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Directorate of Information and Communication

MEDIA ADVISORY

Africa-Turkey Women Entrepreneurs Trade Bridge

WHAT: Africa-Turkey Women Entrepreneurs Trade Bridge

WHEN: **February 27 - March 1, 2014**

WHERE: WOW Convention Center, **Istanbul, Turkey**

WHO: The meeting is being organized by the African Union Commission jointly with the Confederation of Business people and Industrialists of Turkey (TUSKON)

Objectives: Boosting African-Turkey cooperation by bringing together African and Turkish women entrepreneurs and investors who intend to expand and/or innovate their activities, in a platform that will allow them to exchange experiences, discuss business and investment opportunities, strengthen women entrepreneurship and promote a better education and step in to the business life which will lead to further integration of women entrepreneurs' networks in the two regions.

Participants: A total of 806 participants are expected to attend, of which 306 participants are from Africa and 500 participants from Turkey.

Background: AUC and TUSKON signed an MOU on 20th June 2013 and jointly agreed that "parties will set up appropriate channels for communication and exchange of information in order to ensure close consultations on the basis of regular consultations in the fields of common interest, by encouraging the private sector of both parties to explore and expand opportunities in manufacturing, trade and investment and encourage and support symposia, trade exhibitions, trade mission and exchange visits and business delegation".

The two parties are co-organizing Africa-Turkey Women Entrepreneurs Trade Bridge that aims mainly to support women entrepreneurs who intend to expand and/or innovate

their activities, and to provide a platform for sharing and exchange of experiences and good practices, as well as promote further integration of women entrepreneurs' networks in the two regions.

This exercise is also aimed at strengthening women entrepreneurship and promoting them to have a better education and step into the business life. As well as boosting Africa- Turkey cooperation, by bringing together African and Turkish women entrepreneurs and investors from the two regions to discuss among other important subjects, business and investment opportunities. It is designed to encourage partnerships, exchange best practices and attract investments in both regions

JOURNALISTS ARE INVITED TO COVER THE EVENT

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