

2022

AWIEF

AFRICA WOMEN INNOVATION
& ENTREPRENEURSHIP FORUM



Advancing Africa through Gender Integration

26 & 27 SEPTEMBER 2022
CAIRO, EGYPT

Co-organisers



Egyptian Businessmen's Association
جمعية رجال الأعمال المصريين



In partnership with



وزارة التعاون الدولي
Ministry of International
Cooperation

ABOUT AWIEF2022

The **Africa Women Innovation and Entrepreneurship Forum**, the continent's leading women and entrepreneurship conference and awards event, is heading to North Africa for the first time. The 2022 edition of AWIEF will take place on 26 and 27 September in Cairo, Egypt, co-organised by the **Egyptian Businessmen's Association (EBA)** and in partnership with **Egypt's Ministry of International Cooperation**.

Now in its 8th year, the annual AWIEF conference brings together more than 1,300 entrepreneurs, start-ups, thought leaders, policymakers, international development partners, investors, CSOs, academia, and media for dialogue and discussions on issues of women empowerment, entrepreneurship, investing, technology, and innovation in Africa.

AWIEF2022 is a platform where issues will be debated and new ideas explored. The event offers participants and stakeholders an opportunity to engage, connect and build new business relationships on the sidelines of thought-provoking conference sessions, while the AWIEF Awards recognise and celebrate excellence in African female entrepreneurship and innovation.

Previous high-level guests and speakers include a former African President and Vice-president, Ministers, Mayors, a UN Under-Secretary General and UN Agency representatives, Development Finance Institutions and Finance Institutions, Multinationals, a Nobel Laureate, Vice-Chancellors and C-Suite corporate business leaders, amongst others.

The theme for this year's hybrid event is **“Advancing Africa Through Gender Integration”**.



AWIEF Founder and CEO
Irene Ochem

8 YEARS OF AWIEF



YEAR FOUNDED 2015



350+ EXHIBITORS



18000+ PARTICIPANTS



450+ SPEAKERS



**65+ COUNTRIES REPRESENTED,
47 FROM AFRICA**

EGYPT'S MINISTRY FOR INTERNATIONAL COOPERATION & EBA PARTNER WITH AWIEF

Egypt's Minister for International Cooperation H. E. Dr. Rania Al-Mashat officially announced that Egypt will host the Africa Women Innovation and Entrepreneurship Forum (AWIEF) conference and awards at a joint press conference held by the International Cooperation Ministry, AWIEF and the Egyptian Businessmen's Association in Cairo.

Dr. Al-Mashat said: "The hosting of this event reflects Egypt's keenness and support for empowering women and enhancing their economic participation and important roles on innovation and entrepreneurship to achieve sustainable development. Such a step also reflects the state's pivotal roles and national efforts on women empowerment to strengthen women's contribution to the labour markets."

The Egyptian Businessmen's Association (EBA) was also announced as co-organiser of the event.

Commenting on the partnership, AWIEF CEO Irene Ochem said: "We are truly excited and happy to be hosting AWIEF2022 in Egypt and partnering with the International Cooperation Ministry and the Egyptian Businessmen's Association. Egypt is at the forefront of African entrepreneurial and innovation ecosystem drive. Hosting AWIEF in a country known for its strong support for women's economic empowerment and sustainable development is important for us."

Dr. Mohamed Youssef, Executive Director of EBA, added: "EBA is so proud to have such a strong partner as AWIEF to co-organise this prestigious forum, a platform that will include more than 1,300 entrepreneurs, SMEs, decision makers, international development partners, investors, and media to discuss women empowerment, entrepreneurship, trade, technology and innovation in Africa."



Standing from L-R: Mohamed Youssef, Executive Director, Egyptian Businessmen's Association, Irene Ochem, AWIEF Founder & CEO, H. E. Dr. Rania Al-Mashat, Egypt's Minister for International Cooperation and Nevine Abdelkhalek, Board Member Egyptian Businessmen's Association



ABOUT EBA

The **Egyptian Businessmen's Association** is a **non-governmental**, non-for-profit organization that seeks to unify the efforts of private Egyptian interests in contributing to the productivity and efficient national economic and social development of Egypt.

When established in the mid-seventies, EBA's mission was to unify the efforts of the Egyptian private sector in order to protect its interests, promote its products and enhance its productivity and efficiency in a more liberal and democratic environment, yet working within the frame of national economic and social development of Egypt.

