



REPORT

AFRICA WOMEN INNOVATION AND ENTREPRENEURSHIP FORUM (AWIEF) 2023

THEME: LEVERAGING THE POWER OF THE DIGITAL ECONOMY: INNOVATE, REDEFINE, EMPOWER

Overview

The Africa Women Innovation and Entrepreneurship Forum (AWIEF) 2023 took place at the Kigali Convention Centre from the 9th to the 10th of November. Attended by a diverse array of women entrepreneurs coming from various countries, the forum centered around the theme "Leveraging the Power of the Digital Economy." The aim was to explore how women could harness technology to enhance productivity, increase impact, and broaden their market reach. The forum provided a platform for women to share their experiences in navigating the predominantly male-dominated business landscape and underscored the imperative for embracing technology to ensure sustained success.

Key Insights

1. Digital Economy Empowerment

- The overarching consensus was that failure to embrace technology could be detrimental in the long run. The forum stressed the need for increased curiosity, learning, and understanding of technological dynamics. Come up with initiatives that intersect technology and women empowerment.

2. Points of Action

- Filling the Gaps in Technology Use: The importance of leveraging technology for business transformation was highlighted. Technology streamlines business operations, facilitates networking, and fosters partnerships, thereby enhancing productivity.
- Resource Mobilization: Technology offers avenues for networking and community building, aiding in the identification of like-minded organizations. This attracts investors, donors, and partners, crucial for sustainable growth.

- Inclusion of Young People: Recognizing the significance of fresh perspectives, the forum advocated for involving young people to infuse innovative ideas into the entrepreneurial landscape.
- Commercialization of Social Media Platforms: Encouraged active engagement with various social media platforms to effectively communicate entrepreneurial stories and enhance market visibility.
- Women Empowerment in the Digital Economy: A call to action for women to deliberately understand and utilize technology for value addition, storytelling, and marketing in their enterprises.

Areas to Explore

1. Engaging the Global Community

- Collaborating with the global community to galvanize resources for women-led initiatives, fostering international partnerships, and creating a supportive ecosystem.

2. Program Structuring

- Developing well-structured programs to provide targeted support for women entrepreneurs, encompassing mentorship, training, and access to resources.

3. Digital Economy and Economic Growth

- Exploring the nexus between the digital economy and overall economic growth, identifying opportunities for sustainable development.

4. Partnerships with Tech Companies/Organizations

- Establishing strategic partnerships with technology companies and organizations to facilitate the integration of cutting-edge solutions into women-led enterprises.

5. Sustainable Agriculture

- Recognizing the pivotal role of women in agriculture, exploring ways to promote sustainable practices, technology adoption, and market access in this sector.

Potential Partners

1. AWIEF
2. AGRA Sustainably Growing Africa's Food Systems
3. Equality Now
4. Individuals Using Innovative Business Models; establishing practical mentorship programs through collaboration with individuals who have successfully implemented innovative business models.

Conclusion

The indispensable role of technology in propelling women's entrepreneurship forward has been underscored by this forum. It has illuminated key areas for exploration within the entrepreneurial landscape, emphasizing the transformative power of technology to amplify impact, foster innovation, and drive success for organizations and businesses alike. The insights gained serve as a catalyst for women to navigate the dynamic intersection of entrepreneurship and technology, unlocking unprecedented opportunities for growth and influence in the digital age.