

## Creating Opportunities ... For Women

*First Quarter Edition*  
*Global Newsletter – January 2008*

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IFC's gender program welcomes you to its thirteenth quarterly newsletter designed to keep businesswomen in touch with key events, relevant research and, most importantly, each other! We provide brief descriptions of news, events, and online resources that will involve, inspire and inform you and others like you. Wherever possible and appropriate, we provide a link to further detail.

The issue's highlights include [news](#) of IFC and World Bank Group activities (including the [Global Banking Alliance for Women annual summit in Uganda](#)), [news](#) reports from other sources (including the [awarding of the Africa Gender Prize to Rwanda's President, H. E. Paul Kagame](#)), upcoming [events](#) around the globe (including the [Catalyst dinner and awards conference](#) in New York) and [links](#) to useful web sites (including the [US Small Business Administration](#), which provides free online business training courses). Our regular [spotlight](#) this issue falls on Ms. Gaetane Austin, the founder of Pure Fiji, a beauty care company, which uses Fiji's natural resources to produce beauty products that are sold around the world and coveted by Hollywood celebrities.

This newsletter shares helpful news and information with women entrepreneurs around the world. If you or your business association have an event you would like to make known, have a success story to share, or would like to tell us what you would like to read more about, please [email us](#). This newsletter is for YOU and we want to get you involved.

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### NEWS

#### *News from IFC's Gender Program and the World Bank Group*

##### **6<sup>th</sup> Annual Global Banking Alliance (GBA) for Women Summit Held in Uganda**



Held for the first time in an emerging market country, the summit brought together a coalition of 15 banks from around the world to share experiences and best practices in delivering financial services to women. This year's event focused on three key topics: moving beyond land equity to

find innovative forms of collateral for women borrowers, graduating successful women entrepreneurs from microfinance to commercial banks and developing partnerships for secure and affordable remittance services. Dfcu Group in collaboration with IFC hosted the summit. Zouera Youssoufou, Acting Manager of IFC's gender program, noted, "Commercial banks play a critical role and can work together to find innovative solutions to the problems encountered by women entrepreneurs. This summit presents a unique opportunity for banks all over the world to learn from one another and develop long-term partnerships." [Read more](#)

### **IFC SmartLessons Gender Competition Announces Winner**

IFC received a number of insightful papers on gender and private sector development as part of its recent SmartLessons Gender competition. IFC's gender team and the Small and Medium Enterprise Department, which sponsored the competition, congratulate the winners— Hela Gharbi of the Center of Arab Women for Training and Research and Carmen Niethammer of the IFC — for their excellent paper on conducting surveys on women's entrepreneurship. To read all the papers, click [here](#).



### **Colloquium Focuses on Women in Mining**



Over 180 delegates attended the two-day “Women in Mining Colloquium” this November in Johannesburg, South Africa. Organized by the South African government, Wits University and major organizations in the minerals sector, the event featured IFC as a co-sponsor and two IFC clients as speakers from its gender programs with Newmont Ghana and Lonmin South Africa. Participants discussed the challenges and

opportunities in integrating women in mining, and agreed to set up a task group to continue to further explore these issues. For more information, [contact](#)

### **World Bank Launches New Book on Gender and Migration**



Even though women make up close to a half of the international migration population, there has been little literature on the subject. A new World Bank publication, *The International Migration of Women*, aims to close that gap by shedding new light on the

links between gender, international migration, and economic development. [Read more](#)

### **IFC Initiates Work on Gender Barriers in the Business Environment in the Democratic Republic of the Congo (DRC)**

As part of wider World Bank Group support to investment climate reforms in the DRC, IFC's gender program is helping the DRC government identify and act on legal and regulatory obstacles facing women in business. The program is drawing on the experience of similar work done in Ghana, Kenya, Uganda, and Tanzania, to help DRC implement gender-responsive investment climate reforms in conjunction with its efforts

to improve its ranking in the World Bank's yearly *Doing Business* report. For more information, [contact](#)

### ***Gender and Economic Growth in Tanzania: Creating Opportunities for Women*** **Launched in Washington, DC**

This November IFC's gender program and World Bank's Infoshop organized a joint event on the occasion of a recent publication on gender issues in Tanzania. The book examines legal, regulatory, and administrative barriers that constrain women in business and makes the case for gender-informed business reform. The publication is one of a series of assessments that have also been carried out in Uganda, Kenya, and Ghana. The event featured key counterparts from the countries in which the books have been completed. [Read more and download the book](#)



