

We enable Women in Business to go one step further.

Join us and be part of our growing Network.



THE CHALLENGE

Empowering and support women entrepreneurs from the MENA region with expertise and a strong network in fulfilling their potential.

“ I wish business women across the region were better connected and organized in one overarching network I can easily access.

“ I want to connect the local expat community with the network abroad.

“ I want to do business across borders and connect with strong and inspiring women across the entire MENA region and internationally.

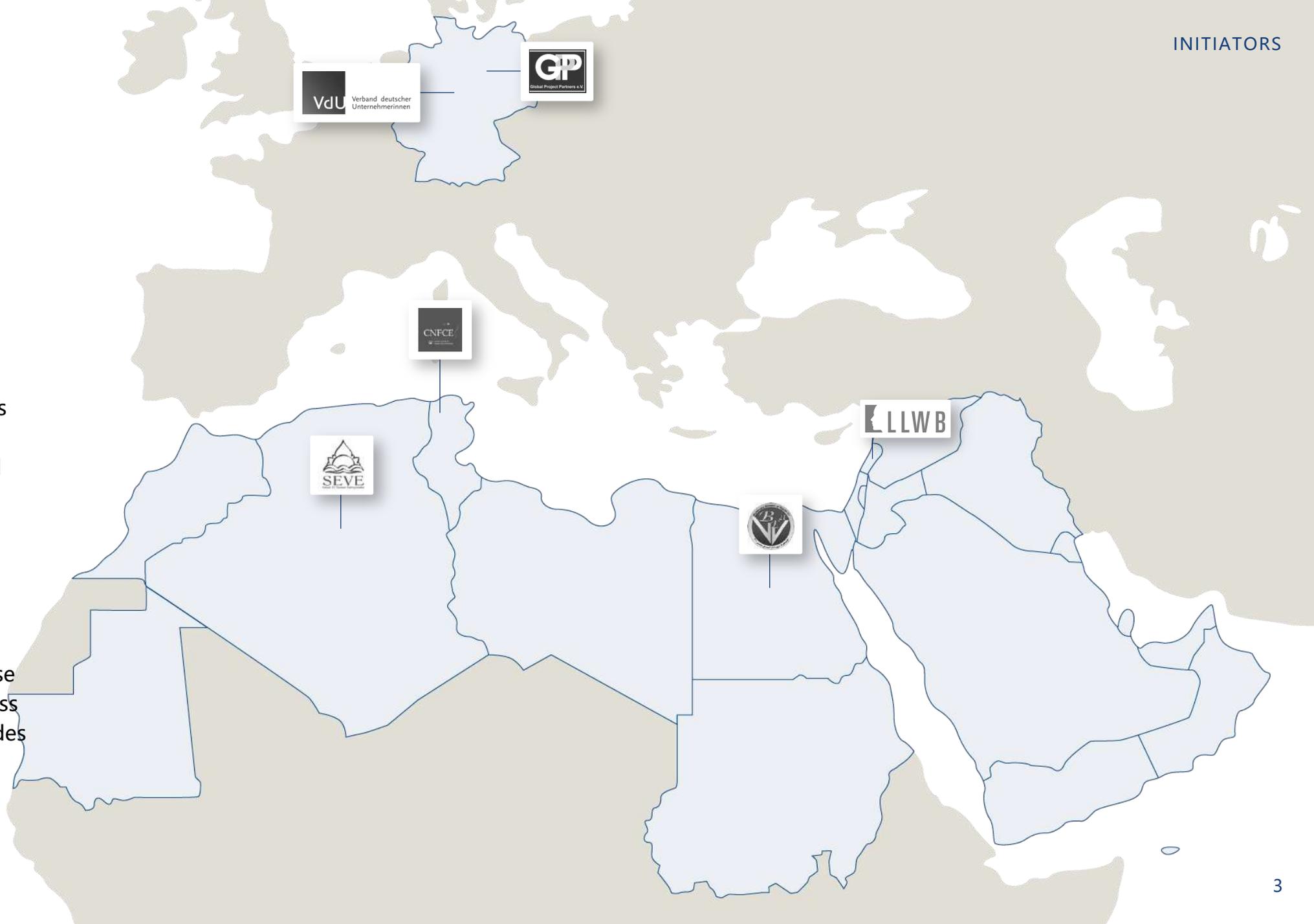
“ I want to help others and myself by building a strong network of highly-qualified women.

FOUNDED IN 2019

The Association of German Women Entrepreneurs (VdU) and Global Project Partners (GPP), together with women's business associations in the MENA region, have launched the Women in Business cooperation project.

Our founding Partners:

Business Women of Egypt 21 (BWE21), Savoir et Vouloir Entreprendre (SEVE), Lebanese League for Women in Business (LLWB), Chambre Nationale des Femmes Chefs d'Entreprises (CNFCE)



OUR MISSION

A strong women's network is an important foundation to influence economic structures sustainably.

Women in Business offers women entrepreneurs, self-employed women and those interested in founding their own businesses the unique opportunity to network with each other and with mentors, associations from the region and partners from the business world, to exchange experiences, to develop competencies and business contacts and thus to create lasting economic perspectives and equal opportunities.

OUR PARTNERS

In addition to the founding partners, we have strong business and governmental supporters.



IMPRESSIONS

Our joint activities and the creation of synergies between the project partners from Germany and the MENA region enable mutual knowledge transfer and competence development.



OUR APPROACH

With our three-pronged approach, we cover all relevant topics and can fulfil our mission in the best possible way.



Visibility



Business-to-Business (B2B)



Growth



VISIBILITY

Women in Business aims to increase the visibility of female entrepreneurs, to highlight role models and diversity in business and to create an open corporate culture. Increasing the visibility of women entrepreneurs and strengthening the associations involved improves the public dialogue with all relevant stakeholders and give women entrepreneurs a strong voice.



