

COMMUNIQUE

THEME: " SUSTAINABILITY OF WOMEN OWNED BUSINESS IN ZIMBABWE THROUGH CONNECTING WOMEN ENTREPRENEURS TO MARKETS"



Friday September the 16th 2016, The Zimbabwe National Chamber of Commerce Women's Desk (ZNCC WD) hosted the biggest and most successful 4th edition of the highly regarded Women in Enterprise Conference and Awards (WECA 2016) at Cresta Lodge Msasa, Harare.

The Conference and Awards Gala Dinner ran under a very topical theme "Sustainability of Women Owned Businesses in Zimbabwe through Connecting Women Entrepreneurs to Markets",

A record crowd of over 190 delegates at the conference and over 250 banqueters at the Awards Gala dinner, was enough testimony that the event has become a household name since its maiden launch in September 2013.

Chaired by ZNCC Deputy President and an Award Winning Entrepreneurial Power house Divine Ndhlukula, the WECA Conferences have proven to be a hallmark of success because of the Women's Desk ability to implement the resolutions that emanate from these events.

The panel discussion profiled high level experts on, Obtaining Finance and Credit Lines for Women Entrepreneurs, Making Markets Work for Women Entrepreneurs and Statutory Instrument 64 of 2016.

The Woman Owned Label, Buy from a woman Campaign, was launched at the colourful ceremony. The Awards Gala dinner brought the curtain down for WECA in glitz & glam and a celebratory mood as exceptional women who have excelled in business were recognised and rewarded for their hard work

Opening Remarks **Divine Ndhlukula**



*Divine Ndhlukula : ZNCC Deputy President/
Women's Desk Chairperson*

The ZNCC Deputy President and Women's Desk Chairperson Divine Ndhlukula, who passionately spearheads the ZNCC Women's Desk, welcomed delegates to the day conference with the following remarks;

- WECA is a platform for practical solutions for Women to upscale their business and a support base from the start-up phase to the pinnacle in building large scale enterprises which can be realised through

supporting one another.

- this year's theme resonates with the very exciting initiative we are about to embark on.
- emphasised that the topics for the panel discussions were pertinent to where we are as women and where we want to be.
- urged women to "...seize the moment and embrace the winds of change blowing in our favour."

SPEAKERS

"Her Story an African Woman Entrepreneurs Journey of Challenge, Perseverance & Triumph"



Roselyn Charehwa

Roselyn Charehwa Managing Director of Surdax Investments shares "Her Story an African Woman Entrepreneurs Journey of Challenge, Perseverance & Triumph"

Growing her business from a staff compliment of 4 to 300 over a two year

period the award winning business woman gave the following advice:

- keep innovating and identifying opportunities,
 - be perfectionists and hands-on ,
 - respond physically to clients,
 - get educated to enhance intellectual predisposition
- utilise time and association, develop a support system and network

Remarks from Supporting Partner, Maria Selin, Swedish Embassy



Maria Selin

- Maria Selin observed that Sweden was a champion in women rights and gender equality.

- She pointed out that the day's topic would be important because Swedish embassy works with financial institutions to open up

doors for women in relation to access to finance therefore Swedish support was here to stay.

- Selin expressed her pleasure to be associated with WECA and looks forward to collaborating with ZNCC in the cause of women empowerment because women are game changers.

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Official Opening



Hon. Mike Bimha
Minister of Industry and Commerce

The conference was officially opened by Hon. Mike Bimha the Minister of Industry and Commerce.

Highlights of Hon. Mike Bimha's speech;

- The theme for this year's conference is relevant as it comes at a time where globally women-owned businesses are becoming recognized for turning around economies and tapping into local, regional and international markets
- Acknowledged ZNCC WD as key contributor to women empowerment and emancipation as such an event has ushered in a new paradigm in how women can contribute to the ZIMASSET and nation building in the new normal economy
- Commended the programmes that have emerged from the WECA conferences which include Mentorship in Practice and the Look, Learn and Share.
- Government through his Ministry will

continue to implement measures to support local industry in line with the topic "Statutory Instrument 64 of 2016

- the government is a signatory to a lot of initiatives aimed at promoting activities of Women in Business at regional and international level
- delegates urged to utilize women empowerment tools for exploring markets beyond our borders

Conference Key Note Speech



Emilia Chisango, Key Note Speech Guest /
Chief Finance Officer: Econet Wireless

The key note speech was delivered by Emilia Chisango, the Chief Finance Officer at Econet Wireless

Emelia gave a presentation on "Growing and sustaining women owned businesses through access to markets" and highlighted the following:

- urged women to know who they are,

who they think they are and what people call them and to harness the power of adversity

- women to remain positive, and make use of social media in building a brand
- networking is the key driver to growing and sustaining Women Owned businesses and is more likely to bring in business than the

traditional forms of advertising

- women to appreciate diversity and identify and exploit the most accessible routes to reach their markets
- shared seven laws of business success which are: The Law of listening, focus, patience, influence, acknowledgement, accessibility and reciprocity

Guest of Honour - Dr Rebecca Chisamba



Dr Rebecca Chisamba

The guest of honour for the MBCA Awards Dinner was none other than Dr Rebecca Chisamba. She is the host and brain behind the TV talk show Mai Chisamba Show and is known mostly for her creative Shona vernacular language in addressing the TV and studio audience during the show.

