A MILESTONE IN ENHANCING WOMEN LED BUSINESSES 
IN POST CONFLICT COUNTRIES IN AFRICA

24 African women coming from Post-conflict countries and leaders in their businesses will participate in a negotiation seminar and will present their business plans in front of their professors, tutors, mentors and partners on June 28th to 30th in Las Palmas, Spain. The event will be hosted by Casa Africa and is co-organized by Femmes Africa Solidarité (FAS) and IE Business School.

The partnership between Spanish and African women to economically empower women has concretely led to a project aiming at up scaling the businesses of 24 African women. The Women-Led Businesses Program (WLB) organized by Femmes Africa Solidarité PanAfrican Centre for Gender, Peace and Development (FASPAC), based in Dakar and IE Business School is designed to provide mentoring and assessment for African women entrepreneurs. As Celia de Anca, Director of IE’s Center for Diversity, explained, “For IE it is essential to teach young, future directors and entrepreneurs about the enormous potential of the African continent for the corporate world. The program is another way of looking at this neighboring continent and another way of doing business in a continent with such potential.”

The programme is unique in its kind. The 24 participants come from the following post conflict countries: Liberia, Democratic Republic of Congo, Mozambique and Rwanda as well as from developing countries as South Africa and Senegal. As Mme Bineta Diop, Executive director of FAS highlighted, “the challenge of the Women Led Business Programme is to empower women in an environment with recurrent conflicts, in particular by scaling up their enterprises so that these will create job opportunities for young women and men.”

In the first phase of the programme, a team of consultants did a mapping of the different countries’ business environment and the competitiveness of the candidate’s businesses within that environment. 24 high-potential and women led African small enterprises were then selected out of a pool of 300. The selected candidates took part in training programs in Dakar, Senegal and Madrid, Spain taught by highly qualified IE business school professors.

On June 28th, 29th and 30th, Casa Africa will host the Negotiation Workshop in Las Palmas. There, participants will undertake a management education program designed to equip them with negotiation skills and a working knowledge of IT networks. Also, they will have the opportunity to present their business plans to a panel that will select ten winners. The winning business plans will be presented to a group of investors set to meet in autumn in Mozambique, which will include risk capital investment firms, together with European and African bankers and social investors who are willing to invest in post-conflict economies.
Training Workshop of the Women Led business participants July 2008, Madrid, Spain

Dr. Celia de Anca
Director
Center for Diversity in Global Management
Pinar 7, Bajo
28006 Madrid, Spain
Direct tel: +3491 745 24 11
Main tel.: +34 91 568 96 00
Fax: +34 91 745 21 47
Celia.deanca@ie.edu
www.ie.edu

Ms. Coumba Fall
Administrator and Acting Coordinator
PanAfrican Centre for Gender, Peace and Development
Regional Office Femmes Africa Solidarité (FAS)
Immeuble du Phare des Mamelles
Appts N°1&2, 1er Etage
BP: 45077, Dakar-Fann, Senegal
Tel: +221 33 869 81 06
Fax: +221 33 860 20 47
Email: africangender@fasngo.org
www.fasngo.org