**BUSINESS-TO-BUSINESS
(B2B)**

Women in Business enables women entrepreneurs to join the networks of the associations and B2B contacts with partners in business to promote innovation and business development. Through direct networking with potential customers, suppliers and talents, capacities are to be built up to expand existing markets and open up new ones.



GROWTH

Joint activities and the creation of synergies between the project partners from Germany and the MENA region will enable mutual knowledge transfer and competence development in order to strengthen sustainable growth through women-led enterprises in the MENA region through dynamic association activities.

OUR THEMES

The Women in Business Network contributes to connecting businesswomen and enhancing economic regional integration and increasing trade and export in the MENA region. The network raises awareness on the following five topics with already 734 members.

WiB Themes



Women on Boards

Empowering women in business comes with their representation in top management positions.



Women in STEM

The proportion of women in STEM employment is still alarmingly low.



Export Promotion

One of our aims out of creating the network is to support and empower our members and help them grow their business.



Female Founders

Seniors are increasingly interested in becoming entrepreneurs and can provide precious knowledge and skills for budding entrepreneurs.



Regional Integration

Deepening the economic integration matters, because it will contribute significantly to growth, employment and poverty reduction within the MENA region.



WOMEN ON BOARDS

Empowering women in business comes with their representation in top management positions. Through this platform we aim to support partners in transferring success strategies to the target country and implement programmes and initiatives.

Women on Boards, is a topic of global concern. While the number has been increasing throughout the years, the progress is still low. Governments regionally and globally have resorted to enforcing quotas as a measure to ensure women's presence on boards, since steps taken in that direction were quite slow. Regionally we see Egypt and Lebanon have taken positive steps. We aim through this theme to accelerate this process, empowering women and companies alike. We hope to see more women on boards and we hope our region becomes an example for the world. We are happy to see in some countries like in Egypt and Lebanon more female Ministers. We are happy to see Egypt enforce a quota on all companies enlisted in the Egyptian stock market to have at least one female board member. Our partner in Lebanon was inspired by the German experience and started a great campaign in Lebanon called Women on Board 2025 has been working in partnership with the private sector, the public sector and international organizations on various activities to achieve 30% women on boards.



WOMEN IN STEM

The proportion of women in STEM employment is still alarmingly low. Education and career opportunities in STEM must be inclusive and overcome the gender-specific occupational distribution in societies. We are implementing various initiatives with our partners such as She Made it Algeria or Girls got IT in Lebanon.

The lack of female representation and perspective in STEM manifests over and over again through different examples every day. An industry dominated by male perspective will not be able to consider the needs of women, which are half of the population. The enrollment of more women in STEM and keeping them through the STEM career pipeline is not a luxury, rather a necessity. We take pride that in the MENA region, almost 50% of young women study STEM subjects – a percentage much higher than other developed regions such as Europe. We try through our collaborations to further encourage initiatives tackling this topic from a young age. We hope to be able to guide women in facing the implicit bias they face at each step. We inspire through the great examples in our network hoping to create a balance in the future. We are a backbone for each other.

A major success story of our activities here is our cooperation with the VdU and our partner in Lebanon, LLWB, which resulted in bringing the German event “The Girls Day” to Beirut. Further, LLWB is organizing on a regular basis the event “Girls got IT”



EXPORT PROMOTION

One of our aims out of creating the network is to support and empower our members and help them grow their business. Entering new markets through export is one way to achieve such growth.

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We are currently working on launching a digital B2B portal which will play a role in supporting the trade opportunities of the businesswomen across the MENA region.



FEMALE FOUNDERS

Seniors are increasingly interested in becoming entrepreneurs and can provide precious knowledge and skills for budding entrepreneurs. The WiB network is also a platform open for female founders that are seeking advice to go into business for themselves while exploring ways to benefit from their knowledge and skills.

The future is female. The future can not do without the female perspective, for true transformation can not happen without being inclusive of half of the world's population. The path is being slowly paved by the brave ones who dare to face the many challenges that female founders face just because of their gender. They open doors for the rest of us. They make the presence of women as founders the norm. We in WiB understand how tough the journey can be. Hence, we created this sphere as a support network for women who want to take up this challenge. Being in a network of female business founders and owners is not only an inspiration for the new ones but also an encouragement to see what is possible. We have witnessed firsthand with many of our members what additional challenges women as founders face and it does need a lot of persistence and support. That should not hold you back, WiB is here to support.