Her presentation which left guests inspired had the following words of advice

- 'to dare is to do', work hard by taking action
- business is about sacrifice, networking, perseverance, praying and working 24/7
- In business we need to support each other all the way this is what has brought me this far

Platinum Sponsor Remarks: Dr Charity Jinya MD MBCA BANK



Dr Charity Jinya MD of MBCA Bank

- Dr Charity Jinya MD of MBCA Bank expressed pleasure on being the pinnacle sponsor of WECA as well as being associated with initiatives that empower women
- the Bank can assist various businesses to grow in this environment, given the ability women have in contributing to the growth of the economy which led to the

development of the MBCA Women's value proposition tailored to meet the needs of a diverse group of women.

- Her word of advice was that women should define who they are, not worry about stereotypes

WECA 2016 TOPICS DELIBERATIONS

Obtaining Finance and Credit Lines for Women Entrepreneurs: National Financial Inclusion Strategy chaired by Manyara Chigunduru

- Formalising of businesses be prioritised
- Finance literacy and intelligence for SMEs be enhanced
- More financial institutions participate in women financial inclusion
- Ease-of-Doing Business also focus on the registration side.

Women build brands to ensure effective social media marketing

- Be paid up members of ZNCC to effectively participate in its programs
- Increase participation in mentorship programs
- Women continue networking
- The logo and women owned business program be implemented
- Chamber continue advocating against corruption to enhance chances of participating in supply chain
- There be increased access to information
- 60% of women business be part of corporate supply chain by 2020
- Women build own / individual support system

- To have more men in WECA Structures

Statutory Instrument 64 of 2016 opportunities for women entrepreneurs. Chaired by Christopher Mugaga

- There be adherence to SI 64 but push for inclusion of women entrepreneurs to supply goods locally
- ZNCC secure more information to exploit SI 64
- ZNCC analyse products on SI 64 to exploit opportunities and also assess possible negative impact
- ZNCC advocate for an SI 64-type for services

WECA 2016 RESOLUTIONS

Whereas the following were considered as critical action points at the 2016 Women In Enterprise Conference

- The ZNCC Women's Desk to work with and incorporate man in their events and activities to build more traction
- Women to incorporate 50/50 ZNCC Membership ,a stake up from the current 21%

- ZNCC WD to continue rendering Support to Rural Women.
- ZNCC WD to provide Market Access Support through the Buy from a Women Campaign and Empowering a billion women by 2020
- ZNCC WD to Lobby for the Ministry of Industry and Commerce to add Services on the import restriction list as most women in Business are into Services

Business Excellence Awards

The BAT Agriculture Award

Winner: Celiyah Mundiya - North Fresh

1st Runner up: Adelaide Karemba - Goldpit (PVT) Ltd T/A Natures Garden

2nd Runner up: Elizabeth Magaya - Blissfor Investment Pvt Ltd T/A Amazing Grace

The Delta Corporation Manufacturing Award

Winner: Maria Porusingazi - Dzinoruma - Hazel Neatwear

The First Mutual Construction Award

Winner: Sekai Hope Makwara - Ariel Holding

1st Runner up: Verity Boshia - Evergreen Construction

The ZB Bank Banking and Finance Award

Winner: Constance Mhlanga - Yonder Rift Enterprise (Pvt) Ltd

1st Runner Up: Bongani Makoni - Lance Financial Services

The Nyaradzo Education and Training Award

Winner: Constance Karoro - Coco Seed Culture

1st Runner: Nontokozi Masuku - Aurafactor

Tourism Award

Winner: Marry Chiwenga - Easttown Holding Pvt Ltd

1st Runner Up: Bongani Huni - Vertex International Tours

2nd Runner Up: Rangarirai Gunda - Tatenda Safaris

SIDA SMEs Award

Winner: Rumbidzai Dihwa - Ebenezer Properties

1st Runner Up: Colleta Mudondo - Events Hiring Solutions T/A Party 4 Hire

2nd Runner up: Sarah Munemo - Safra (Pvt) Ltd (Saru Pro Community Development Trust)

The MBCA Mining Award

Winner: Margaret Takaedza-Shemittah Mining

1st Runner up: Barbara Mutambanengwe – Ke nako Diamond Processing

The CIMAS Services Award

Winner: Chiedza Chikomo – Genesis Travel

1st Runner up: Theresa Murumbi - Riverstone Lodge

2nd Runner up: Philipa Philips - Philips Law

The 2016 Most Outstanding Women Empowerment Award was given to a 91 years old woman who was motivated to fight for the wives of detainees during the liberation war, Esinet Mapondera.

To know more about the ZNCC Women's Desk initiative do not hesitate to contact ZNCC Offices on contacts below.

MEET THE WECA 2016 WINNERS



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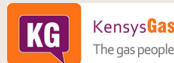


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WECA 2016 IN PICTURES



Weca 2017 : 22 September 2017
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