our proprietary payment technology: verifies identity and trustworthiness of transacting parties, ensures people sets and agrees to the terms of a contract, holds payment securely and disburses funds only when the terms are met, provides a Dispute Resolution Mechanism to resolve all disputes within 72 hours.



Ndeye Amy Kebe
JOKALANTE
Senegal
SOCIAL INNOVATION

Jokalante is a start-up created in 2016, it has implemented the first agricultural extension campaign using ICT in Senegal from 6 to 11 regions. Currently after only 3 years, Jokalante has more than 70,000 profiles in its database with more than 11 local partner organizations, 35 community radios, 5 local language organizations and has collected nearly 10,000 returns from targets.

WESTERN AFRICA



Grace Camara

REMITFUND

Sierra Leone

SOCIAL INNOVATION

Grace is the Founder of RemitFund, an award-winning non-profit organisation that transforms remittances into social impact by empowering the African diaspora to invest in to sustainable businesses in Africa. She is a commercial lawyer with over a decade of experience advising non-profits and social ventures. Grace practised in both private and non-profit sectors, including legal counsel for the Thomson Reuters Foundation.



Hanou Kafui Ameko

WOMAN FOR YOUNG
WOMEN ASSOCIATION

Togo

SOCIAL INNOVATION

The School of Vision is a school of non-formal education supporting young girls and women to discover their dreams of life, as well as development and planning of their visions (life projects). It is the first level of the "Women's Dream" programme. It's a set of projects providing information, training, equipment and multiformal support (technical, material or financial) for girls and young women.

CENTRAL AFRICA



Marie Danielle Akini
GENIUS CENTERS
Cameroon
EDUCATION

Since 2014, Genius Centers has been offering activities for youth aged 4 to 17 to develop their leadership and creativity through learning computer engineering, robotics, design and leadership. To achieve this, Genius Centers provides an e-learning platform (Genius eLab) containing interactive courses. The platform is used in schools, homes and as a network of accredited centers.



Josefina Bonsundy Nvumba
ROOTENCIAL
Equatorial Guinea
SOCIAL INNOVATION

Josefina's desire to add value and transform communities led her to found Rootencial, an African-inspired social initiative bringing the vibrancy, talent and enormous potential of African and African diaspora communities to different audiences, creating opportunities and presenting unique products which can contribute to feed a positive impact back to these communities and society as a whole. Josefina won a Community Engagement Honorary Award.

CENTRAL AFRICA



Priscilla Omouendze
N'KIRA COSMÉTIQUES
Gabon
COSMETIC

N'KIRA is a company producing organic and essential oils from equatorial forest plants. The goal is to offer natural cosmetics specific to reactive black skin and mixed. Our main asset, the great biodiversity of the Congo Basin forests, which contain endemic plants offering innovative potential for the cosmetic industry.



Edwige Takassi
TERROIRS D'AFRIQUE
Democratic Republic of Congo
AGRICULTURE

Terroir d'Afrique is a project that aims to create a promotion of many quality products from different soils, in the DRC and elsewhere in Africa. These products include honey, natural oils, tea, coffee, infusions, but also traditional wines and liqueurs. TDA provides producers with the necessary support for production that meets the highest standards, and promotes them (packaging).

CENTRAL AFRICA



Ley Zoussi
COMPLETE FARMER
Republic of Congo
AGRICULTURE

Complete Farmer is a crowd-farming platform where anybody from all over the world can invest in sustainable farms and earn profits after harvest, enabling them to earn money without doing actual farming themselves.

The farm produce is then sold to industries in high demand of food supply.



**Peggy Justina
Boyaka Dokazonga**
JUST EVENTS
Central African Republic
SOCIAL INNOVATION

Just Events is an event company created in 2016 to provide services for festive events such as wedding, baptism, national holidays, parties that require preparation, an organization and whose participants require success.

From 2016 to 2019, 3 years already Just Events is developing its implementation strategies by training unemployed young people.