REGIONAL INTEGRATION

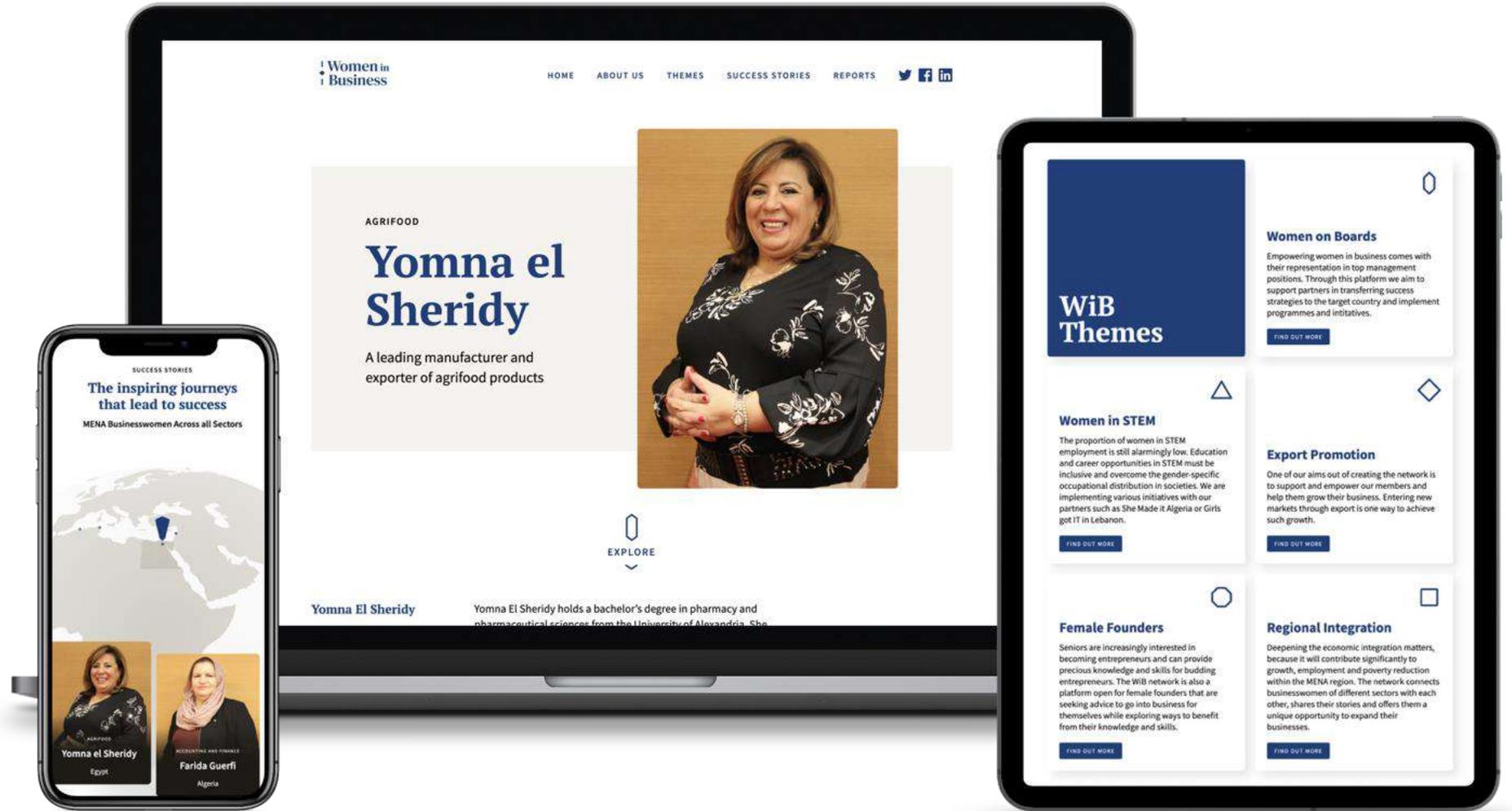
Deepening the economic integration matters, because it will contribute significantly to growth, employment and poverty reduction within the MENA region. The network connects businesswomen of different sectors with each other, shares their stories and offers them a unique opportunity to expand their businesses.

Visibility, b2b and growth are the three values that represent our network. They also fully represent this sphere. One of the main benefits of the network is to connect the members, which allows for visibility. We connect businesses, which allows for creation of new b2b relations. When the visibility is established and the new relations built, we witness the creation of new opportunities, in other words these actions finally translate into growth.

Our network is a regional network. Hence, we are able to create these ties and new opportunities on a regional scale, sharing best practices and promoting growth on a different level.

