

Brief About Month of the Woman Entrepreneur (MOWE) Celebrations

Background

- Researches carried out by the ILO in Ethiopia, Kenya, Tanzania Uganda and Zambia confirm that WEs have a lack of ‘voice’ to advocate and lobby as a collective.
- WEAs and DPOs have limited capacity in promoting the interests of their members
- WEAs, DPOs have less developed networks among themselves and with other stakeholders involved in WED and SME development

Origin

- The first Month of the Woman Entrepreneur (MOWE) was organized in Ethiopia:
 - March 2004
 - Over 25 events took place in the month of March
 - Events held in regions and at federal levels
 - Coordinated and funded mainly by the ILO with support from WAD/MOTI
 - Over 3,000 people participated in the various events held
 - WEAs, DPOs, ILO constituents actively participated
- Then MOWE held in Zambia (September 2005)
- Subsequently held in South Africa, Tanzania and Uganda (2006)
- Based on practical experiences of MOWEs held in Ethiopia and Zambia
- Aimed at assisting organizations to systematically plan and implement various events to promote women’s entrepreneurship and gender equality in entrepreneurship development.
- Follows a step by step approach when planning and implementing MOWE events.
- Tips and worksheets are included that help to analyze issues involved through all the steps and stages of planning, organizing, implementing as well as monitoring and evaluation of MOWE events.

Objectives

- Promoting the role of women's entrepreneurship development (WED) in national development
- Recognizing the potential and achievements of women entrepreneurs, including those with disabilities, in generating employment and incomes.

- Showcasing women entrepreneurs as role models.
- Renewing the commitment of stakeholders towards the promotion of WED.
- Giving women entrepreneurs an opportunity to advocate and lobby in issues that are relevant to them.
- Disseminating information and exchange good practices in the areas of WED.
- Raising critical issues of gender equality in the enabling environment for SME development, including the unique issues for more vulnerable women such as those with disabilities and those living with HIV/AIDS.
- Actively demonstrating the inclusion of women entrepreneurs with disabilities into mainstream entrepreneurship development.

What are MOWE Events

- MOWE celebrations are a combination of different events such as:
 - seminars in gender sensitive business development services,
 - workshops,
 - media events,
 - exhibitions and trade shows.
- The events are aimed at facilitating entrepreneurship development, primarily targeting women but also other organizations involved in small enterprise development

MOWE 2010

Since March 2004, various events have been organized in Ethiopia during the month of March that highlight the contributions and roles of women entrepreneurs in the socio-economic development of the Country. These events are known today as the Month of the Women Entrepreneur (MOWE) are widely used to promote the roles played by women entrepreneurs and also to bring issues of concern in WED to policy makers and all other concerned stakeholders.

This year's MOWE is going to be organized by the Addis Ababa Women Entrepreneurs Association in close collaboration with the National Women Business Network. Various events have been planned that address key concerns of women entrepreneurs.

The following are the list of events planned for MOWE 2010:

Event Calendar
Month of the Woman Entrepreneur
March 2010

No	Activity	Date	Venue	Participants	Sponsors
1	Press conference on MOWE events	March 1 2010	MOTI	AAWEA, MOTI, ILO	MoTI
2	IYES Training	March 11-12 2010	FeMSEDA	WEs members of AAWEA	FeMSEDA/ILO
3	National trade fair/exhibition	March 19-21 2010	FeMSEDA/Hilaton?	150 WEs from all regions	ILO
4	Award night	March 22 2010	Hilton	WEs, Government and private representatives, NGOs, Donors	SNV- Netherlands
5	Workshop on assessing WED in Ethiopia	March 22 2010	Hilton	WEs, Government and private representatives, NGOs, Donors	Packard Foundation
6	Launching Strategic plan of AAWEA	March 26 2010	Addis Chamber?	Members of AAWEA, Stakeholders	ILO

AAWEA: Addis Ababa Women Entrepreneurs Association
FeMSEDA: Federal Micro and Small Enterprises Development Agency
MOTI: Ministry of Trade and Industry
WEs: Women Entrepreneurs
IYES: Improve Your Exhibiting Skills
WED: Women's Entrepreneurship Development
WEs: Women Entrepreneurs