CENTRAL AFRICA



**Nadia Catraio
Costa Alegre**

KATRAIO SERVICES
UNIPessoal LTD
São Tomé and Príncipe

SOCIAL INNOVATION

Katraio Services rents out premises for special occasions: wedding celebrations, birthday parties and many other. It also offers helping services: catering, decorating, bartending and waiting service, cleaning, etc. Katraio Services provides work places for women and young single mothers as a permanent employment, as well as a temporary contractors.



**Djemila Carole
Mad-Toingue**

FEMME&ESPOIR
Chad

SOCIAL INNOVATION

Every year Femme&Espoir association helps young mothers to find employment to support themselves. In 2019 we have challenged young mothers to become entrepreneurs, especially to create jobs according to their creativity.

EASTERN AFRICA



Aniella Niyondiko

AHEZA IWACU

Burundi

ENVIRONMENT

The overall project purpose is to stem the threats to both the population and the environment caused by the proliferation of waste, by providing effective waste management services through an integrated waste reduction system of recycling the compostable material into Organic fertilizers and the plastics into useful tools, as well as to improve the disposal measures of waste through enforcement of proper waste management practices.



Madina Youssouf Ismail

RECY'DESIGN

Djibouti

ENVIRONMENT

Recy'design is an environmentally conscious company. In order to combat the systematic dumping of the waste on the public road, which alone accounts for nearly 50% of urban pollution, our idea is to collect the waste in order to give it a second life. We offers products such as tyre and palette lounge, original decoration frame, mirror designed with ridged CDs and an impeccable after-sales service.

EASTERN AFRICA



**Nebiyat Demeke
Fiseha**

ROHOBOT HOMEBASED
HEALTH CARE SERVICE
Ethiopia
HEALTH

RHBHCS was established on January 2017 to provide home based health care service for chronic ill and aged people with affordable price. In addition to that we are creating a job opportunity for fresh graduate student of private medical colleges.



**Omnia Amro
Mohamed Abbas**

ANDARIYA
Sudan
DIGITAL TECH

Andariya is a digital cultural multimedia storytelling platform on Sudan, South Sudan and Uganda. Andariya creates multimedia content in the form of articles, photo-essays, videos and digital campaigns in Arabic and English to reshape the narratives and challenge stereotypes. Andariya is also a cultural enterprise operating cultural projects spanning Sudan, South Sudan, Egypt and Uganda.

EASTERN AFRICA



Gladys Nelly Kimani
CLASS TEACHER NETWORK
Kenya
DIGITAL TECH

App on the Google App Store, that can send all information to the parents, school principals, directors, payfees without going to the bank, monitoring students behaviour accurately, monitoring teachers etc... The App digitizes the entire school system.



Hadidjatou Halilou
DJAALÉ
Rwanda
TOURISM

DJAALÉ is a platform specialised in tourism in Africa which offers activities to travelers, things to discover in the country, such as culture, or the discovery of natural sites, experiences sought by young tourists. We want to offer a different experience from traditional agencies to discover African countries and local cultures, it also means meeting the residents.

EASTERN AFRICA



Geralda Payet
SEYCHELLES HERITAGE
& CULTURAL EDUCATION
SERVICES
Seychelles
TOURISM

In my business visitors and locals learn about the culture and heritage of Seychelles. They engage in traditional dish preparation and have lunch or dinner in local homes; they also learn to make objects such as hats and bags using local fibres. They also learn our traditional dance and basic Creole and tours on cultural sites.



Sainab Abdillahi Elmi
ZAINAB HERBAL PRODUCTS
Somalia
HEALTH

After gaining a Bachelor's degree in Nutrition & Dietetics from Hargeisa University, Zainab became an Owner and Co-founder of Zainab Natural Organics Care Products. Its production focuses on removing chemicals from organic beauty care products and creating successful organic care for skin and hair using Aloe Vera tree extract - free from any non-organic components.