EBA is proud to have a carefully chosen number of prominent businessmen and women in Egypt who occupy leading and decision-making positions in the business community. The membership covers a wide range of economic activities

In a rapidly changing global market, EBA has been proactive and innovative in its approaches, introducing changes to what it delivers, thereby maintaining its position as the premiere organization dedicated to support the Egyptian business community.

Given the diversity of services offered by EBA our mission statement is: **"To encourage inward investment by acting as a catalyst to spur the exchange of trade and investment between Egypt and the world, and by providing world class information, comprehensive & maximized level of technical support for the Egyptian Business Community. To enhance the economic environment and to create more solid and concrete base for the private sector as a locomotive of the economy."**

Since its inception, EBA has succeeded in building a strong network of stakeholders at national, regional and international levels, having agreements with more than 75 countries in the world, from Africa, Europe, Arab World, Asia & Far East Region, North/ Latin America, Australia/ New Zealand.



Mrs. Dalia Youssef, EBA's Division Director of International Relations and Membership, Dr. Nevine Abbel Khalek, EBA board member and Chairperson of the Sustainable Development Committee, Mr. Mohamed Youssef, the Executive Director of EBA, and Ms Irene Ochem, CEO of AWIEF.

EBA OBJECTIVES

- **To create** a healthy economic environment for the business community in order to practice a constructive role in the economic development process.
- **To address** economic issues and problems facing the business community through an effective dialogue with Government officials and authorities.
- **To strengthen** the role of the Business community in the economic decision-making policy with the aim of better application of laws and regulations resulting in a higher level of performance
- **To support** the role of the Egyptian business community in the globalization process by enhancing the competitiveness of the Egyptian products in the foreign & local markets, and attracting foreign investment to the development projects.
- **To provide** useful services for business people in order to support their positions & strengthen their enterprises

AFRICA ON THE AGENDA

Africa is firmly in the spotlight at the annual AWIEF Conference, with two days packed with **high-level keynotes, plenary presentations, interactive industry stakeholder panels, fireside chats and masterclasses/workshops.**

THEMATIC AREAS:

- GENDER INCLUSION & DIVERSITY
- ACCELERATING PROGRESS TOWARDS THE SDGs: CREATING AN ENABLING BUSINESS ENVIRONMENT FOR MSMEs AND SMEs
- CLIMATE CHANGE & SUSTAINABILITY
- ENHANCING EDUCATION, DIGITAL LITERACY & ENTREPRENEURSHIP IN THE CHANGING WORLD OF WORK
- BUILDING AFRICA - ENERGY & INFRASTRUCTURE
- ADVANCING HEALTHCARE
- INTRA-AFRICA TRADE AND THE AfCFTA
- TECHNOLOGY & INNOVATION (FINTECH, AGRITECH, EDTECH & HEALTHTECH)
- INVESTMENT & FINANCIAL SERVICES
- TRANSFORMING AGRICULTURE & FOOD SECURITY



WHO SHOULD ATTEND?



C-suite level corporate professionals
Entrepreneurs/start-ups
Diplomatic sector
Business service providers
International Development partners
International Organisations/UN Agencies
CSOs & NGOs
Investment & financial sector
Government representatives & policymakers
Media
Academia
Persons interested in Africa & International Development

DON'T MISS OUT, GET INVOLVED



A STELLAR LINE-UP OF SPEAKERS



HIGH LEVEL DISCUSSIONS AND DIALOGUE



ON-SITE AND VIRTUAL EXHIBITION SPACE



MASTERCLASSES BY SUBJECT MATTER
INDUSTRY EXPERTS



AWIEF AWARDS



HIGH-LEVEL NETWORKING & B2B MATCHMAKING



AN ENGAGED PAN-AFRICAN & GLOBAL AUDIENCE



OUR EXCITING PITCH N GROW COMPETITION

PREVIOUS SPEAKERS



Arunma Oteh, Oxford academic scholar and former vice president of the World Bank



Former Mauritian President
Ameenah Gurib-Fakim



From left to right: Malawian former minister Cecilia Chazama,
Norway's former ambassador to SA Trine Skymoene, AWIEF CEO
Irene Ochem and Sweden's former ambassador to SA Cecilia Julin



Peter Ndoro,
SABC anchor



Dr Vera Songwe, UN Under-Secretary General &
Executive Secretary, United Nations Economic
Commission for Africa (UNECA)



H.E. Dr. Rania A. Al-Mashat

Amel Hamza



CNN anchor Eleni Giokos hosts a panel discussion with Egypt's Minister of International Cooperation, Dr. Rania A. Al-Mashat, and Amel Hamza from the African Development Bank



Prof Pat Utomi, Founder of the Centre for Values in Leadership (CVL)



Executive Mayor of Johannesburg
Dr Mpho Phalatse

AWIEF CONFERENCE IN PICTURES

FROM CAPE TO CAIRO

OUR HOST CITY

Now in its 8th year, AWIEF is excited to be heading to North Africa for the first time and to welcome you to our host city of Cairo, Egypt.

