

## WFWPI Webinar On Women Entrepreneurship - A Transformative Dialogue

Mion Tsuchiaka  
July 27, 2024



**Targeted strategies and community support**

**Community-Based Approaches:** By creating platforms for women to connect, share experiences, and collaborate, these networks provide emotional support and business advice to women entrepreneurship group in a rural community that organizes regular meet-ups to discuss challenges and solutions.

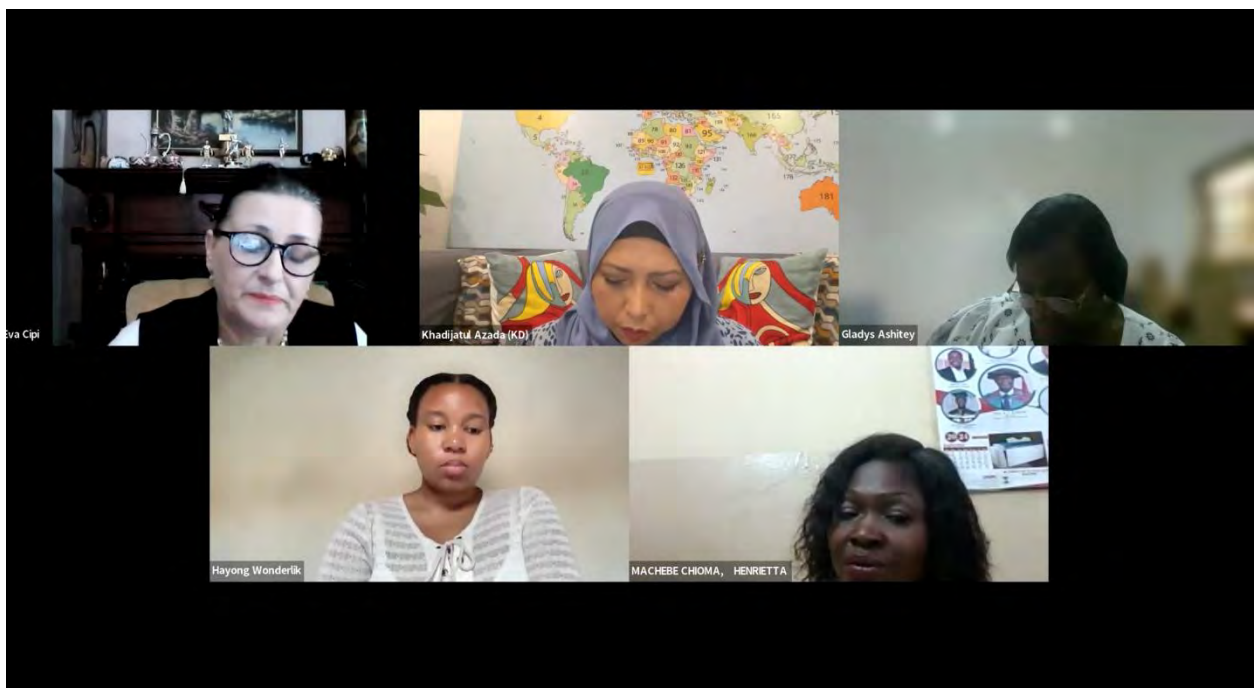
**Skill-Sharing:** This encourages women to share skills and resources in a collective effort that can overcome individual limitations, as a group of women artisans collaborates to bulk-purchase raw materials, reducing costs for each member.

**Adaptation and Innovation:** Pivoting business models as women entrepreneurs must adapt to changing market demands, flexibility is key, a clothing boutique owner shifts from in-store sales to online platforms during a tragedy.

**Leveraging Technology:** Using digital tools for marketing, sales, and communication, for instance, a woman selling handmade crafts reaches a wider audience through an e-commerce website.