EASTERN AFRICA



**Elizabeth Akuol
Lawrence**

LONAGRO SOUTH SUDAN LTD
South Sudan
AGRICULTURE

As an Agricultural company, i provide solutions to farmers by assisting them in making right selection of what the needs not just selling. With that reason I provide my clients from source to delivery and provide first class and leading after sales support through on-going relationship based on rapid delivery, in field and in house maintenance as well as owner/operator machine familiarization and training. I believe in My Country South Sudan, with big Arable land, we have high capacity of feeding the entire Africa if we focus on farming and do it right.



Freweini Beyene

JUSTICEBOT
Uganda
DIGITAL TECH

The knowledge of the law and legal procedures are the first steps to get a legal issue solved in an inexpensive and timely manner. JusticeBot is an online platform that helps the public access justice by providing free legal information and connecting those in need of legal services to legal service providers Using artificial intelligence, through a chatbot that is available 24/7 on Facebook/Messenger answering thousands of people at a time.

EASTERN AFRICA



Bernice Hannah Fernandes
ANGA CORPORATION LTD
Tanzania
ENVIRONMENT

We are tapping into the next biggest resource of water available to us which is air. Air is a resource that exists everywhere in the world and contains enough water

at any given time to cover the entire surface of the earth in several inches. We convert humidity into clean water through our technology.



If women could free the world from hunger?

Because women's empowerment is the most direct way to sustainably end world hunger, Stop Hunger has invested US \$ 4.5 million in programs to empower women who act against hunger in their communities.

Women FOR good.

Si les femmes libéraient le monde de la faim ?

Parce que l'autonomisation des femmes est la solution la plus efficace pour éliminer durablement la faim, Stop Hunger a investi 4,5 millions d'euros dans des programmes visant à autonomiser les femmes qui agissent contre la faim dans leurs communautés.

Stay connected
Restez connectés

www.stop-hunger.org



SOUTHERN AFRICA



**Anabela Neves
Marcos**

GESTAO PROFISSIONAL

Angola

SOCIAL INNOVATION

GP supports people and organizations promoting solutions in HR, Talent Development and contribute to the professional integration. The services include career coaching and mentoring, management consulting and training.

The Talent Club is a platform with the aim of narrow the gap, between job seekers and institutions by creating a new model that creates a world of opportunity to all and to contribute to the promotion of employability.



**Neltah T.
Mosimanegape**

TEMPEST GOLD

Botswana

DIGITAL TECH

Neltah is the sole founder of Tempest Gold, a proptech company with the objective of revolutionizing the industry by incorporating digital and financial technology in its offerings. 'TG' is piloting its latest offering, 'Mrs. P', which is a property management toolbox, which gives landlords the tools to manage its properties from listing its properties to custom-tenant screening, rental management/ collection and maintenance on a digital platform.

SOUTHERN AFRICA



Moufida Mohamed

COCOMOON BEAUTY

Comoros

COSMETIC

CocoMoon is a biocosmetics brand, an innovative and sustainable concept that enhances coconut and other local plants in a 100% natural skincare range inspired by the secrets of traditional beauty to enhance natural hair. In less than a year, CocoMoon has been able to position itself as a leader in the local market and with the diaspora. We aim to raise women's awareness of the use of products that are healthy for their bodies and have a low impact on the environment. We believe that if a woman has confidence in herself as she is, she can change the world.



Karmen Montiere Volmink

VOLMINK GROUP

T/A CAD PRO

Eswatini Kingdom

DIGITAL AND TECH

Volmink Group is a Registered Chanel Partner and Accredited Training Centre of ARCHICAD. Training is a vital step in effectively using any software. GRAPHISOFT has developed a series of training courses to open up the full capabilities of ARCHICAD. All our courses have been designed by ARCHICAD experts to ensure attendees have increased productivity and gain greater confidence with the software and associated workflows.

