

# South-South Series: Empowering and Growing Women-led Business

Session 3: Power in Connection:  
Collaborating & Networking for  
Women's Business Growth

21 Mai 2025



**AFRICAN-WIB**  
WOMEN IN BUSINESS

# ORGANISATION OVERVIEW

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AWIB Chairperson

**"WOMEN DRIVERS OF THE ECONOMY"**

## WHO WE ARE

**African Women In Business** (“AFRICAN-WIB”) is an organization representing the interests of all women entrepreneurs across all industries; and with chapters across the several African nations. With far-reaching clout and impact, AFRICAN-WIB is a one-stop resource for **propelling women business owners into greater economic, social and political spheres of power** worldwide.

It was founded in June 2019. Started as SADC-WIB and changed to African Women In Business in 2021.



**"WOMEN DRIVERS OF THE ECONOMY"**

## WHO WE ARE cont...

AFRICAN-WIB propels women entrepreneurs into economic, social and political spheres of power worldwide by:

- Strengthening the **wealth creating capacity** of our members and promoting economic development within the entrepreneurial community
- Creating innovative and effective **change in the business culture**
- Building **strategic alliances**, coalitions and affiliations
- **Transforming public policy** and influencing opinion makers

Key to meeting these objectives was the formation of **African Women In Business Investments Limited (“AWIBI”)**, a **public unlisted investment company** registered in South Africa, with a view to investing in wealth creating opportunities for our members and platforms through which they can create greater societal impact .



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# African-WIB Empowerment Initiatives

We focus on capacity building in three areas; **Trade , ICT and Financial Literacy;**

This emanated from the fact that we understood that the coming into force of the AFCFTA means it is now time to reflect on how to translate proposed solutions into innovative, practical, implementable, and enforceable legal instrument as stated by His Excellency Wamkele Mene.

Empowering the women entrepreneurs;

- We have partnered with TFSA – Export Trade Training
- We have developed our own in-house Financial Literacy and Securing Finance Training Program
- We have partnered with Dynamic DNA for ICT Training using the 4IR4Her platform.
- We have signed an MOA with KZN South Coast Investment & Tourism Enterprise to develop a Coffee Growing and Beneficiation Project as a Rural Development Empowerment initiative.

## Barriers to Trade survey (DAI & USAID)

- Identify and assess the impact of the AfCFTA on women-owned businesses in Southern Africa.
- Develop relevant new metrics on the implementation of the AfCFTA for use by ATI and the AfCFTA Secretariat.
- Provide information to the African and U.S. private sectors, specifically targeting women-owned businesses, on the status of the agreement negotiations, and anticipated outcomes.
- Facilitate a series of awareness and advocacy workshops with associations of women businesses, to raise awareness of the AfCFTA.



## OUR INVESTMENT PHILOSOPHY

Our Investment Philosophy is premised on the following key foundational pillars:

- **Transformational Empowerment** – we seek to promote economic empowerment and wealth creation for African women through diligent selection of and assiduous shareholder activism within African assets. We seek downstream women participation opportunities in the related value chains and distribution channels of all our investments.
- **Capital Preservation Focus** - we are resolute in maintaining strong investment underwriting to ensure that we protect the downside of all investments we look after. This is further anchored through our pursuit of asset backed or asset intensive investment opportunities.
- **Yield Maximization** – we relentlessly pursue the attainment of return maximization for a given set of risk constraints throughout the investment and economic cycles, taking into account the investment risk constraints of safety and liquidity needs.
- **Liquidity** – the investment portfolio shall remain sufficiently liquid to meet all operating requirements that may be reasonably anticipated.



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## OUR SECTOR FOCUS

We will pursue equity investments in qualifying companies and **operations in the following sectors:**

- Infrastructure Development/ Construction Industry
- Energy AND Renewable Energy
- Health Facilities/Services
- Mining and Beneficiation
- Transport and Logistics
- Agriculture and Agro-processing
- Information and Communications Technology
- Manufacturing and Processing

Further to this, qualifying companies must have the following attributes:

- The company must have a strong management team
- The company must be scalable and capable of delivering profit within a three-year period.
- Investments will be of between R1 000 000 (one million rand) and R400 000 000 (four hundred million rand). A maximum of 20% of the share capital will be invested in any one investment.
- Investments must be in full alignment with our investment philosophy pillars





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**THANK YOU**

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# Thank you

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