



Common Market for Eastern and Southern Africa

Presentation on 50 Million African Women Speak Platform

**Tunisia-COMESA
Women in Business Days**

29 SEPTEMBER 2022

Outline



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Introduction



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- 50 Million African Women Speak is a women economic empowerment initiative implemented in 38 African countries by three RECs, namely COMESA, EAC and ECOWAS.
- It was made possible with funding from the African Development Bank.
- Implementation commenced through the 50 Million African Women Speak Project (50MAWSP) in 2017.

Objective



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- To contribute to the economic empowerment of women through the provision of a networking platform that will enable women in business to access information and financial services.
- This objective is based on the findings of a study by AfDB on issues contributing to women funding gaps.

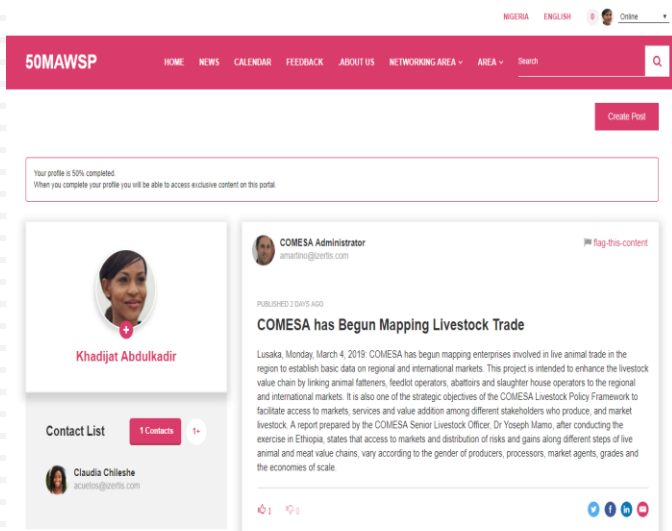
- Limited capacity to develop bankable business proposals
- Limited access to information on finance and related services
- Limited access to information on investment opportunities, regional and international markets
- Lack of linkages with lending institutions
- Absence of a platform dedicated to the information needs of women entrepreneurs

About the Platform

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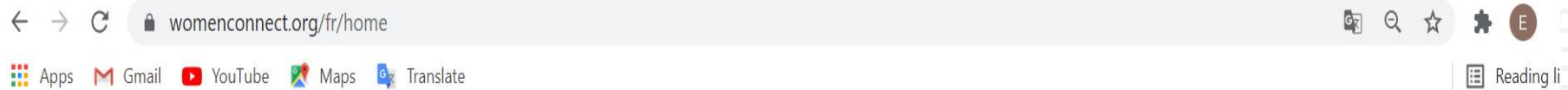
- ❑ A digital networking platform connecting women entrepreneurs within their countries and across borders
- ❑ Women have access to financial and non financial services and are able to promote their products
- ❑ Business information/resources on starting/growing a business, market information, financial products tailored to women, training resources etc
- ❑ The 50MAWS social networking component provides the capability to connect in real time via features such as a user's wall or groups



Snapshot of 50MAWSP Content Offering



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SÉLECTIONNER UN PAYS FRANÇAIS SE CONNECTER CRÉER UN COMPTE AIDE

ACCUEIL RESSOURCES ^ ESPACE RÉSEAUTAGE v ACTUALITÉS ÉVÈNEMENTS À PROPOS DE NOUS v Rechercher

- SERVICES COMMERCIAUX >
 - Enregistrement Des Entreprises
- INFORMATIONS SUR LE MANCHÉ
 - Infos Sur L'immigration
- ACCÈS AUX FINANCEMENTS >
 - Accès Aux Services D'aide Juridique
- RENFORCEMENT DE CAPACITÉS
 - Services De Brevetage
- SERVICES SOCIAUX
 - Accès Aux Terres
- MODÈLES DE RÉUSSITE
- INFOS MÉTÉO

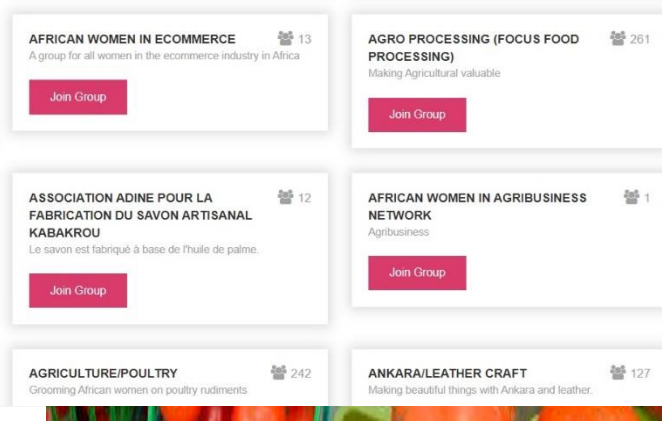
Donner accès à des informations commerciales, connecter les femmes entrepreneures africaines. Tout en un seul

Platform Benefits

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- Interface between financial service providers and women entrepreneurs
- Access to market opportunities
- Avenue to showcase products/services
- Exchange of experiences across the continent (peer to peer learning) & access to mentors
- Access business information and 100s of knowledge groups
- Access to training resources



How to access 50MAWSP



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Connected. Networked. Empowered.
Connectées. Réseautées. Autonomisées.
تواصل. ترابط. تمكين

- www.womenconnect.org
- 50MAWSP mobile app
 - ▣ Available in both the Apple and Google Play stores

Conclusion/Call to Action



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- 50MAWSP is a fast-growing community of existing and aspiring women entrepreneurs across Africa who are benefiting from the free resources/networking opportunities the digital platform provides
- More than 270,000 women have already visited the platform and used its resources (21,800 -- approx. 14% of total users are from Tunisia)
- Visit and sign up today, and tell a friend about it



**Thank you for your
attention**