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## **MORE NEWS**

### **Rwandan President Wins African Gender Prize**



With Rwanda boasting the world's highest female representation in parliament, Rwandan President Paul Kagame was awarded this year's Africa Gender Award for promoting gender equality. The Award is given at the government level to recognize African leaders who have demonstrated outstanding achievement in encouraging gender parity in politics. Bestowing the prize to

Kagame at a ceremony in Dakar, Senegalese President Abdoulaye Wade described the Rwandan president as "the standard bearer for the cause of African women." [Read more](#)

### **Fortune's 50 Most Powerful Women in Business**

Fortune's annual ranking of America's leading businesswomen is filled with credentials and accomplishments, and demonstrates women's rise in traditionally male-dominated fields. This year's list includes 13 newcomers, and is topped again by Indra Nooyi, Chairperson and CEO of PepsiCo, under whose leadership PepsiCo's revenues (\$35.1 billion), operating profits (\$6.4 billion), and earnings per share (\$3) all rose strongly. [Read more](#)



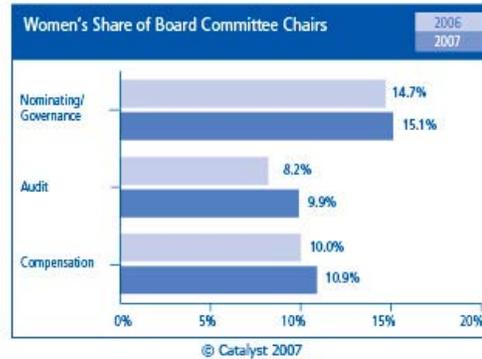
### **All-Women Political Party Formed in India**



This fall, a group of women looking for an alternative to the male-dominated politics of India, started their own political party. The new party, United Women Front, is looking to boost women's participation in politics. Its first priority is to get 50 percent of elected parliamentary seats reserved for women. [Read more](#)

## 2007 Catalyst Census Finds Women Gained Ground as Board Committee Chairs

New research by Catalyst reveals flat growth in the number of women in senior leadership positions of *Fortune 500* companies, but an increase in the percentages of women holding powerful board committee chair positions in 2007 compared to 2006. The research found a 15.6 percent increase in the number of companies that had no women corporate officers, from 64 companies in 2006 to 74 companies in 2007. The percentage of women in line positions which often lead to top leadership jobs fell by 1.8 percentage points, from 29.0 percent to 27.2 percent. [Read more](#)



## UNIFEM Launches Internet Campaign to Eradicate Violence against Women



With the glittery support of Hollywood actress and UNIFEM Goodwill Ambassador Nicole

Kidman, UNIFEM has embarked on a campaign to end violence against women. “The more names we collect, the stronger our case to make ending violence against women a top priority for governments everywhere,” Ms. Kidman said. The campaign will run until 8 March, 2008, which marks International Women’s Day. To add your name to the list, click [here](#).

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## INSPIRATIONAL QUOTE

*"Prohibiting half of the population from economic, social or political activities would be short-sighted. Rwanda doesn't do it for women, but for itself."*

– H. E. Paul Kagame, President of the Republic of Rwanda

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## SPOTLIGHT ON:

### Gaetane Austin, Founder and Director, Pure Fiji



Starting small, in the kitchen of her home situated on the tropical island of Fiji, Gaetane Austin may not have imagined in 1996

how far the beauty concoctions she was experimenting with would take her. Today she is the owner of a widely successful and innovative business, Pure Fiji, which uses the country’s natural resources to produce beauty products that are sold around the world and coveted by Hollywood celebrities. “In Fiji



we have beautiful sugar and oil. You don't have to be a genius to figure out what ingredients work," says Gaetane about the formula for her success.

Though starting out was not easy and her business has faced obstacles particular to a small island nation such as dealing with customs, Pure Fiji's clients now include exclusive spas of the Four Seasons Hotel and the Mandarin Oriental. After featuring in the Emmy and Golden Globes gift baskets, the products have become a hit with Hollywood celebrities. Tom Cruise requested Pure Fiji gift packs for VIP gifts for the launch of his movie *The Last Samurai*.