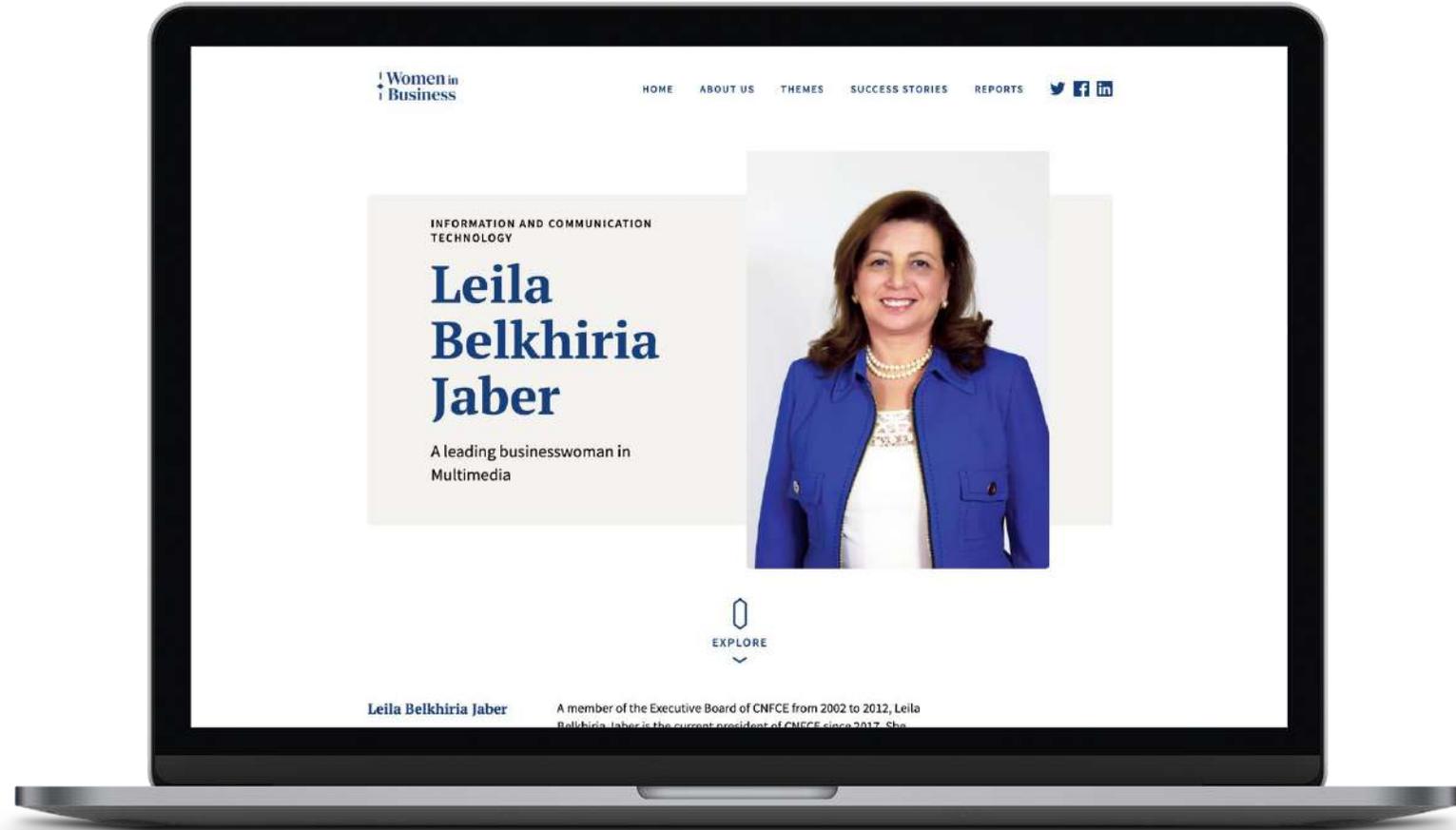
OUR WEBSITE

Our website provides access to a wide range of information and our strong user stories. This is how we increase the visibility of female entrepreneurs and highlight authentic and successful role models.



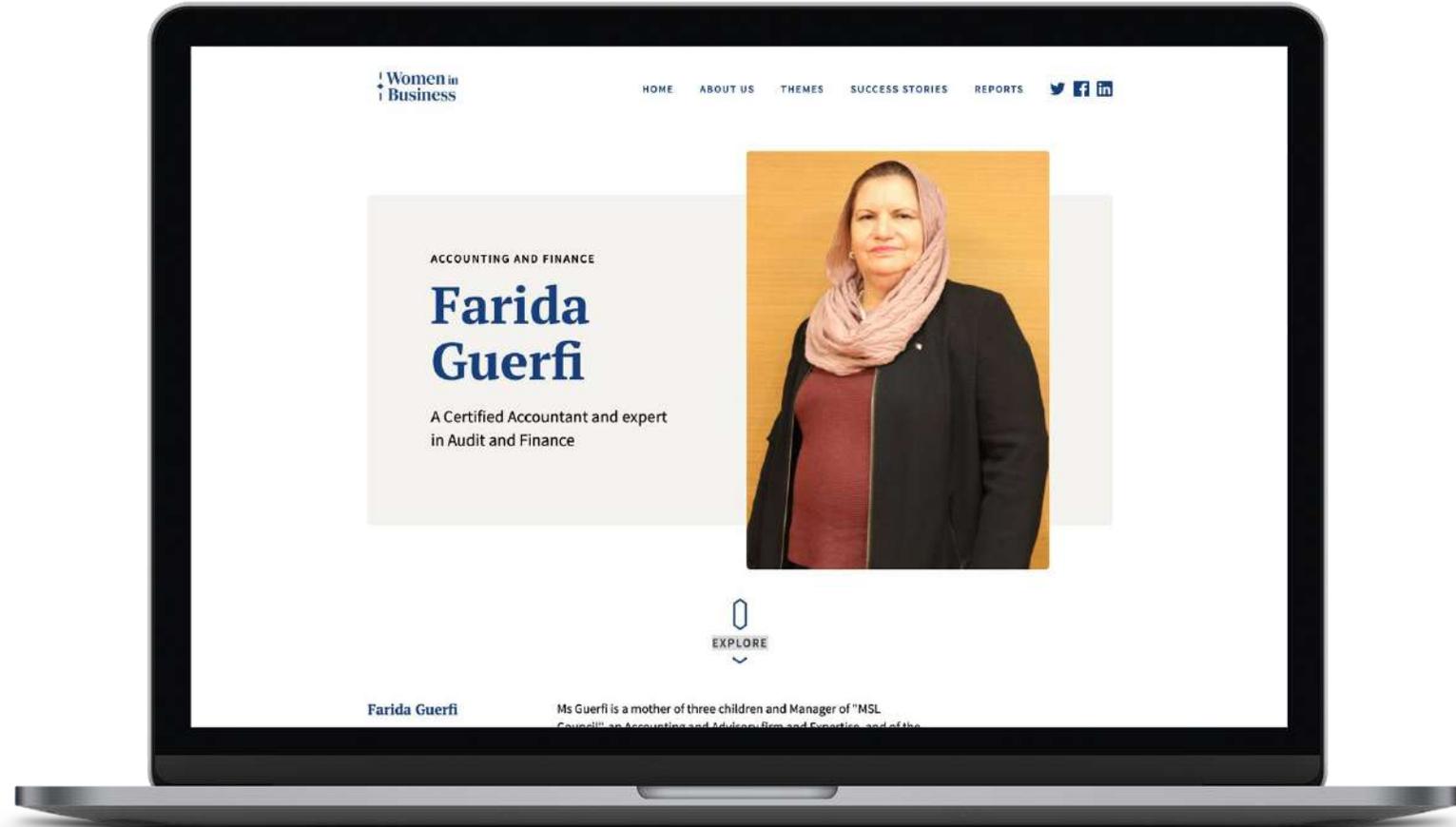
LEILA BELKHIRIA JABER

A member of the Executive Board of CNFCE from 2002 to 2012, Leila Belkhiria Jaber is the current president of CNFCE since 2017. She holds a bachelor's degree in Marketing from Higher Institute of Management of Tunis (ISG) a postgraduate degree in International Trade Law from Faculté des Sciences Juridiques Tunis II, and an MBA in Communication and Leadership from Dale Carnegie Training.