SOUTHERN AFRICA



Neo Sekhesa

LINFORD VODKA (PTY) LTD

Lesotho

AGRICULTURE

House of Linford (HOL) aspires to be the venerated distillation company in our industry and this will be achieved by manufacturing products of excellent quality and value. Our first born product, Linford Vodka is made from locally sourced grains grown on soils owned by crop farmers and the water naturally filtered by the Maluti Mountains.



Jenny Malala

TUMBU

Madagascar

EDUCATION

Tumbu wants the hospitality business of our country to be a showcase of what Madagascar has best to offer. We allow our clients to foresee the future growth of their activity by providing 'Madagascar-adapted' trainings to their workforce. We provide custom-tailored trainings and make them constantly evolve.

SOUTHERN AFRICA



Atupele Violet Kampesi

ABWEZI BAGS

Malawi

ENVIRONMENT

With the focus of one day seeing every child go to school with pride carrying a bag pack we recycle every plastic bag with the hope of giving dignity to our young boys and girls. We address the negative impact that waste plastic has on the environment and on health: plastic waste impedes drainage systems, causing flooding; disposal in landfill produces toxins which pollute soils and groundwater resources; and burning waste plastic is a source of harmful air pollution.

Waste material is collected, recycled, processed and repurposed so as to create a system of sustainability in the most efficient and eco-friendly manner possible.



Nasrine Faucheux ORIENT'U

Mauritius

EDUCATION

Orient'U is a start up specialized in academic coaching and innovative professional guidance.

Our approach combines digital tools and cognitive sciences.

The aim is to help children, adolescents and adults to have a better self-development or professional growth.

We provide support to individuals and companies by using personalised approach or group workshops.

SOUTHERN AFRICA



Dalila Annette Cassy

KIDZ KARE
Mozambique
HEALTH

Kidz Kare is a medical center created specially to provide medical care to the little ones. This center works on health promotion and disease treatment by monitoring the growth and development of children, adolescents and young people, providing an integrated approach in which the family is involved.



Victoria Haihambo

AGELVIPA ONLINE
Namibia
DIGITAL TECH

We are Namibian online Manufacture agent that sell products on behalf of Namibian Manufacture. Agelvipa online links manufacturers who are trying to find a market for their product with the target consumers. In addition, Agelvipa Online makes it easy for consumers to purchase products at the comfort of their home. Agelvipa Online allows customer to do shopping online and delivers products to their door steps.

SOUTHERN AFRICA



Fadzayi Chiwandire

DIV:A INITIATIVE

South Africa

EDUCATION

DIV:A Initiative is a registered NPO (Non-Profit Organisation) where we teach young girls, between the ages of 8 - 18years old, from disadvantaged communities how to code in order to protect their futures and address the industry's gender imbalance.

We aim to:

- Give young girls truly useful and relevant skills to fall back on in the event that they're not able to receive a tertiary-level education;
- To raise the quality of life in our communities, we need to support the growth and empowerment of women and girls.

This is because when we allow women to lead, they do not only lead and fight for their own growth, but they fight for their children and for their communities.



Tapiwa Eugenia Muhamba

ZIMBABWE TELEMEDECINE NETWORK

Zimbabwe

HEALTH

MyCPDZW is a 360 degree integrated e-health learning platform providing all health workers regardless of location with continuous health education, clinical decision support tools, continuous professional development points management system online or offline on a mobile application found on Appstore/ playstore. MyCPDZW is a product of Zimbabwe Telemedicine Network, an e-health solutions provider co-founded by African doctors to reduce morbidity and mortality.

SOUTHERN AFRICA



Inonge Imasiku

MANGWEE PAYMENTS

Zambia

FINTECH

Mangwee is a fintech company based in Zambia. Mangwee offers a safe and secure electronic wallet service available in many parts of Zambia through a network of outlets and agents.

The service enable users to store, send and receive money using their computers, mobile phones or Mangwee kiosks, anytime and anywhere.

