



WEConnect International in the Middle East and North Africa (MENA)

I am back from a thrilling (and productive!) week in Dubai for International Women's Day (#IWD2022) where I couldn't turn around and not meet another fascinating woman business owner. WEConnect International is excited to be part of that entrepreneurial energy! I hope you will find this newsletter useful in growing your business.

Patricia Langan, Regional Director for the Middle East, WEConnect International

#IWD2022 Breaking Down Barriers and Breaking the Bias



I was invited to Dubai by Cartier for the first global reunion of the [Cartier Women's Initiative](#) – celebrating 15 years and more than 262 fellows and laureates. From increasing access to toilets, to AI-powered education for differently-abled people, to sustainable packaging that helps eliminate harmful polystyrene, these entrepreneurs are creating great businesses that will change the world. WEConnect Member Buyer Cartier is with them all the way!

Preserving the Planet



Certified WBE Joanne Horwath of Australia, the 2021 Global Winner of the WEConnect International [Rise to the Challenge Global Award](#), on March 6 won another accolade as runner-up in the "Preserving the Planet" category for Cartier's Impact Awards in Dubai. Joanne's company, [Planet Protector Packaging](#), envisions a world without polystyrene and eco-sustainable cold chain packaging from waste wool.

Tell Your Story of Going Beyond Borders by April 18 & Win USD5000 Award!

You can be the next [Joanne Horwath](#)! **Apply by April 18** for WEConnect International's [2022 Rise to the Challenge Awards](#). Nine Sector Awards and one Global Award will be announced at WEConnect International Day June 21.

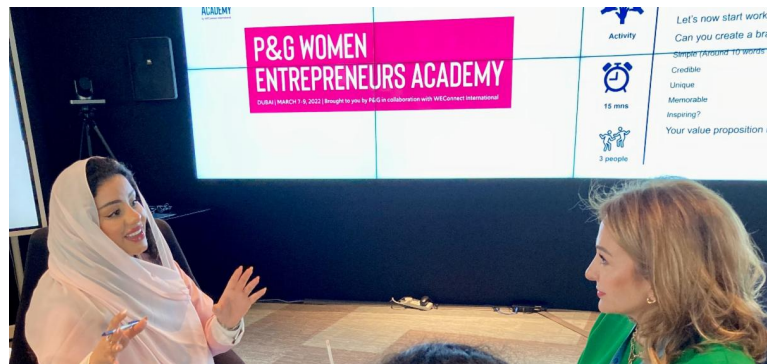


APPLY NOW!

Apply Now!

Is Your Story Compelling Enough?

That was one of the questions answered at the P&G Women Entrepreneurs Academy in Dubai 7-9 March. The first of its kind in MENA, WEConnect International and P&G brought their global training program to 19 women business owners from UAE and Saudi Arabia. Senior P&G Executives taught strategy, leadership, marketing, procurement, HR, and how to pitch.



Dubai Expo honors WEConnect International Co-founder

Cartier also sponsored the [Dubai Expo's Women's Pavilion](#), the first of its kind. Among the female trailblazers making positive change, I ran into WEConnect International's very own CEO and Co-Founder, Elizabeth Vazquez! The Pavilion cited her contributions to women's economic empowerment, "opening up new markets and forging vital networks."

Follow the *new* WEConnect International in MENA LinkedIn Page

@WEConnect International in Middle East

BREAKS THE BIAS BY DRIVING MONEY INTO THE HANDS OF WOMEN BUSINESS OWNERS BY ENABLING THEM TO COMPETE IN THE GLOBAL MARKETPLACE

International Women's Day
#IWD2022 #BreakTheBias

PALOMA MARIN
EUROPEAN REGIONAL DIRECTOR AT WECONNECT INTERNATIONAL

#BreaktheBias

I came home to find this [wonderful article](#) by my colleague Paloma Marin, Regional Director for Europe, about #breakthebias. Speaking of "breaking the bias," for a good laugh about pa and great tips as well, I recommend WEConnect's new "Gender Bias in Value Chains" [video](#), available in multiple languages. There are lots of other resources on supplier diversity on that page as well.



