

The 5th Women In Enterprise Conference & Awards (WECA 2017)

ZNCC-WECA 2017 COMMUNIQUE



Friday 22 September the 2017, The Zimbabwe National Chamber of Commerce Women's Desk (ZNCC- WD) hosted its successive 5th edition of the highly regarded Women in Enterprise Conference and Awards (WECA 2017) at Cresta Lodge Msasa, Harare.

The Conference and Awards Gala Dinner ran under a very topical theme "Accelerating Growth, Connecting Women Owned Businesses to Sustainable Markets" and the focus was on creating opportunities for women owned businesses through market access in regional, corporate and public supply chains which will in turn result in their growth.

A record crowd of over 400 delegates thronged the event which has become a household name since inception in 2013 with the conference recording

over 150 delegates and 250 banqueters at the Awards Gala dinner.

The conference constituted a rich array of distinguished guests, speakers and panellists exuding high level expertise.

The Awards Gala was all glitz & glam punctuated with a celebratory mood as exceptional women who have excelled in business were recognised and rewarded for their hard work.



OPENING REMARKS

Divine Ndhlukula

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

- ZNCC Women's Desk has proved that it is the platform where serious practical applications and tools to real economic empowerment take place.
- WECA informs on programs and initiatives to embark on, from resolutions that come out every year with the successful implementation of Mentorship in Practice (MiP), Look Learn & Share (LLS) and the Woman Owned Brand (WOB).
- The launch of the WOB campaign is to address the market gap for women owned products and services while creating sustainable markets. This initiative links women enterprises to sustainable markets in the corporate supply chains.
- ZNCC-WD acts as a catalyst in seeing the growth of women businesses through engaging corporates and public enterprises to consider women business enterprises to tap into their supply chain through the Supplier Diversity Inclusion Programme.(SDI)
- Women to take responsibility by supporting other women in all endeavours as women constitute a critical mass.



Official Opening Highlights-Hon Chiratidzo I. Mabuwa

The conference was officially opened by Hon. Chiratidzo Mabuwa the Deputy Minister of Industry and Commerce.

- She commended the ZNCC WD for hosting WECA, as outcomes of the conference

would not only empower women to overcome challenges but the deliberations will inform on policy formation and implementation by Government .

- WECA theme resonates with developments currently taking place in the country where her Ministry is currently working on integrating local value chains into global markets
- Informed delegate that her Ministry continues to participate in regional and multilateral trading arrangements such as COMESA, SADC COMESA - SADC- EAC Tripartite Free Trade Area and WTO efforts of which enhance Market Access and foreign currency generation.
- Urged all women to be astute and exemplary by upholding good corporate governance, leadership and business management styles that promoted emergence of thriving and vibrant industries.

WHAT DELEGATES SAID

"WOB initiative is a game changer for us women business owners!"



Keynote Speaker: Jean Chawapiwa

The Key note speech was delivered by Jean Chawapiwa Country Director of WEConnect International in South Africa. Jean presented on Women Business Owners-WEConnect International Growing your business through Global Networks.

- Jean gave a brief of how WEConnect started in the US through support from Global Corporates, thereafter spreading internationally
- Outlined the process of identification, registration and Certification of Women Businesses and the online procedures of doing so
- Conscientised the delegates on the benefits of certification and gave an overview of why focus on Women and the commitment of buying from women.
- Jean concluded by giving a rundown of events and the success stories of WEConnect. She assured women that WEConnect identifies and assists women businesses and urged women in corporates to be champions to these causes.

SPEAKERS

Salome Mutsinze

Founder & CEO of Mother Touch Group of Schools shares "Her Story an African Woman Entrepreneurs Journey of Challenge, Perseverance & Triumph". Nuggets from her well-articulated presentation



- Greatest challenge in your career can be fellow women and male counterparts.
- 10 key attributes to success are ability to lay a solid foundation, integrity, passion, attitude, diligence, excellence, discipline, knowledge, teamwork and striking a balance
- Prayer and divine guidance essential elements in achieving ones goals



Dinner Guest of Honour –Mr Charles Msipa

The guest of honour for the MBCA sponsored Awards Dinner was Charles Msipa, Schweppes Holdings Africa Limited Managing Director speaking on "Diversity and Inclusiveness: Womenomics makes the Difference."