WIA Annual Summit
27-28 juin 2019
à Marrakech

**Engagé auprès
des entrepreneures
qui font l'Afrique
de demain.**

Gladys Nelly Kimani

*CEO Class Teacher
Lauréate 2019 WIA 54*



PARTNERS

MAJORS PATRONS



PATRONS



KNOWLEDGES & TECH PARTNERS



BENEFACTORS

WIA Philanthropy thanks its donors for their support and commitment in the development of the WIA Entrepreneurship Programme 54 Promotion 2019



MAJOR PATRONS

The Foundation is honored by the support and active collaboration of major international groups, such as **Société Générale** and **Roland Berger**, who help develop and build the Foundation's flagship program, the **WIA Entrepreneur Club "WIA 54"**.

The Honoris United Universities group was quick to join the team to help further the formation of qualified entrepreneurs by providing dedicated training in their universities throughout 2018/2019, as well as organizing and hosting the bootcamp from their campus in Marrakesh (EMSI).

GFI, the **Stop Hunger Foundation** are sponsors of the Foundation since its inception and are backing our candidates in their respective sectors.

Some of our laureates have been involved with our partners in major events such as **Vivatech**.

Our patrons are also working on linking up with subsidiaries to improve proximity with entrepreneurs.

They provide us with e-learning resources that will be integrated into our WIA Link platform.

The **Total Foundation** supports women's mentoring programs.

MAJOR PATRONS



Frederic Oudea
CEO Société Générale Group

Africa is the only region in the world where more women than men walk down the path of entrepreneurship, a reality embraced by the Women in Africa Philanthropy Foundation, which we are proud to back up for the second year in a row. Opening the field of possibilities to such a female dynamic will undeniably impact the continent's future.



Anne Bioulac
Co-Managing Partner,
Roland Berger France

We are truly confident about Africa's potential, particularly the added value women can bring to the continent. It all lines up perfectly with Roland Berger's DNA, since entrepreneurship is among our core values. We are also very proud to support the Women In Africa initiative since its inception in 2016, with the ambition to create a global network of African women leaders, to promote and advance their social and political influence across the continent and around the world.

MAJOR PATRONS



Clodine Pincemin

President
Stop Hunger

We take action against hunger with a global non-profit network present in 53 countries. We want to act in Africa particularly, where a quarter of humanity will live come 2050. At Stop Hunger, we believe that Africa is the future for all. We also know that Africa's future will be shaped by women. We support the WIA Global Initiative because we share the same vision and commitment to help empower African women and develop their businesses, to further the cause of progress. So that we can end hunger, once and for all.



Laura Kakon

Global Chief Marketing Officer,
Honoris United Universities

Honoris United Universities has teamed up with WIA Philantropy to support the 54 young women entrepreneurs the foundation celebrates every year. We share the same conviction that entrepreneurship and women's leadership are major avenues for transforming the African continent and impacting community development. The boot camp co-organized by Honoris ahead of the summit is very significant for women entrepreneurs, as it provides a unique opportunity for interactions. We are very proud to be able to contribute to the blossoming of their talents, and to support them throughout the year with training courses to speed up their projects.



Vincent Rouaix

Chairman and CEO
Gfi

Women entrepreneurs have a strong card to play in helping Africa move forward, and it is up to big groups like Gfi to back them up. We hope that the Women In Africa Initiative will grow. Gfi is committed to being a long-standing partner.

THE FUTURE IS WHEN MORE WOMEN SHAPE A WHOLE CONTINENT

We support female entrepreneurs in Africa through the Women in Africa Philanthropy foundation.

THE FUTURE IS YOU



SOCIETE
GENERALE

Societe Generale is a French Société Anonyme (limited company) with share capital of € 1,009,897,173.75, whose registered head office is located at 29 boulevard Haussmann - 75009 Paris (France), registered with the Paris trade and companies registry under number 552 120 222. Photo credit: Tom Craig - Juin 2019.