How to Buy from Women and Change the World

Michael Tobolski, our VP for Membership and a world expert on supplier diversity & inclusion, and I facilitated a training for the Cartier Women's Initiative female impact entrepreneurs on "How to Buy from Women and Change the World." We ran through the 13 steps women-owned businesses can take themselves to buy from other women, further #BreakingDown Barriers! You can, too! Learn [here](#)!

Why bother to join WEConnect International?



....because it gets you noticed by 160 of the largest companies in the world and can connect with 15,000 other women-owned businesses. Think of registering on WEConnect International's WECommunity as a visibility platform and a marketing tool. Register today for free [here](#)! If you are not yet registered or are registered and not sure how to use WECommunity, join a Demonstration and Q&A led by our South Africa market lead, Vanessa Mumba, every two weeks. Next one is April 8 at 13:00 Dubai time/GST. Sign up at [Events Calendar](#). All women-owned businesses welcome! You can never be in enough networks!

Still have questions? Sign up for the next Registration Demonstration at 13:00 GST on 8th April. Demos are every 2 weeks.

160 of the World's Best Known Brands have joined WEConnect International as Member Buyers



Do you wonder how to do business with....



....companies like UPS and P&G? Watch webinar recordings with UPS and P&G procurement and supplier diversity experts on the WEAcademy channel. Buyers explain procurement principles and practices, evaluation criteria, and how you can get noticed as a supplier. Key insight: it is lucrative to be a woman-owned business in transportation, packaging, and

manufacturing as people increasingly need packaged items delivered to their homes! More insights on the procurement process with P&G by Daria Farman-Farmaian [here](#). UPS March 23 [here](#). P&G Jan. 31 [here](#).



WEConnect International Member Buyers Ramp Up Commitments to Women-Owned Businesses

We are proud to share that Member Buyers, including Sanofi, Goldman Sachs, Kyndryl and Diaego, have made new [Rise2TheChallenge Commitments](#) - to spend big with diverse



Digital Marketing Masterclass with Rosie Seldon of eWavelength

Ready to take your marketing to the next level? Google trainer Rosie Seldon of eWavelength and WEConnect International are partnering up in May/June to offer digital marketing

and women-owned businesses. See all the WEConnect International member buyers [here](#)!

training inspired by Google for a select group of B2B women-owned businesses in UAE. Email admin.regional@weconnectinternational.org if you'd like to apply to this training by and for women entrepreneurs. Check out WEConnect [Events Calendar](#) for other events!

International Day - June 21, 2022



Get ready for the June 21 annual virtual WEConnect International Day! This year we are **"Going Beyond Borders - Break Down Barriers"** and highlighting opportunities to trade goods and services across real and perceived borders. Network with Member Buyers and women-owned businesses from every region of the world. You can attend practical trainings on market access and find out who wins the [Rise to the Challenge Awards](#)! Learn more [here](#)!

2022 WEConnect International Regional Conferences

You are invited! Check [Events Calendar](#) for more details!

Africa: 18-19 May, 2022

Asia Pacific: 1-2 Sept., 2022

Latin America and Mexico: 28-29 Sept., 2022

Europe: 4-5 Oct., 2022

Canada: 19-20 Oct., 2022

[Events Calendar](#)

QUOTE OF THE MONTH:

"Globally, women own around 30% of all private business. But we receive less than 1% of large corporate and government spend, worldwide. This is what bias in business looks like." Paloma Marin, WEConnect Europe Regional Director. Full article [here](#).

April Call to Action

The beginning of each quarter is the perfect time to **update your WECommunity profile**. Take the time this month to log in, review your company description, and add any new products and services you are offering.

Every day buyers are searching WECommunity to fill immediate procurement needs and invite women-owned businesses to participate in request for information (RFI) and requests for proposals (RFP). Do not miss out on these opportunities! Make sure to review your profile this month. Watch the video! [Updating Your profile](#)

For assistance: wecommunity@weconnectinternational.org or call 1-877-659-0231

Thank you to our founding Member Buyers in MENA, Accenture, P&G and UPS, and to women-owned business eWavelength!

[WEConnect International](#) helps drive money into the hands of women business owners by enabling them to compete in the global marketplace.

Have questions? Email admin.regional@weconnectinternational.org

Follow us!

