



**PRESS RELEASE.**  
**15<sup>nd</sup> August, 2011.**

**Month of Women Entrepreneurs (MOWE) TANZANIA 2011.**

**ILO/WEDGE AND MOWE COMMITTEE ORGANIZES PRIVATE SECTOR CEOs  
DIALOGUE AND FUND RAISING EVENT**

Hyatt Regency, Dar es Salaam, 26<sup>th</sup> August 2011.

MOWE organizing Committee with support from the ILO's Women Entrepreneurship Development and Gender Equality programme (WEDGE) is organizing the Month of Women Entrepreneurs (MOWE) event for 2011. The ILO/WEDGE project is being implemented in Tanzania as part of Women Entrepreneurship Development (WED) programme, which was initiated in 2002. The programme is designed to contribute to the overall ILO objective of creating greater opportunities for women and men to secure good working conditions with a moderate income. The programme is also aimed at eradicating socio-cultural, practical, legal and political obstacles for the flourishing of women small and medium entrepreneurs (MSMEs).

The event is scheduled for October / November 2011 at the Karimjee Grounds in Dar es Salaam and carries carries the theme:

***“MIAKA 50 YA UHURU: WANAWAKE WAJASIRIAMALI TUNaweza TUTUMIE FURSA”***  
**( 50 years of independence: Women Entrepreneurs; we can do it, let's take advantage of the available opportunities).**

We aim to commemorate the 50 years of Tanzania independence by inspiring women entrepreneurs to use their capability and take advantage of the available opportunities.

To ensure effective implementation of the event, MOWE Committee in collaboration with 'Wanawake na Maendeleo' NGO, (WAMA) have organized a dialogue and fundraising event. The event will involve Chief Executive Officers CEOs of private companies to contribute to the event. Private sector companies are the most promising vehicles to help people in countries out of poverty. Private companies have the necessary human,

technological, marketing and financial resources. A small portion of the private sector's resources could be made available to facilitate the development of the country in which they operate. By showing their corporate social responsibility they may benefit from increased goodwill of communities and 'bottom-of-pyramid' market development.

CEOs are invited and encouraged to participate at the event at the Hyatt Regency in Dar es Salaam on 26<sup>th</sup> August 2011. The First lady, Mama Salma Kikwete will be the chief guest.

MOWE is an annual event widely used to promote the roles played by women entrepreneurs and also to bring issues of concern in Women Entrepreneurship Development (WED) to policy makers and all other stakeholders. Since 2006, various activities have been organized during MOWE which highlight the contribution and roles of women entrepreneurs in the social economic development of the country.

Specifically, MOWE event involves a series of women activities such as training, workshops, talk shows, debates and exhibitions. This event takes place throughout the month so as to create public attention on social economic role of women. Women entrepreneurs, including those with disabilities and those who have fallen victims of the HIV/ AIDS scourge are publicly acknowledged for their essential contributions to the society, their potential, challenges and achievements. The event is an opportunity to advocate and lobby on issues relevant to them. Women also utilize the opportunity to exchange good practices and share information among themselves and partners. It is a forum to showcase women entrepreneurs as role models.

***"Support Women Support Your Future"***

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