Yet Pure Fiji is not all about glitter and publicity. About 75 percent of its 55 employees are women. And at the core of its operations is a commitment to supporting the communities the company works in and to protecting the environment. Raw materials used in its products, such as cold pressed coconut oil, natural papers, masi (bark cloth), coconut sinnet and woven baskets are all produced in Fijian villages. The income from the sale of these items has enabled communities to purchase water tanks, pay for school fees, and improve diet and health.

In addition to building a new state-of-the-art factory, Gaetane recently opened a spa in Suva, the capital of Fiji. The business has received numerous awards, including the 2003 Fijian Businesswoman of the Year Award, the Exporter of the Year Award, and the Excellence in Tourism Award. To find out more about Pure Fiji, visit its [website](#).

In each newsletter we spotlight either a women's business association that has developed an innovative idea, a process that promotes women's entrepreneurship, or an enterprising woman who has achieved success. If you have a success story to share, please [email us](#) with the details. We look forward to sharing your stories.

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## CALL FOR CONSULTANT'S CVs

IFC's gender program is looking for women and men experienced in the field of private sector development and gender for future short-term assignments. If you have relevant experience and would like to be included in our database, please [email us](#).

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## EVENTS

### 52<sup>nd</sup> Commission on the Status of Women



25 Feb-7 March, New York, USA: This session will be held at the UN headquarters under the theme "Financing for Gender Equality and Empowerment of Women." Attendees will include representatives of member states of the UN, UN entities, and NGOs. [Read more](#)

## International Women's Day

8 March. Celebrated globally for nearly a century, this day inspires women to achieve their potential in every sphere of their lives. [Read more](#)



Women



## Catalyst Awards Dinner and Conference



9 April, New York: The dinner and conference will honor the 2008 Catalyst Award winners for outstanding business initiatives that advance women and business. Prominent speakers include American Express Chairman and CEO Kenneth I. Chenault and PepsiCo Chairperson and CEO Indra Nooyi.

[Read more](#)

## Leading Businesswomen of Africa 2008

18—21 May, Cape Town, South Africa. Organized under the theme “Women, Africa Economic Growth Reserve,” this event is designed to create a business platform for women, and showcase a variety of business and investment opportunities in Africa. [Read more](#)



## 15<sup>th</sup> Nordic Conference on Small Business Research

21-23 May, Tallinn, Estonia. This conference will focus on challenges for entrepreneurship and small business development in the context of European enlargement. [Read more](#)



## International Council for Small Business 2008 World Conference



June 22-25, Nova Scotia, Canada: This conference is being convened under the theme of "Advancing Small Business and Entrepreneurship: From Research to Results," and it aims to bridge the gap between research and action. The conference includes a special call for papers on women's entrepreneurship. [Read more](#)

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## LINKS TO RESOURCES

### Women Leading for Livelihoods (WLL)

This new initiative of the United Nations High Commissioner for Refugees promotes the economic independence and empowerment of refugee women and girls around the world. For more information, [contact](#)



### US Small Business Administration Free Online Courses



The US Small Business Administration is offering a number of practical, easy-to-access online courses for budding and established entrepreneurs that focus on issues such as starting a business, management, accounting and e-commerce. To access the courses, click [here](#).

## European Institute for Gender Equality



The Institute, created in 2006, provides technical support for the European Union member states and the European institutions – notably the Commission – to ensure the best implementation of Community policy in the field of gender equality. [Read more](#)

## Certificate Course of Gender Development Training

This online course, run by the Global Human Rights Leadership Training Institute, explores behaviors and attitudes towards gender



differences, and features a number of exercises and activities. The application deadline is 14 February. [Read more](#)

## Canadian Women Entrepreneurs, Research and Public Policy

This report is part of the Women and Enterprise Working Paper series. It provides an overview of gender-related studies on enterprise growth, and women's engagement in Small and Medium Enterprise programs and services in Canada. [Read more](#)



## Encyclopedia of Women and Islamic Cultures



Volume I of this encyclopedia is now available for free online in Arabic translation. The work is the result of collaboration of over 1000 scholars from around the world. Topics span family, law, politics, sexuality, health, and education. [Read more](#)

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