WOMEN
ENTREPRENEURSHIP
AND LEADERSHIP
FOR AFRICA

Break the gender stereotype in business.

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In partnership with

CEIBS
The Women Entrepreneurship and Leadership for Africa Programme (WELA) is a practical, hands-on programme that examines the issues, challenges and opportunities women face in creating, managing and leading companies in Africa. The programme is specially designed for women entrepreneurs and is focused on enabling them to identify business opportunities as well as maintain viable and sustainable enterprises.

CEIBS creates a supportive and participatory learning environment for the exchange of best practices and experiences, strategy development and skills building, working within the context of women’s economic development issues and priorities.

**PROGRAMME FEATURES**
- 5-module programme
- 4 modules in Johannesburg
- 1 module at CEIBS Shanghai Campus (10 days)
- A trip to Yiwu International Trade City
- Company visits in China (e.g. Alibaba.com, etc.)
- Coaching and mentoring throughout the programme

**PROGRAMME BENEFITS INCLUDE**
- Gain expertise in scaling up and growth strategies
- Be part of a supportive and participatory learning environment for the sharing of best practices and experiences
- Develop networks with other women entrepreneurs in Africa, Asia, and beyond to support access to markets
- Entry into CEIBS’ 20,000 plus global alumni network and tap into benefits of extensive resources available to members

**PROGRAMME CONTENT**
- **BLOCK 1:** Johannesburg Business School: 10 – 15 February 2019
  - Entrepreneurial Finance & Accounting
  - Entrepreneurial Sales & Marketing
- **BLOCK 2:** Johannesburg Business School: 30 March – 4 April 2020
  - Strategy and Innovation in Entrepreneurial Ventures
  - Entrepreneurship, Leadership and Gender in Africa
- **BLOCK 3:** China Immersion Trip: June, 2020
  - Doing Business in China
  - Managing Across Cultures
  - Marketing in China
  - Managing Talent
  - Networking for Success
  - Company visits
- **BLOCK 4:** Johannesburg Business School: 6 – 7 July, 2020
  - Dry-runs

**ADMISSION REQUIREMENTS**
- Strong business and leadership background
- Degree or Diploma from a reputable institution
- 5 years’ work/business experience (as an entrepreneur)

**PROGRAMME FEE**
- Fee: R165,000 (R150,000 early bird special - register by 31st January 2020)
- Non refundable application fee of R500
- Installment payment available
- Covers all teaching materials, tea breaks. Also covers flight and accommodation for the module in China

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Register here: https://bit.ly/2TORNQQ