

WENA NEWSLETTER

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WENA WOMEN
ENTERPRISE
ALLIANCE
Rethinking Boundaries

June, 2024



Top News

HE. Aisha Babangida, Founder of Wena, forms a coalition to foster a supportive ecosystem for women entrepreneurs.

Women Enterprise Alliance (Wena) to celebrate 5 years of impact in 2024.

INSIDE WENA IMPACT HIGHLIGHTS

Welcome to the latest edition of the Women Enterprise Alliance (Wena) Newsletter!

Over the past few months, our programs and events have not only equipped women with essential skills and knowledge but also fostered a community of support and advocacy. In this edition, we are excited to share the stories and successes highlighting our unwavering commitment to empowering women and building sustainable businesses.



**New Horizons for SMEs in
Nigeria**



Q2 IMPACT SUMMARY

In the past few months, we have embarked on an incredible journey of growth and empowerment. With impactful initiatives, we have engaged 50 prominent female SMEs in northern Nigeria on business sustainability, trained 7 entrepreneurs in financial literacy, empowered 11 SMEs with digital marketing skills, and enlightened 228 women on health and well-being.

HE. Aisha Babangida, Founder of WenA, forms a coalition to foster a supportive ecosystem for women entrepreneurs.

At the 2024 International Women's Day, event, HE. Aisha Babangida joined forces with 50 prominent female SMEs in northern Nigeria to form a coalition by the name **"We Mean Business (WMB) Coalition"** which aims to foster a dynamic and supportive ecosystem for women entrepreneurs, ensuring sustainable growth and success.



Scheduled to be officially launched at the AIB Founders' Award Gala, the WMB Coalition will hold frequent discussions on business leadership, policy advocacy, access to finance, and market opportunities for made-in-Nigeria products. This coalition will work tirelessly to ensure that female entrepreneurs have a voice in the policymaking process, paving the way for a more inclusive and supportive business environment.

Financial Literacy Program: Empowering Women with Financial Wisdom

Financial literacy is a cornerstone of successful entrepreneurship, and our Financial Literacy Program aimed to equip female entrepreneurs with the skills they need to thrive. Seven dedicated participants received comprehensive training on financial management, which they are now implementing in their daily lives and businesses. The program also included a mentorship session, providing an in-

depth understanding of strategic financial planning. These women are now better prepared to navigate the financial aspects of their businesses, ensuring long-term sustainability and growth.



Harnessing Technology for Business Growth

In today's digital age, mastering technology and social media is crucial for business expansion. Our DIY Digital Marketing Training empowered 11 SMEs with the knowledge and skills to leverage digital platforms for market expansion. Through hands-on sessions and practical guidance, these entrepreneurs learned how to build a strong online presence for their brand, engage with their audiences, and drive sales.



This training is a testament to our commitment to helping female entrepreneurs stay competitive in an increasingly digital world.



Q2 Photo Gallery





Holistic Wellness for Entrepreneurial Success

We believe that the well-being of our members is integral to their entrepreneurial success. A woman's well-being is foundational to her ability to thrive personally and professionally. Our Women's Health Webinar, themed "Hormones Unleashed: Taming the Rollercoaster for a Balanced Life," enlightened 228 women on the importance of holistic health and well-being.

A woman's well-being is foundational to her ability to thrive personally and professionally.

Featuring a crème of seasoned professionals in the fields of women's health, nutrition and stress management, the event offered a comprehensive exploration of key topics essential for women's health and empowerment including sleep and hormonal balance, practical tips for healthy living, navigating the hormonal rollercoaster, effective stress management strategies, and the critical connection between health and business success.



Coming Soon...

*Celebrate with us
at the*

Aisha Ibrahim Babangida (AIB)

FOUNDERS' AWARD GALA

(Honouring Founders)

In celebrating five years of the Women Enterprise Alliance (WenA), the Aisha Babangida Founders' Award Gala is presented to recognize and honour founders' achievements in Nigeria in various categories of business.

This event will be hosted triennially by the Women Enterprise Alliance. HE Aisha Babangida's vision to pay attention to women in every step of their entrepreneurial journey and honour them with awards is the reason behind the Aisha Babangida Founders' Award Gala.

Stay tuned for more information...

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OTHER UPCOMING PROGRAMS

Heads-up on our activities

Financial Literacy Training

WenA's tailored Financial Literacy program for entrepreneurs empowers you to make informed financial decisions. Covering budgeting, saving, borrowing, and investing, this hands-on training provides tools and insights for achieving greater financial stability.

Digital Marketing Training for SMEs

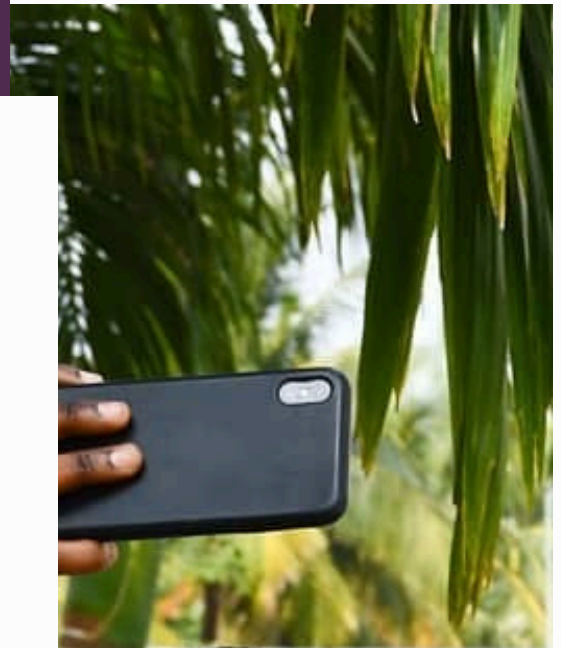
This hands-on training focuses on the strategic use of social media for SMEs. Learn to unlock social media algorithms, create impactful ad campaigns on a budget, and generate engaging content.

WenA BDSP DRIVE

Through this initiative, WenA will offer comprehensive support, including strategic planning, market analysis, financial management, and access to SME finance solutions.

WenA GEW, 2024

The WenA Global Entrepreneurship Week, 2024 will celebrate entrepreneurship, innovation, and SME empowerment.



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