



# The African Woman Entrepreneur

***April 2006***

Welcome to the first newsletter edition for African women entrepreneurs, produced by EKOWISA and sponsored by UNIFEM!! This is hopefully the beginning of an exciting and resourceful series of quarterly newsletters intended to provide vital information to business women in Africa.

## ***News***

### **ILO, AfDB strengthen support for women-run businesses in Africa Tuesday 29 November 2005**

ADDIS ABABA (ILO News) - African women entrepreneurs are playing an ever-increasing role in African economies and will receive new support from the International Labour Organization (ILO) and the African Development Bank, the two organizations have announced here.

The ILO and the AfDB have jointly launched a series of reports (Note 1) giving concrete recommendations for action to support growth-oriented women entrepreneurs (GOWE) in Ethiopia, Kenya, Tanzania and Uganda. The reports were to be presented this week at a series of workshops beginning in Nairobi, Kenya, on 28 November, in Addis Ababa, Ethiopia on 30 November and in Kampala, Uganda, on 2 December.

Based on observations, analysis and findings from field visits, the report "Support for Growth-Oriented Women Entrepreneurs" calls for development policies that can contribute effectively to women's entrepreneurship in the three East-African countries.

For more on this please visit

[http://www.ilo.org/public/english/bureau/inf/pr/2005/ilo\\_afdb.htm](http://www.ilo.org/public/english/bureau/inf/pr/2005/ilo_afdb.htm)

### **ZimTrade attains ISO certificate**

In an endeavor to keep abreast with the changing world trends in quality Assurance systems, ZimTrade after undergoing upgrading has recently been certified under the new SAZ ISO 9001:2000 series. Accreditation to

this new Quality Assurance System supports the organization to articulate the current trends particularly in the provision of high quality service delivery to its valued customers. The new certification further strengthens ZmTrade ability to improve its services and service delivery whilst observing ethical business practices. To this end, Zimtrade remains committed to observe strict customer confidentiality and communicates effectively with all stakeholders on trade and trade related issues.

As the National Trade Development and Promotion Organization, Zmtrade is expected to correctly advice Zimbabwean exporting companies on the importance of adopting current quality assurance trends on the international markets. The attainment of ISO certification is one definite strategy of addressing the adverse impact of quality related non tariff barriers as the holder has a common quality basis to build confidence especially on customers who believe in the importance of quality assurance in the acquired goods and services.

### ***What's New on our Website!***

1. Five new fact sheets that explain key issues for women in business. The five fact sheets cover the following topics; globalization and trade, e-commerce, running a business, analyzing business finances and macroeconomic policy;
2. Links to and contacts of useful organizations which women entrepreneurs can contact and get vital information on trade, economic issues, and microfinance and business management;
3. Online chat forum where women entrepreneurs from the region are discussing business related issues;
4. An events calendar which details workshops, exhibitions and trade missions in Africa and around the world.

For all this and more please visit [www.ekowisa.org.zw](http://www.ekowisa.org.zw)

### ***Profile of the Month***

This month's profile is about Mrs E. Chakudunga's **Manyame Women in Construction**. The organisation was formed in 1993 with the purpose of engaging in construction and production of building materials. To date the organisation has lived up to its expectations. Manyame Women in Construction employees around 36 - 50 employees at any given time

#### Materials/Products Produced

The organisation is engaged in production of roof tiles and bricks. The entity is also principally involved in construction of residential and commercial properties. To date the organisation has worked on contracts

tendered by the City of Harare. It has installed tower lights in Harare suburbs of Budiro, Glen View, Sunningdale, Coroughbrough North and Highfields. It also constructed the residential location of Manyame, near Manyame Airbase in Harare. Currently the organisation is working to get new ground to develop urban houses in and around Harare and Chitungwiza.

#### Membership to Professional Organisation(s)

The organisation is a member of the Women in Business Zimbabwe and the Women In Construction Zimbabwe.

#### Information and Communication Technologies Used By the Organisation

The organisation uses computers, telephones and cellphones as their ICT tools package.

#### Contact Details

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### ***Women Entrepreneurs Speak Out!***

Women entrepreneurs are discussing key business issues via , workshops, e-mail and our website. Here are selected quotes from some women:

#### On Using Information Technology

“The problem is that we now know that the Internet is really crucial for business opportunities but we still need more skills on the use of computers and the area of e-commerce.” *Mrs Chakudunga, Manyame Construction*

*A Lesotho participant at a workshop had this to say, “I do a lot of business between Lesotho and Botswana and I spent a lot of money on airfares and hotel bills. I am going to use e-commerce from now onwards. I never new there was so much information on the internet in my buying and reselling business.”*

#### On Accessing Loans

“I have established a small venture which deals in Desktop publishing (typesetting and secretarial services). Currently I am running the business part-time. I need to diversify and go into web designing and system design where my major strength as I am an ICT person. I need training on how to handle the business and advice on how I can access loans. I know there are a lot of ladies out there who have brilliant

ideas but they do not know how to implement them. I think this forum will go a long way in helping such". Mrs Judith Magadzire

## **Events Calendar**

Here are key events from the month of April onwards that you might be interested in:

<b>Zimbabwe Trade Exhibitions</b>		
<b>A'sambeni – Africa Tour and Travel Expo</b>	Bulawayo	27 April - 1 May; Contact Tel: 263-9-884911
<b>Zimbabwe International Trade Fair</b>	Bulawayo	25 April - 29 April 2006; Contact Tel: 263-9-884911
<b>PAKPRINT</b>	Bulawayo	27 April - 1 May; Contact Tel: 263-9-884911
<b>Regional Trade Fairs 2006</b>		
<b>Dubai</b>	Dubai International Wood & Wood Machinery Show	10 - 12 April
<b>Egypt</b>	Wood World	20 - 23 April
<b>Egypt</b>	Foodtech Cairo	25 - 28 May
<b>Kenya</b>	Travel & Tourism	21 - 24 April
<b>Kenya</b>	Food & Pack	21 - 24 April
<b>Kenya</b>	Building & Construction	21 - 24 April
<b>Libya</b>	Libya Build Expo	8 - 12 May
<b>Madagascar</b>	Madagascar Trade Fair	10 - 15 September
<b>Malawi</b>	Malawi International Trade Fair Blantyre	6 - 9 May
<b>Namibia</b>	Holiday and Travel Windhoek	13 - 15 May
<b>South Africa</b>	The Rand Show Johannesburg	6 - 8 May
<b>South Africa</b>	International Franchise Expo Johannesburg	8 - 11 May
<b>South Africa</b>	SAITEX - Midrand	2 - 18 April
<b>South Africa</b>	Auto Africa Jo-burg	25 - 31 Oct
<b>South Africa</b>	Durban Motor Show Durban	5 - 7 November
<b>Swaziland</b>	Swaziland International Trade Fair Manzini,	August – Sept
Tanzania	Tanzania International Trade Exhibition	21 - 24 April
<b>Export Marketing Training Programme</b>	ZIMTRADE	April

**For your feedback and queries please contact Margaret Zunguze on [margaret@ekowisa.org.zw](mailto:margaret@ekowisa.org.zw), [info@ekowisa.org.zw](mailto:info@ekowisa.org.zw). Tel: 04-492789**

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