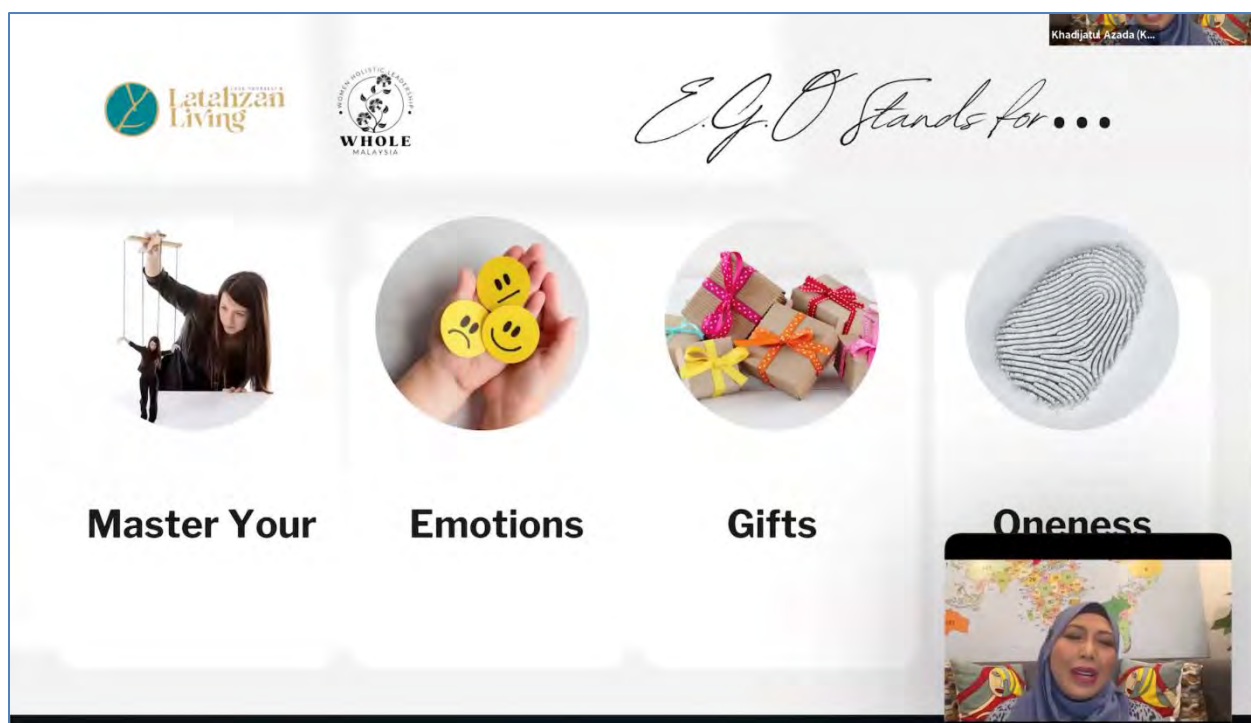
 **WOMEN'S FEDERATION FOR WORLD PEACE - NIGERIA**

On July 27, 2024, the Women's Federation for World Peace International (WFWPI) hosted an insightful webinar focused on women's entrepreneurship, featuring a diverse panel of accomplished speakers who shared their expertise and experiences. The event was moderated by Ms. Hayong Wonderlik, a young professional and Secretary General of WFWP South Africa. The event was a resounding success, attracting participants eager to delve into the nuances of entrepreneurship, empowerment and leadership.

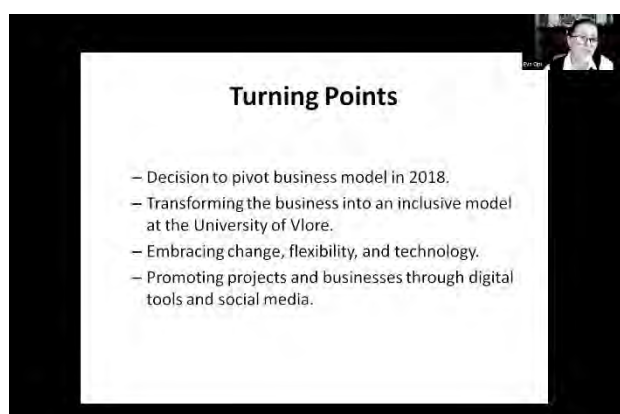


There were four main speakers: (1) Mme. Gladys Ashitey, a distinguished Ghanaian politician and member of the Fourth Parliament, led the discussions with her profound insights gained from her extensive political career. Her academic achievements include a Doctor of Medicine degree from the American University of the Caribbean and a Bachelor of Science in Medicine from the University of Ghana. She has been a dedicated advocate for her constituency, exemplifying strong leadership and commitment. (2) Dr. Eva Çipi, renowned for her academic prowess and commitment to education, brought her expertise as Chairwoman of the Universal Peace Federation Albania to the webinar. With a Doctor of Science degree in Informatics Engineering, she has been instrumental in driving innovation and social engagement in the Vlora Region. Her contributions to digital education and inclusive

methodologies underscore her dedication to societal advancement and peacebuilding. (3) Ms. KD, a multifaceted speaker, author and educator, shared her global expertise in personal growth and transformation. Her background spans diverse fields such as energy healing, clinical hypnotherapy, brand image consulting and corporate training. Founder of WHOLE Malaysia, she channels her passion for Malaysian cultural heritage into empowering women's leadership and community development, earning recognition for her transformative strategies. (4) Dr. Chioma Machebe, a lecturer at the University of Nigeria, Nsukka, and leader of WFWP Enugu State District, Nigeria, captivated the audience with her entrepreneurial initiatives and community leadership. Originating from humble beginnings in Obollo Eke, Nigeria, Dr. Chioma's journey includes founding TRINITAS FOUNDATION, an organization empowering youth and women in rural areas through skill-based programs.



The webinar explored several key themes essential to women's entrepreneurship. Speakers emphasized the critical role of leadership in fostering entrepreneurial success, particularly in advocating for gender equality and empowerment. Also, discussions highlighted the importance of innovation and adaptability in navigating challenges and seizing opportunities in entrepreneurship. Finally, the panelists underscored the transformative impact of community engagement and empowerment initiatives, sharing practical examples and success stories from their respective fields.



- Decision to pivot business model in 2018.
- Transforming the business into an inclusive model at the University of Vlore.
- Embracing change, flexibility, and technology.
- Promoting projects and businesses through digital tools and social media.

Following the presentations, the webinar featured an engaging Q and A session. The audience had the opportunity to pose questions to the speakers, seeking further insights and details on their presentations. Questions ranged from practical advice on starting entrepreneurial ventures to inquiries about overcoming specific challenges faced by women in various industries. Each speaker provided detailed responses, drawing from their vast experience and expertise. Mme. Ashitey shared the challenges of working as a woman in politics, illustrating resilience and strategic leadership. Dr. Çipi elaborated on the role of

education in fostering innovation, emphasizing the need for inclusive approaches and the importance of good teamwork. Ms. KD offered practical tips and shared what skills are important for women to succeed in business. Dr. Chioma emphasized the importance of community-based entrepreneurship and the impact of grassroots initiatives.

The webinar was not only an opportunity for insightful dialogue but also a catalyst for inspiring action and fostering collaboration among participants globally. The diverse perspectives and experiences shared by the speakers underscored the immense potential of women in driving economic and societal change through entrepreneurship. Initiatives like these are crucial in advancing women's leadership and empowerment worldwide.

Stay tuned for more updates and initiatives from WFWP as we continue to empower women and promote peace through dialogue and action.