

**The Arab-African Conference & Exhibition
for Businesswomen (2nd Edition)**

13 - 15 February 2019

Marrakech Morocco

**Women's Economic Empowerment through Industrial
Development**

The Arab-African Conference & Exhibition for Businesswomen (2nd Edition)

Event Name: The Arab-African Conference & Exhibition for Businesswomen
(2nd Edition)

Event Place: Marrakech, Morocco

Dates and duration: 13 to 15 February 2019

Organizer: Arab Union for Industrial Exports Development in cooperation with
Moroccan Agency for Investment & Export Development

Political Patronage: the event is expected to be under His Majesty the King,
Mohammed VI, King of Morocco and the Secretary
General of the League of Arab States.

Supporting organizations:

The event is supported by Moroccan government, the League of Arab States, African Union (AU), United Nations Economic Commission for Africa (UNECA), Moroccan financial Institutions, African Export-Import Bank (AFREXIMBANK) African Development Bank (AFDB), Council of Arab Businesswomen (CAB) and the Arab African Union for Businesswomen (AAUBW), International Islamic Trade Finance Corporation (ITFC) The Arab International Center for Entrepreneurship & Investment (AICEI), International Federation for Business and Professional Women (BPW International), COMESA Business Council and African Alliance for Women Empowerment and coordinated with concerned Moroccan & Arab- African businesswomen organizations.

Event Objectives:

The event is a great platform from which to lead the way in empowering women in business. It will also share successful experiences of Arab and African countries in the field of women's economic empowerment.

Event activities:

The Conference presents the role of Arab & African women in enhancing industrial development and aims to support them in business establishment and export oriented industries for small and medium enterprises.

Due to the lack of women's participation in economic development in Arab and African countries, the conference will stress the need to change legislation to empower women's role by creating partnerships between government and non-government organizations to set strategies and establish mechanisms to reach women from various walks of life.

The Conference highlights policies that empower women by providing technical support, training and banking services such as flexible loans, government support of emerging sectors in the labor market and protection of women from exploitation.

The Conference also sheds light on economic empowerment efforts to improve Arab & African women's ability to access business experts, capacity building and on the job training centers in the industrial sector. Additionally, the conference addresses the prospects for cooperation between Arab and African businesswomen through partnerships and collaboration.

Exhibition

The conference is accompanied by an international exhibition for industrial products produced by Arab and African businesswomen. The exhibition brings together the best selection of products which includes handicrafts, silver, textiles and clothing, ceramics, shoes, bags, leather products, home furnishings, furniture, lighting products, paintings and interior design, cosmetics etc..

Exhibitors from Arab, African and various countries of the world will participate in the event. B2B meetings between Arab and African businesswomen will be held during the event.

The exhibition has various aims which include the promotion of industrial products for businesswomen, alongside the promotion of women's participation in economic and investment activities. The exhibit furthermore hopes to encourage partnership between Arab and African businesswomen in the fields of

industry and trade, and to contribute to intra-regional trade development between Arab and African countries through the exchange of experiences and expertise related to business management.

Arab and African Fashion Show:

The exhibition includes fashion shows by Arab and African designers to reflect developments in the fashion industry in each of the participating countries according to the latest trends and standards in international fashion.

Arab and African clothing styles and patterns have strongly influenced global fashion shows in recent years as a result of their wide variety of beautiful styles and colors.

Artistic and folkloric presentations:

The exhibition is accompanied by a presentation of artistic folkloric troupes from Morocco and the guest honor country to express and share parts of their national heritage through various art forms.