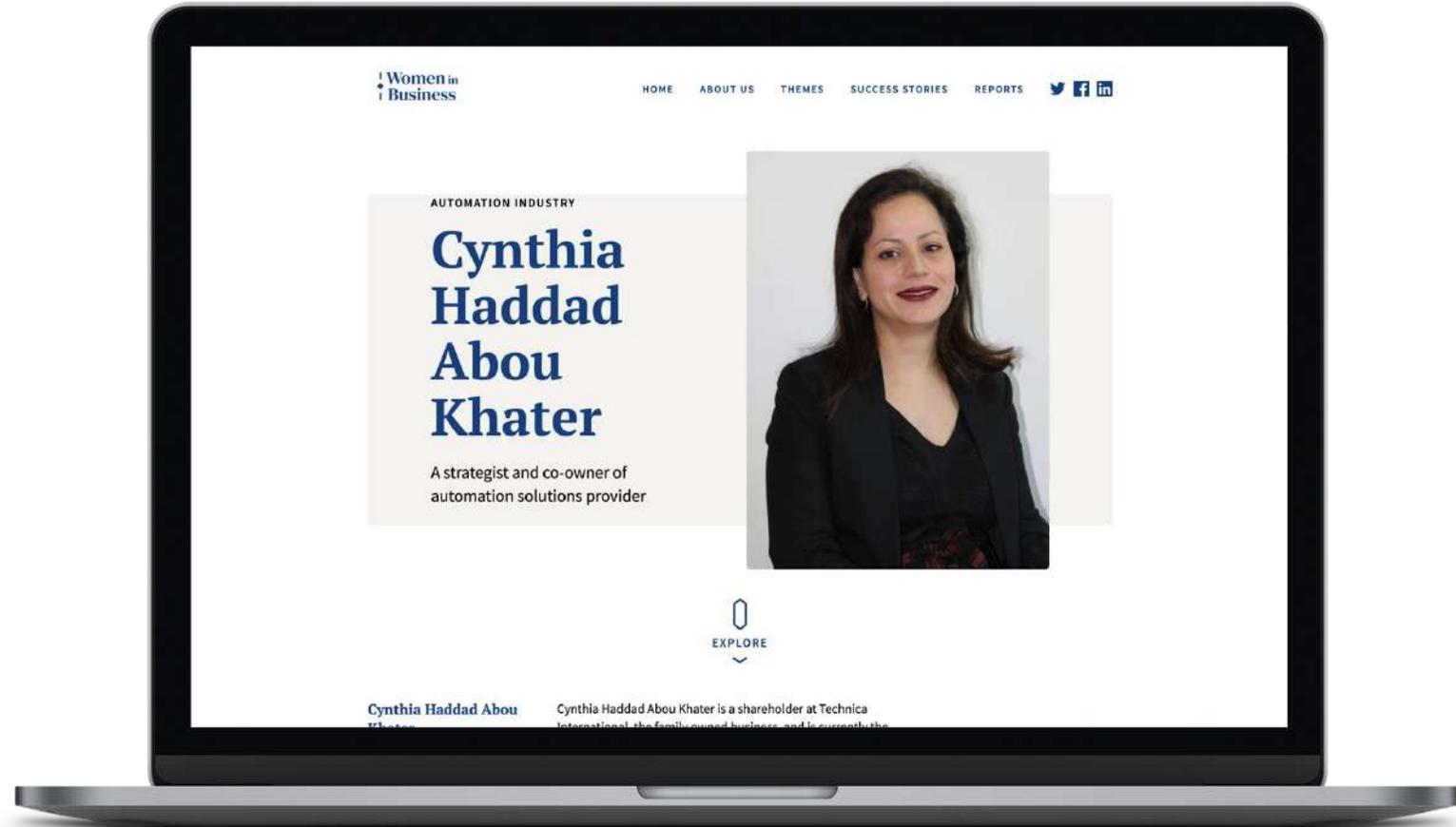
FARIDA GUERFI

Ms Guerfi is a mother of three children and Manager of "MSL Council", an Accounting and Advisory firm and Expertise, and of the Algerian-Canadian "FAC", an audit and consulting company which is specialized in Audit and Accounting Training as well as Expert evaluation works and restructuring of Accounts.