WIA PHILANTHROPY WOULD LIKE TO SPECIAL THANK

Over and above the WIA teams, a number of people are involved in making this adventure a reality: Sandrine Autissier, Caroline Boudergue, Sophie Tuchot, Pauline Dumail, H el ene Guinaudeau, Jacqueline, Aude Thuin, Hubert Zieseniss, Peter Zieseniss, Cheryn Massali, Yohana

Pigla, Maeva Tordo, Calixte Tayoro, Yse Massot, Remi Barbe, Maryl ene Groult, Geoffrey Chapuis, Geoffroy Chapuis, Mathilde Loing, Marina Gning, Khoudia Ndiaye, Lubomir Roglev, Agathe Lelu, Alexandra Dethyre, Anne Sophie Shahin, Amel Nairi.



Edith Brou

Founder & General manager
ACG Entreprises



**Jean Marc
Andre Kouadio**

Founder, Producer
& General Manager
Studios Puzzle Media



Let's Think:Act!

Roland Berger, the challenge of Africa and entrepreneurship.

Africa's potential is now widely known and is becoming more real each year. Among the ten fastest growing countries in the world in 2018, six are African. This economic strength of the African continent represents a unique opportunity: few are the markets where the field of possibilities is so vast! Roland Berger is committed to Africa on a daily basis. Drawing on its international experience, the firm has two offices on the African continent and now works in more than 25 countries.

JOIN US!

Women In Africa has great ambitions for women entrepreneurs in Africa. Above and beyond the promotion shortlisted for the summit, we are committed to supporting these women in their day-to-day business activities. We are working to consolidate local hubs to this effect.

By means of WIA philanthropy and/or existing programs, we wish to involve our partners in:

- The funding of our laureates
- Skills and training
- Networking process
- International event opportunities

- Hubs and their activities
- Promoting the expertise of our laureates

This is not an exhaustive list and is open to any suggestion in line with our philosophy: to support women entrepreneurs and to produce champions.

Our plans for agriculture and education are not to be underestimated. Following in the footsteps of WIA 54, we are looking for partners to support the promotion of young girls and women in these areas.

Contact: sey nabou@wia-initiative.com

L'AVENIR, C'EST QUAND DES FEMMES FONT AVANCER TOUT UN CONTINENT

Nous soutenons les femmes entrepreneurs
en Afrique, avec Women in Africa Philanthropy.



WOMEN IN AFRICA
PHILANTHROPY

Zoussi Ley, lauréate 2019
Complete Farmer – Co-founder & Chief Marketing Officer
République du Congo

C'EST VOUS
L'AVENIR  SOCIÉTÉ
GÉNÉRALE



www.honoris.net

#EDUCATIONFORIMPACT®

Honoris United Universities is the first pan-African private higher education network committed to preparing the next generation of African leaders and professionals able to impact regionally in a globalized world. Collaborative intelligence, cultural agility and mobile mindsets and skills are at the heart of Honoris' vision of higher education. The network joins the expertise of its **10 member institutions** to prepare world class African human capital able to transform the continent. **Honoris United Universities** gathers a community of **32,000** students on **58** campuses, learning centres and via on-line, in **9** countries and **30** cities across Africa. Over **150** degrees are offered in Health Science, Engineering, IT, Business, Law, Architecture, Arts and Design, Media, Education and Political Science.

HONORIS
UNITED UNIVERSITIES



WOMEN IN AFRICA
GLOBAL LEADERS COMMITTED TOGETHER

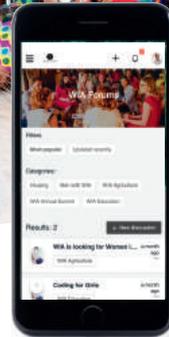
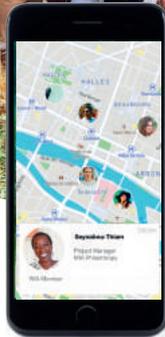
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SHARE YOUR MOST BEAUTIFUL MOMENTS
OF THE WIA ANNUAL SUMMIT WITH WIFI



Network: WomenInAfrica
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#WIASummit #WIAInitiative



Showcase your business - Tailor your profile to boost visibility
Engage your peers - Locate nearby members



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