- He highlighted that diversity, inclusiveness and sustainability have become key terms featuring in business discourse,
- promoting women's access to business opportunities requires us to overcome social and natural barriers to enable inclusivity for social and economic benefit.
- Closure of funding gaps is a critical enabler for increased production of women owned businesses
- Success stories and results are to be shared in order to get buy in from business institutions mostly lead by men .
- Highlighted that Schweppes has a gender committee in place to focus assisting female to grow in leadership roles within the Organisation, and have a programme set to empower 5 million women by the year 2020. The company's processing business already empowering women through participation as out growers.
- Applauded ZNCC for supporting the contribution of women in economic development.



WECA 2017 TOPICS DELIBERATIONS

Woman Owned Brand- Taking Supplier Diversity to the next Level -chaired by Linda Longwe- Musesengwa

- Women urged to formalise their businesses and to be compliant through issues such as tax & registration with State Procurement Board
- Ability to build partnerships and networks is key. professionalism, puality, presentation & consistency in product supply is vital
- Women to take up ownership of their personal brand as women through use of social media to relay messages to the appropriate audience
- Women to connect with organisations such as WEConnect

SAVE THE DATE: WECA 2018: 21 SEPTEMBER !!

"I can assure that this power packed event revolutionised the way I view my own business and leadership prowess!"

My Responsibility Women Owned or Run Businesses Creating Opportunities for other Women Entrepreneurs
 chaired by Sekai Kuvarika

- Women urged to take responsibility of creating opportunities for other women
- Women encouraged to empower each other- **"life does not happen we make it."**
- **Mentorship in Practice** creates the future of strong brands and competitive companies



The RBZ 90 million SME Funding Facility: Funding Women Enterprises
 chaired by Manyara Chiguduru.

- RBZ clarified that the national financial Inclusion Strategy launched in March 2016 on empowerment funds is worth 195 million. 15million of the funding was dedicated to women empowerment and funds were rolled out to banks and microfinance houses with a tenure of 12 months and 3 years for capital expenditure at a payback rate of 10% per annum
- 5million UNDP Facility and 7million AUPEC funding will be available for the next 4years
- Disbursement houses such as banks cited problems such as lack of business records, security, financial discipline, and inconsistency in projects promoted as impediments in women accessing funding.
- ZNCC opening up a business centre to assist women enterprises in registration of their businesses



WECA 2017 RESOLUTIONS

The following are Resolutions adopted at the last Women in Enterprise Conference and Awards (WECA) convened by the Zimbabwe National Chamber of Commerce Women's Desk (ZNCC-WD) on Friday, 22 September 2017 at Cresta Lodge, Harare.

1. On the Woman Own Brand (WOB)

Given the now fully-developed and packaged WOB logo, ZNCC-WD and its partners must embark on an aggressive conventional press, electronic, social media and below-the-line promotional campaign to ensure that the logo becomes a brand of first choice on consumer products and corporate livery. This will be backed by a database, directory or publication that profiles location and businesses of WECA members in order to enhance the visibility and growth of their businesses.

2. On supporting women owned businesses

Given that women are generally the decision makers on consumer purchasing, the ZNCC-WD and its partners must initiate and promote "Take Responsibility" campaign where WECA members and women business owners in general are encouraged to support each other through buying goods from and using services of each other. To this end, ZNCC-WD will design and implement a WOB Tracking System (WOB-TS) to periodically monitor and evaluate effectiveness of the "Take Responsibility" initiative.

3. On payment for goods supplied and services provided

Given that WECA members and women entrepreneurs in general experience delays in receiving payments for goods supplied and services provided to large corporates, the WOB-TS will also be applied to ensure fair and just win-win payment terms so that WECA members and women entrepreneurs are not turned into involuntary "little banks" for the large corporates.

