



WOMEN IN BUSINESS INITIATIVE

Next meeting
KIGALI
March 25 & 26, 2019

A photograph of three women in professional attire engaged in conversation. The woman on the left is seen from the back, wearing a patterned top. The woman in the center is smiling and looking towards the woman on the right. They are all wearing blue lanyards with ID badges.

Mobilizing CEOs
for female leadership

CO-HOST



ORGANIZERS





Greater representation of women is crucial for Africa if it is to achieve its growth objectives.

Amir Ben Yahmed

President, AFRICA CEO FORUM

The **Women In Business initiative**, launched 4 years ago, grew out of two observations: only 5% of CEOs in Africa are women, and women occupy only 14% of boardroom positions. The **AFRICA CEO FORUM** – the foremost meeting for the men and women who drive Africa’s private sector – mobilizes the entire business community around a mission: to advance female leadership in decision-making positions around the continent. To meet this objective, the Women in Business initiative brings together more than 250 women CEOs each year, as well as hundreds of companies to take part in high-level panels, practical workshops and networking sessions. The Women In Business initiative continues throughout the year via our flagship actions.

OUR FLAGSHIP ACTIONS

The Annual Women In Business Leadership Meeting

Every year, the **Women In Business Annual Leadership Meeting** brings together 200 influential women CEOs. The event provides a unique experience of high-level networking and personal development. It addresses women on three levels: as business leaders, by facilitating

business meetings and developing African and international networks; as women of influence, to advance female leadership issues in the world of business and help overcome the continent’s economic and social challenges; and as female leaders, through high-level training sessions and exposure to some of the most inspiring global role models. The next edition will be held in Paris on **June 17 and 18, 2019**.





14%
of boardroom
positions are
occupied by
women



5%
of African CEOs are
women

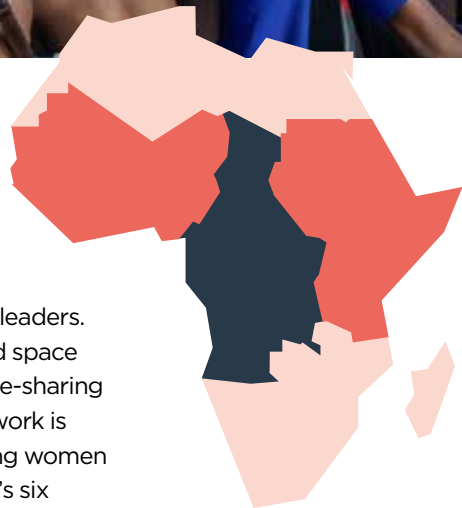


Nearly
70%
of all promotions
in Africa are for
men*

The Women In Business Network

Set up following the Women in Business Meeting 2018, the **Women in Business Network** is the first pan-African network of women leaders. Its ambition is to become a preferred space for meetings, exchange and influence-sharing between its members. This vast network is co-constructed and led by 12 inspiring women leaders, divided among the network's six regional "clusters". The **Women in Business Network** has set itself 3 goals:

- To promote a pan-African vision of female leadership
- To develop successful high-level women's business communities
- To advance female representation in corporate governance bodies.



The Heroines

The Heroines Forum is an event dedicated to high-potential female managers who aspire to reach executive committee level positions within the next 5 years. It brings 250 such women together for a day, to support them in the development and success of their company or career. Through master classes, practical workshops, and powerful first-hand accounts, participants are inspired and coached to build their career path to the top. The event is also an opportunity for some thirty successful female leaders to share their experience and advice with the next generation of women leaders. The next editions will be held on September 24, 2019 in Abidjan and in November 2019 in Dakar.

* « Women Matter Africa » report, McKinsey & Company, 2016

Contributing to Africa's economic and social transformation

Every year, the **AFRICA CEO FORUM** brings together 1,500 of the continent's most influential business leaders, investors and public sector representatives. A place to share experiences, and to discuss and decipher trends affecting society and the economic world, the **AFRICA CEO FORUM** also strives to propose concrete solutions by taking a stance on issues essential to the continent's development such as female leadership, the technology ecosphere and the new generation of family businesses.



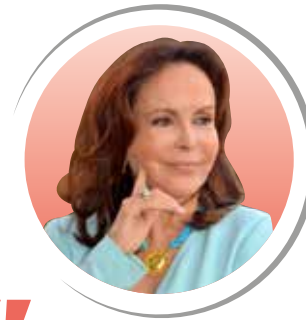
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For us, to have the Africa we want, we need to bring a lot of women into infrastructures development, into financial services, into minerals, into oil and gas.

Daphne Mashile Nkosi,
Executive Chairman,
Kalagadi Manganese,
South Africa



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Women account for 51% of the population. If you exclude such a significant proportion of the continent's population from mainstream economic activity, our potential is also going to be limited.

Kuseni Dlamini, Chairman,
Massmart Holdings Ltd,
South Africa



“
In 2100, Africa will be home to 40% of the world's population. Unless women can participate and make an effective contribution, the continent's economic development will be compromised. Africa's women are the future of Africa, and the future starts today.

Fathia Bennis,
Chairperson and CEO of Maroclear,
Morocco

KEY ELEMENTS OF THE 2019 PROGRAM

- **A panel discussion** on women's access to boardroom positions
- **A strategic workshop** for between 80 and 100 business leaders
- **A networking cocktail** for 250 women CEOs
- **A «Gender Leader» award** for the most proactive company in the field of gender equality.

www.theafricaceoforum.com

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Organizers



Since 1960, Jeune Afrique Media Group has been a leading media group on the African continent with the outlets Jeune Afrique and The Africa Report. It is a major player in event management, audiovisual production, electronic media, publishing and consulting industries.

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A Swiss company specializing in the organization of business events, notably between Africa and Europe, rainbow unlimited also manages the Swiss-African Business Circle (SABC).

