

## WFWPI: Women Entrepreneurs Share Innovative Ways to Shape Better Societies

Florida Ledwaba  
September 13, 2025



*Webinar speakers Rumana Khan and Dr. Titine Kouendze and moderator Flory Ledwaba*

The Women's Federation for World Peace International (WFWPI) hosted an uplifting global webinar on Women's Entrepreneurship on September 13, 2025. Moderated by Florida Ledwaba, Regional Secretary General for WFWP Africa, 77 participants from around the world gathered to reflect on the vital role of women as innovators, creators, and leaders in shaping a better society.

Over the past decade, self-employment and entrepreneurship have flourished, and this event provided a meaningful platform to showcase women entrepreneurs who have turned ideas into thriving businesses. Speakers shared how their vision, creativity, and decision-making processes enabled them to face today's pressing challenges with resilience and hope.

Dr. Titine Kouendze, Doctor of International Law and lecturer at Université Laval, offered a profound reflection on the history and meaning of women's entrepreneurship. She traced the evolution of women's roles in families and society from being seen primarily as mothers and wives to becoming equal contributors in workplaces and communities.

Dr. Kouendze emphasized that entrepreneurship is a powerful way for women to affirm their dignity and participate fully in economic and social life. She underscored that women's entrepreneurship should be rooted in love, a commitment to goodness, and the vision of building healthy families and societies.

Quoting WFWPI's co-founders, she reminded participants: "Women are not in competition with men... they are partners who complete the whole. When God created man and woman, He established them as ideal, reciprocal partners to achieve unity through true love."

Rumana Khan, a dynamic entrepreneur and founder of five legacy brands, shared her journey of building groundbreaking ventures such as Psy Buddy™, the world's first AI-powered platform for emotional intelligence and mental health, and Child CEO™, a global youth leadership initiative.



In her presentation, Why EQ Matters, Khan highlighted that: "IQ builds systems. EQ builds civilizations. We don't need more empires; we need emotionally intelligent humans to lead them."

She presented the science of emotional intelligence (EQ) and introduced a 7-step framework for emotional resilience, ranging from self-awareness to community practice. Khan concluded her presentation with a powerful reminder: "The best way to predict your future is to create it."

The webinar closed with a shared recognition that women's entrepreneurship is not simply about economic success. Rather, it is about embracing women's unique value as creators, educators, and peacebuilders. Through their businesses, families, and communities, women are uniquely positioned to shape societies founded on love, justice, and sustainability.