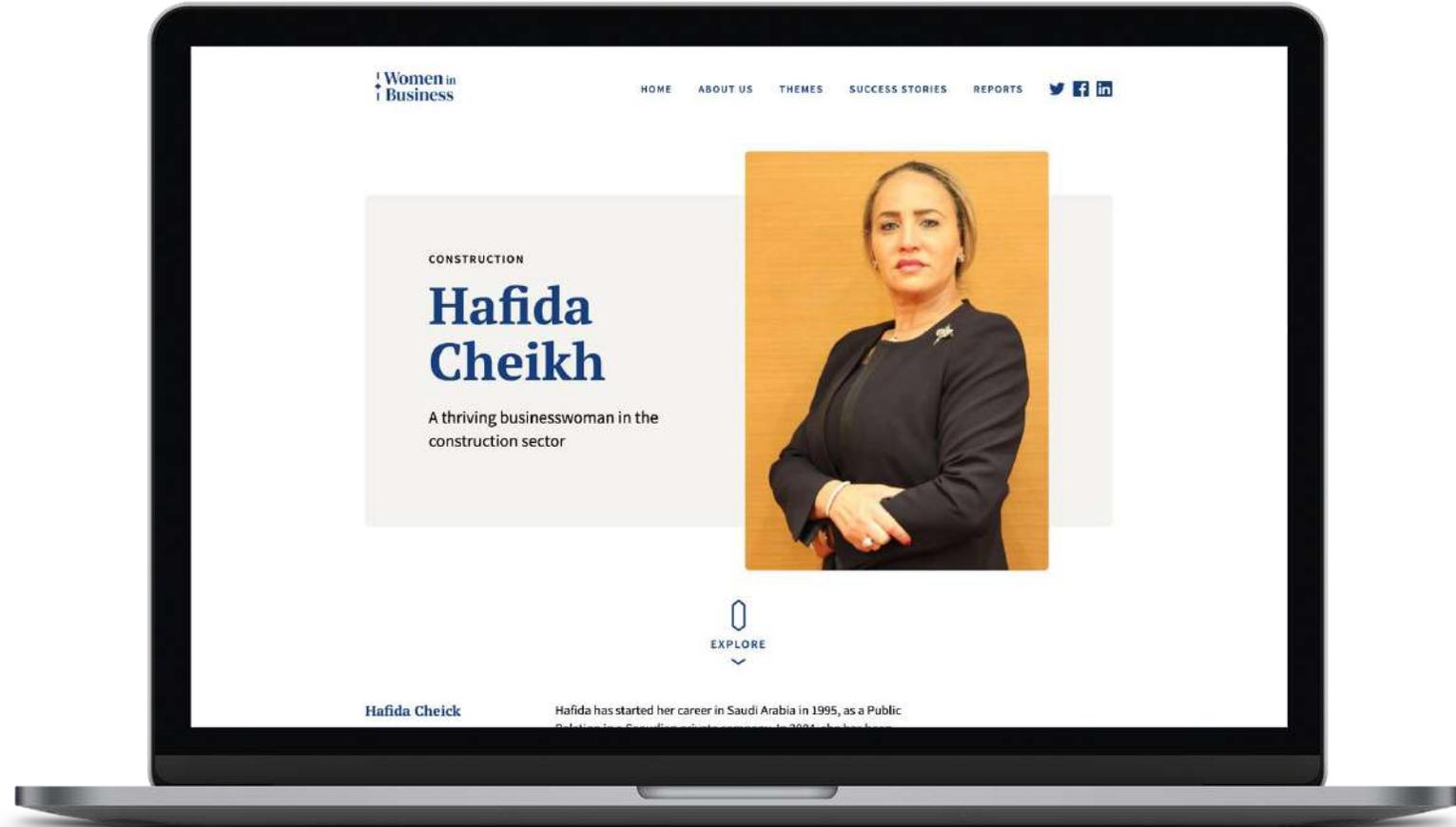
CYNTHIA HADDAD ABOU KHATER

Cynthia Haddad Abou Khater is a shareholder at Technica International, the family owned business, and is currently the Strategy Manager. She has set the company strategy with the management team and is now working on the strategy execution based on the Balanced Score Card methodology by Dr. Norton & Dr. Kaplan.



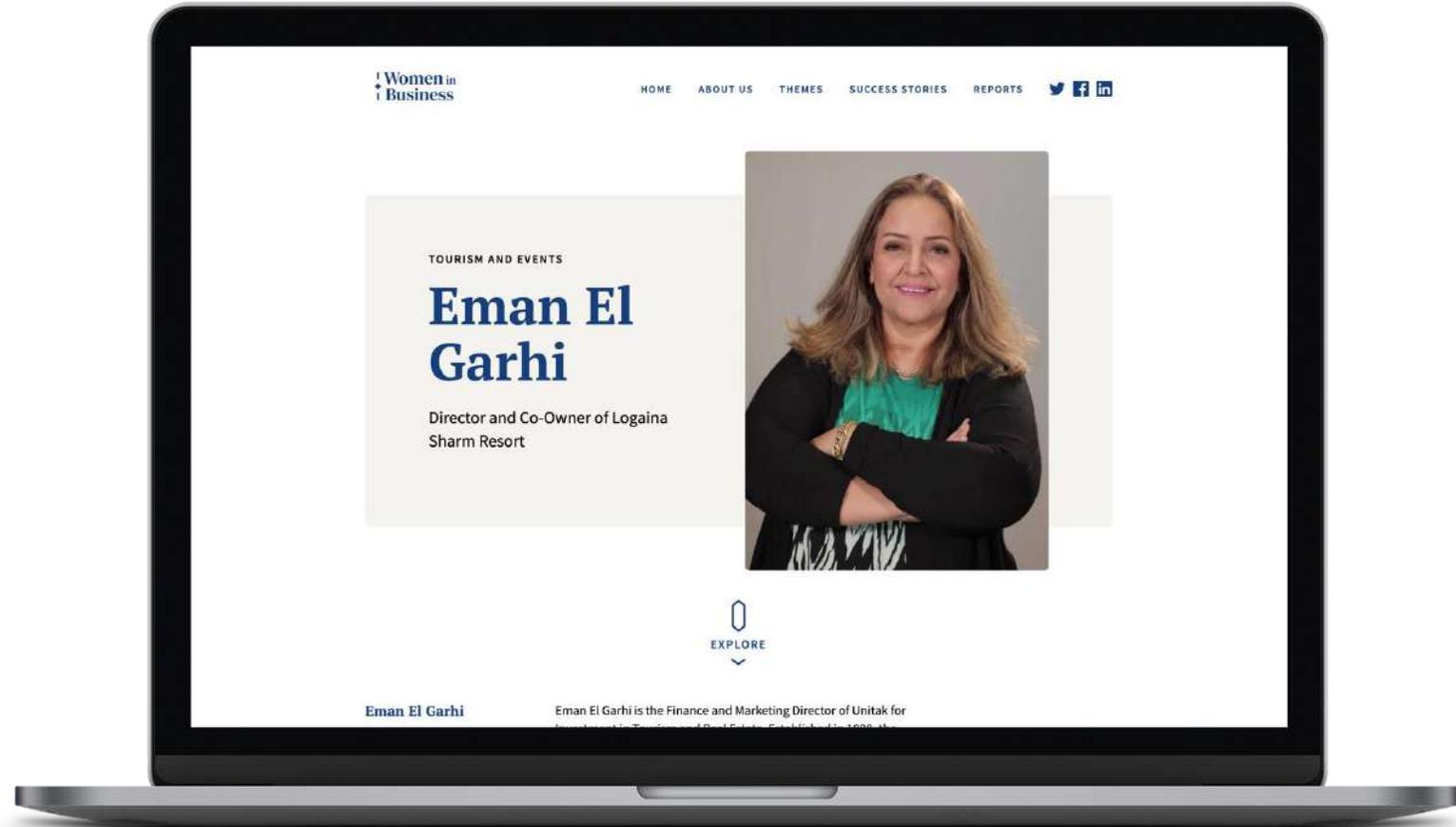
HAFIDA CHEIKH

Hafida has started her career in Saudi Arabia in 1995, as a Public Relation in a Saoudian private company. In 2004, she has been working as a personal assistant in the Foreign Affair Ministry's cabinet up to 2007. Then, she has worked for the Petroleum Sonatrach company (classified at the 1st rank of all African companies) heading the department of international cooperation.