Situated by the Nile, Egypt's capital Cairo holds some of the country's best historical and contemporary offerings, lively streets that never sleep, and diverse neighborhoods. The dynamic metropolis features numerous heritage sites that imbue the city with a distinct charm and offer a glimpse into its Islamic and Coptic histories. These include the renowned Al-Muiz street, Amr Ibn Al As Mosque, the Hanging Church, and the Saint Samaan Monastery.

From local to international dining, Cairo's variety of restaurants and cuisines cater to every taste, with prominent neighborhoods like Zamalek, Downtown Cairo, and Maadi housing many favorites. Those who love dining with a view can enjoy their meals on a boat restaurant, followed by an exhilarating felucca ride for a wonderful view of the sunset. Cairo's nightlife is also well-known for its diversity, creating a fusion of different genres and styles. Local and international live music concerts are regularly hosted at venues around the city, as well as at its cultural landmark, the Cairo Opera House.

Located just outside of the outskirts of Cairo on the esplanade known as the Giza Plateau, the Great Pyramids of Giza is the must-see Ancient Egyptian landmark. Known as Khufu's Pyramid, it is the greatest pyramid of the complex: a truly overwhelming sight. Being one of the seven wonders of the ancient world, it is the only one still standing to this day!

- Source: <https://egypt.travel/en>





Nobel Laureate the late Archbishop Emeritus Desmond Tutu arriving at AWIEF 2017

AWIEF CONFERENCE IN PICTURES





Each year the AWIEF Awards recognise, honour and celebrate Women Entrepreneurs and Business Owners in Africa across industry sectors, for their economic performance and contribution to Africa's growth and social development.

AWIEF salutes these women for their passion and determination in making a difference in their countries and on the continent. The AWIEF Awards cover emerging and established entrepreneurship in the private and not-for-profit sectors.

AWARD CATEGORIES:



YOUNG ENTREPRENEUR AWARD



TECH ENTREPRENEUR AWARD



ENERGY ENTREPRENEUR AWARD



LIFETIME ACHIEVEMENT AWARD



CREATIVE INDUSTRY AWARD



AGRI ENTREPRENEUR AWARD



SOCIAL ENTREPRENEUR AWARD



EMPOWERMENT AWARD



AWIEF AWARDS





AWIEF AWARDS



WHAT TO EXPECT

HOW DOES A HYBRID EVENT WORK?

Our hybrid event will include many features to enable the digital experience, maximizing your brand reach, amplifying your message and generating new, targeted business leads you might not make otherwise.

Those registered as online attendees will join our secure, virtual event platform from the convenience of their own home or office. Once they have joined, they can choose exhibitors and/or sponsors to visit.

They can also engage in interactive presentations and panel discussions led by our high-level speakers.

Hybrid events remove potential barriers and enable individuals, from across the region and beyond, to join the conversation and engage with their peers online.



2 DAYS OF LIVE CONTENT

Interactive sessions, live or on-demand – accessible to all attendees with extended real-time Q&A sessions with AWIEF Conference speakers.



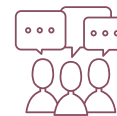
NETWORKING & COMMUNITY BUILDING

1-2-1 and group chats with all attendees as well as an active community board to discuss common topics.



VIRTUAL INTERACTIVE PLATFORM

Built to enable live video chat networking for sponsors and delegates, scheduled meetings, downloadable content and presentations.



DISCUSSION FORUMS & GROUPS

Organize video or text meetings with your new connections.



THE SPEAKERS

Speaker Q&A will take place after each presentation/panel discussions to facilitate continued discussion.

AWIEF CONFERENCE IN PICTURES



SABC journalist Asanda Beda in conversation with Tiara Pathon from Amazon Web Services



AWIEF CONFERENCE IN PICTURES



CONTACT US

For more information about #AWIEF2022 contact:

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See You in Cairo for AWIEF 2022

#AWIEF2022 #AWIEFAwards

Co-organisers



In partnership with

