



Women Create Values!



<http://www.giwef-fifege.org/welcome>

First Geneva International Women Entrepreneurs' Forum (GIWEF) Geneva, 4 – 5 July 2013

The **First Geneva International Women Entrepreneurs' Forum (GIWEF) – Premier Forum International des Femmes Entrepreneurs à Genève (FIFEGe)**, will be organized in **Geneva** on **4-5 July 2013**, by the GIWEF-FIFEGe Association, under the auspices of the World Association of Women Entrepreneurs (FCEM). The Forum will benefit from the support and cooperation of various Swiss and international organizations, as well as from policy, business, financial and academic sector sponsors.

The Forum will debate crucial questions of sustainable development impacting on women, which will set the basis for the elaboration of efficient strategies by enterprises, financial institutions and international organizations; and facilitate public-private-partnerships (PPP) for the development of enterprises and investments by and for the women worldwide.

The Forum will take an integrated and holistic approach to economic development that must be socially and culturally responsible, and environment-friendly, thus engaging in a multifaceted and dynamic process, and aiming to review the sustainable development topics that are being debated in the UN and multilateral circles, and among the international civil society organizations. With such approach, participating women entrepreneurs from developing and emerging countries will benefit from possible bridging among all players. Thus, representatives from the business and financial sectors will be associated with the Forum as potential partners, investors and donors.

The overall heading of the 2013 Forum will be “**Women Entrepreneurs as the Engine for Sustainable Growth**”, with the main theme featuring “**Finance and Sustainable Development for Women Entrepreneurs**” and subjects related to the future of international trade.

Considering that Geneva is one of the Cities where “fair finance – finance equitable” becomes an overriding concept, it will be the ideal place to discuss this theme and give the signal for a new dynamism to benefit business women in the participating countries.

I. Objective

- Improve the access of women entrepreneurs' innovative projects to appropriate financing, to help them contribute more efficiently to creating new sustainable jobs in the sectors of trade, agriculture, industry, crafts and services, which would have positive economic, social and political implications.

II. Modalities

Participants 150 to 200 Women entrepreneurs with innovative and feasible project ideas for the production, distribution and export of goods and services are invited through the national associations of FCEM and other associations and organizations.

Presenters Lecturers and experts from international and bilateral organizations and associations, as well as representatives of the financial and trade sectors are invited to present the respective themes, and success stories.

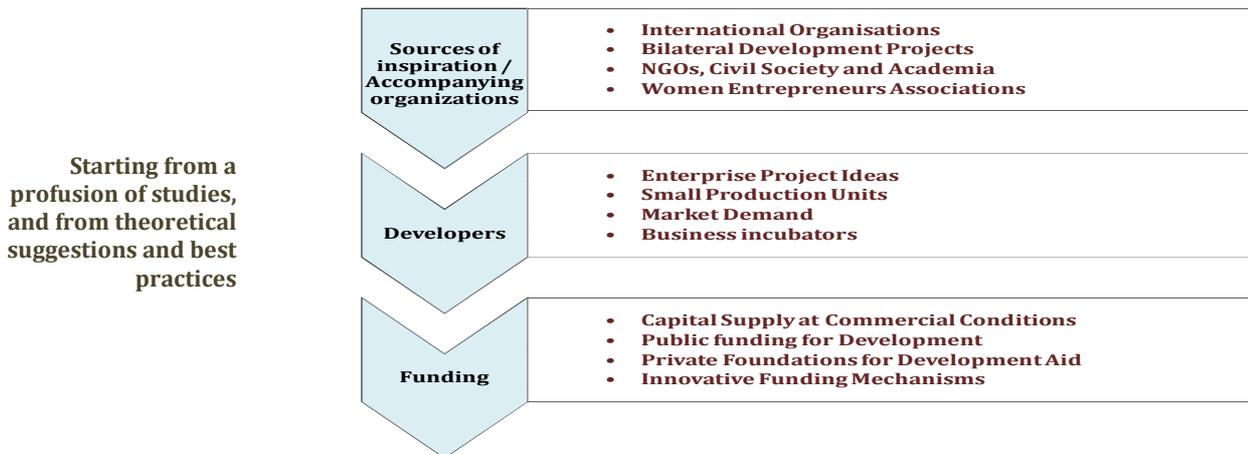
Communication

- Participants and presenters are requested to avail the appropriate documentation about their projects and themes.
- Media coverage will be secured, including televised interviews and press releases.

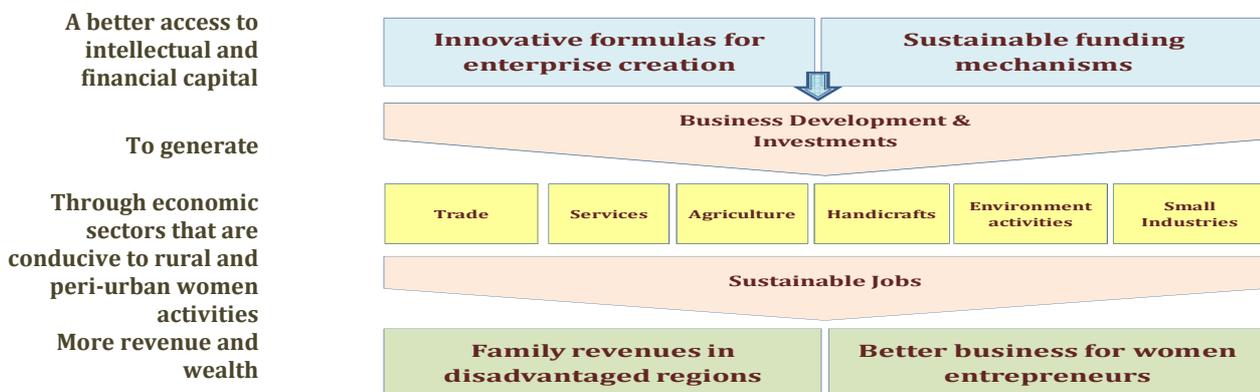
GIWEF-FIFEGe Website

A dedicated website is available at <http://www.giwef-fifege.org/welcome>. It will provide practical information on the logistics of the Forum, and allow the registration of participants and the collection of the details about their project ideas.

GIWEF's Conceptual Scheme



the GIWEF will bring together *authors of project ideas, experienced developers and holders of capital*, to ensure:



III. Programme

First day

The first day will be devoted to a **plenary** with presentations on:

- Sustainable development and responsible investing;
- Experiences in development projects in countries chosen amongst others by national associations of FCEM;
- Notions of “fair finance – finance equitable” and related success stories;
- Impact investment;
- Microcredit and its importance for sustainable development; diversified micro-finance with measurable social impact;
- Modes and financial opportunities lending themselves to investments by women entrepreneurs and young investors;
- Development of innovative investment strategies;
- Start-ups, Business Angels and Seed Funds.
- Reinforced visibility of host country and city concerning sustainable development.

The detailed programme is available at <http://www.giweF-fifegE.org/programme>

On the evening of the first day there will be a **Diner de Gala** with a Fashion Show.

Second day

The second day aims to set the basis for implementation of the various concepts, through round-tables and entrepreneurs – investors’ meetings, with coaching by international organizations and development NGOs. Holders of project ideas from among the participating women entrepreneurs have the possibility to contact potential investors. Visits to selected enterprises will be organized.