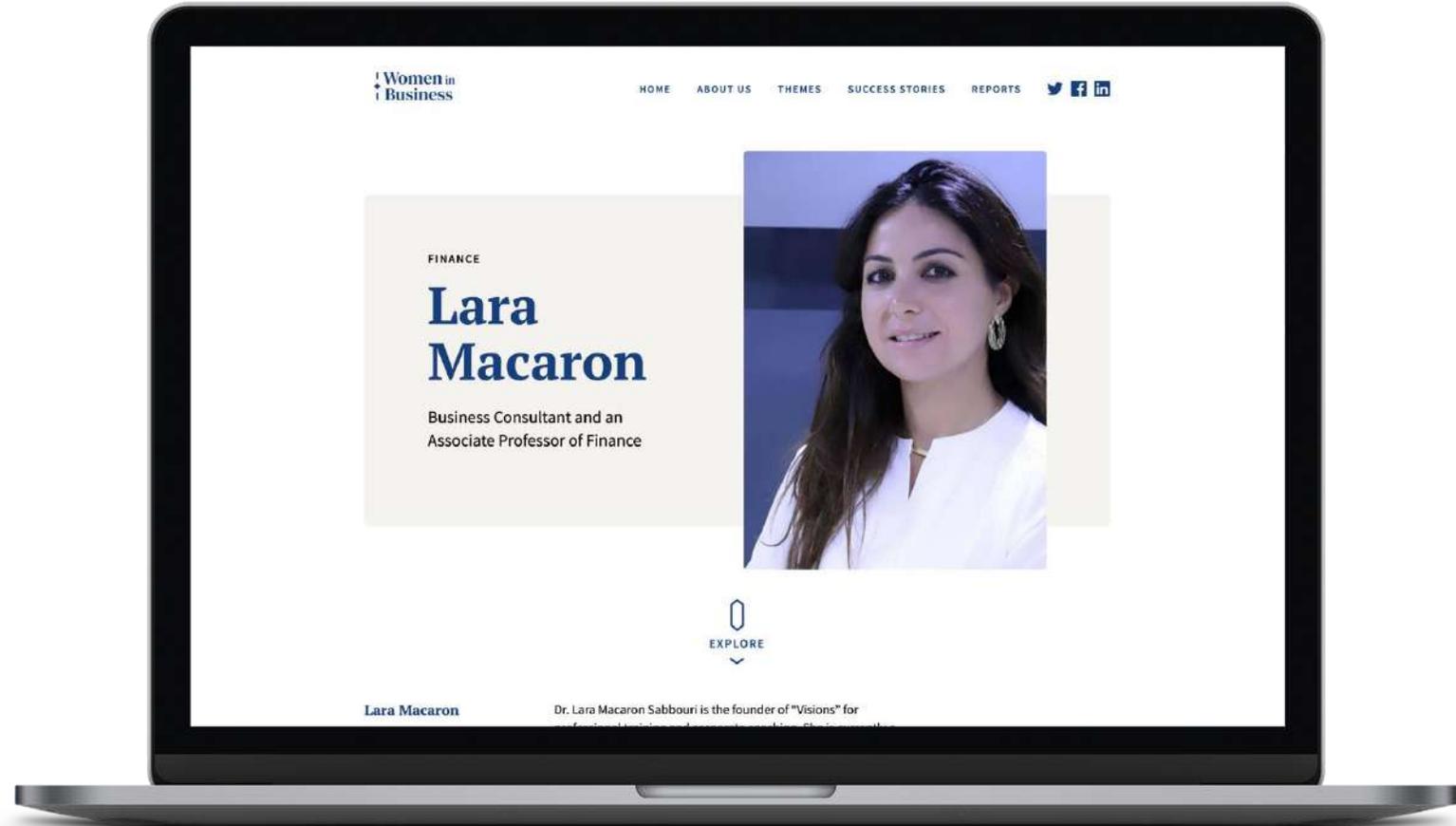
EMAN EL GARHI

Eman El Garhi is the Finance and Marketing Director of Unitak for Investment in Tourism and Real Estate. Established in 1998, the company specializes in the refurbishment, construction, ownership, and management of touristic and real estate projects. Moreover, it owns and manages Logaina Sharm Resort, a boutique all-suite resort in Sharks Bay, Sharm El Sheikh, Egypt.