4. On globalisation and trade

Given the rising intensity of globalisation, inter-country trade and the local demand for foreign currency, ZNCC-WD must launch a campaign to encourage women entrepreneurs to look at extending their businesses beyond Zimbabwe borders as a strategy to generate forex and benefit from export incentives. Such a campaign includes but not limited to exposing WECA members to Zim Trade, SADC, COMESA led programs and whenever possible, enlisting them on trade delegations to different parts of the world.

5. On 'country' WECA membership

Given the tendency of WECA members to be concentrated in urban centres like Harare, Bulawayo, Mutare and Gweru, the ZNCC-WD, through its liaison desks located in its regional offices, must embark on an aggressive registration campaign to encourage young women business entrepreneurs in peri-urban and rural areas to be members of ZNCC. This will, by default, encourage them to participate in WECA initiatives, particularly those that place them on the value chain and WOB platforms.



Platinum Sponsor Remarks:

Dedrey Mutimutema
 MBCA Bank Head Marketing and PR

- Expressed pleasure of being the pinnacle sponsor of WECA since its inception and being associated with the ZNCC Women's Desk.
- MBCA is delighted to be associated with initiatives that empower women and would therefore continue to support WECA.

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 21 SEPTEMBER !!**

"I am forever grateful to have been selected as a nominee and more so given an award in this tightly contested Service industry!"

BUSINESS EXCELLENCE AWARDS

Agriculture Award

Winner: Veronica Gwatinga - **Zim Garden Seeds Fresh**
 1st Runner up: Perpetua Karimazondo- **Staper (Pvt) Ltd**
 2nd Runner up: Sibusisiwe Chitewe - **Multibrands**

The Delta Corporation Manufacturing Award

Winner: Nobukhosi Ndlovu - **Nutri Foods**
 1st Runner Up: Rosemary Gwata - **Duzzit Clothes**
 2nd Runner Up: Alice Nduna - **Eschol**

The MBCA Construction Award

Winner: Gaylord Baudi- **Excel Elevators**
 1st Runner up: Effie Zituta - **Kotrums**



Banking and Finance Award

Winner: Edna Mukurazhizha - **WEDB Financial Services**

Education and Training Award

Winner: Sikhathele Musakwa- **Oakleigh House Primary School**
 1st Runner up: Faith Nyamukapa- **Kinder Care**
 2nd Runner up: Thula Gertrude Mandizvidza- **G & D**
 2nd Runner up: Fortunate Kufakunesu - **Lillium**

Zimbali Tourism Award

Winner: Adelaide Muchetu- **Platinum**
 1st Runner Up: Margaret Sibanda- **Merion Consultancy**

2nd Runner Up: Fungai Munyeza- **Exact Supplies**

Homelink SMEs Award

Winner: Rosetanhia Chipangura- **Mobile Chef**
 1st Runner Up: Razia Latif - **Aynes Enterprises**
 2nd Runner up: Dade Nxumalo- **Lingwe Image**

Mining Award

Winner: Barbara Mutambanengwe – **Kenako Diamond Processing**

The MBCA Services Award

Winner: Cheurombo Pswarayi – **Kayla Tours**
 1st Runner up: Joseph Kanengoni- **Dome Media**
 2nd Runner up: Beauty Tsuro-**Throughfare**

Arts, Sports & Culture

Winner: Cindy Munyavi- **Bryce Nation**
 1st Runner Up: Hope Masike- **Tribe Hope Foundation**
 2nd Runner Up: Kudzai Violet Gwara- **Star FM**

The Green Award

Winner: Jacqueline Anderson-**Miracle Mission**

The 2017 Most Outstanding Women Empowerment Award

Winner: Stella Dongo- **Rotary Club of Highlands**

The 2017 Sustainability-Women Empowerment Award

Winner: Schweppes Zimbabwe



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WECA IN PICTURES



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**SPECIAL THANKS TO THE ZNCC WOMEN'S DESK COMMITTEE
MEMBERS AND SECRETARIAT LED BY DIVINE NDHLUKULA**