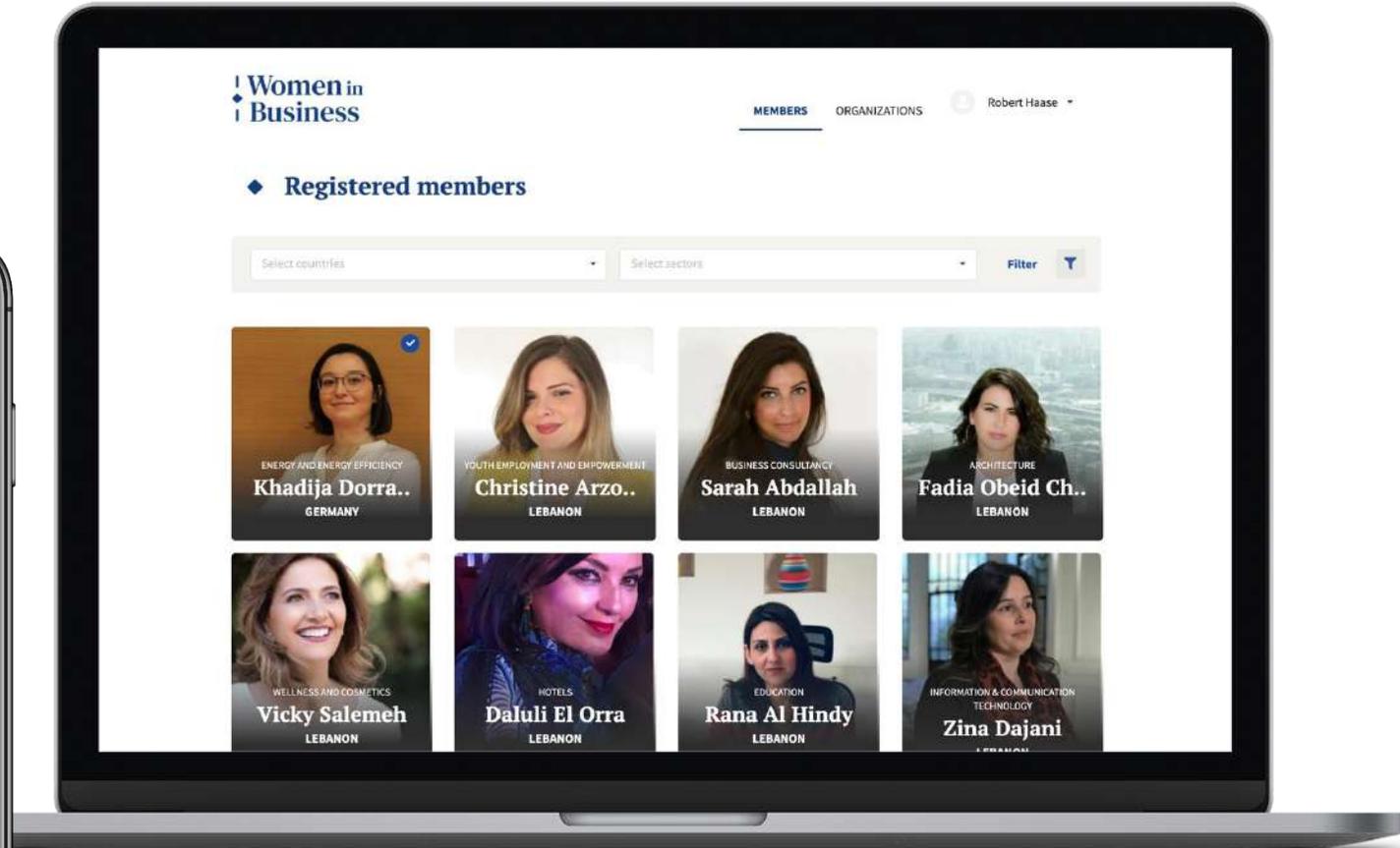
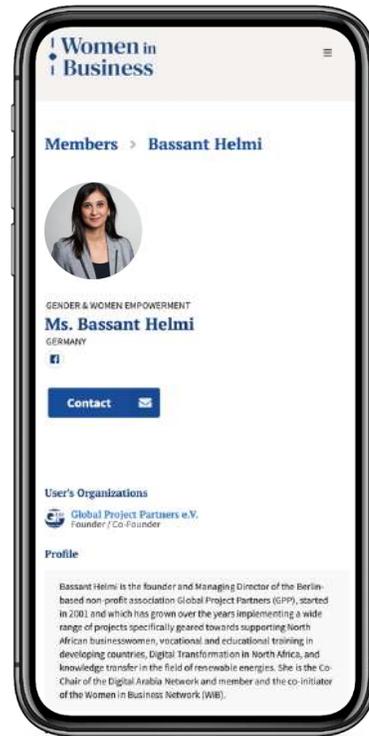
LARA MACARON

Dr. Lara Macaron Sabbouri is the founder of "Visions" for professional training and corporate coaching. She is currently a Business Consultant and an Associate Professor of Finance at several universities in Lebanon. Her experience includes working at top-notch Lebanese banks for 15 years.



OUR WiB PORTAL

Our WiB Portal enables women entrepreneurs to join the networks of the associations and B2B contacts with partners in business to promote innovation and business development.



WiB PORTAL IN NUMBERS

We are growing fast and by end of 2020 we want to become one of the largest networks in the MENA Region.



2.000 active Members



200 Success Stories



XX Registered Businesses and Organizations



4 Countries (Algeria, Egypt, Lebanon, Tunisia)

BENEFITS OF THE WiB
PORTAL

- ◆ Our own digital platform
- ◆ Secure Login and strong Data Privacy (Securing the portal with TLS/SSL, German server location)
- ◆ Individual user profiles including User Organization, Field of Work, Contact Details
- ◆ Verified user profiles
- ◆ Members can contact one another
- ◆ Members can index other member profiles on the platform

FUTURE PLANS

The next development stages for our WiB Portal are already planned and ready to go.

- ◆ Search the database and find other members who might be useful for businesses
- ◆ Match members who have similar interests (based on a rule matching of businesses in the same sector and thus creating new potentials for possible business collaboration)

OUR OFFER IN A NUTSHELL

- ◆ Explore Success stories of Women in Business in the MENA Region
- ◆ Unique opportunity to network with each other and with mentors, associations from the region and partners from the business world
- ◆ Exchange experiences and develop competencies and business contacts
- ◆ Create lasting economic perspectives and equal opportunities
- ◆ Access to reports, studies and events



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Bassant Helmi is Co-Founder of Global Project Partners and is the initiator of the Women in Business Network in the MENA Region (WiB). She is also the co-Chair of Digital Arabia Network (DAN).

She studied Mass Communication and International Relations at the American University in Cairo and holds a MSc. Degree from the London School of Economics in the UK. She started her career in Egypt in 1994 and headed the economic department of the German-Arab Chamber of Industry and Commerce (GACIC) and became later an advisory board member of the GACIC.

The work of the institutions co-founded by Bassant has grown over the years implementing a wide range of projects specifically geared towards supporting North African businesswomen, vocational and educational training in developing countries, Digital Transformation in North Africa, and knowledge transfer in the field of renewable energies.

Thank you ♥

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to go one step further.

