



Femmes
Entrepreneures
d'Analamanga



**THE BIGGEST BUSINESS
MEETING FOR WOMEN
ENTREPRENEURS**

by GFEM

**«From resilience to opportunity :
Women entrepreneurs in action on
climate change issues»**



CONTEXTE

Women entrepreneurship is a key lever for direct job creation, innovation and societal prosperity, women's entrepreneurship is one of them and societal prosperity. If Malagasy women used to undertake entrepreneurship out of necessity, more and more of them are launching themselves out of conviction and determination through innovative approaches and ideas.

However, there are still many challenges. Some difficulties already inherent to entrepreneurship

Some of the difficulties already inherent in entrepreneurship are magnified for women, for example, in terms of access to finance, not to mention cultural and socio-economic barriers.

By putting funds in the hands of women, by supporting their access to larger markets, the Big Island can be more resilient to the various shocks that punctuate its trajectory, of which women and children are the first victims.

The Millennium Development Goal (MDG) No. 3, ratified by Madagascar, targets the empowerment of women, who are now becoming an economic force to be further supported in order to strengthen the socio-economic fabric of the country.

Vector of mobilization of women entrepreneurs since 2016, the Groupement des Femmes Entrepreneures de Madagascar (GFEM) is launching today the first edition of the "Salon des Femmes Entrepreneures". This new event is part of the continuity of the annual WOMEN IN BUSINESS forums to strengthen the promotion of women's know-how and the growing economic weight of companies promoted by women in Madagascar and in the Indian Ocean region.

Today, women entrepreneurs are more than ever on the lookout for opportunities on local and international markets.



Fanja RAZAKABOANA
National Chairperson Groupement
des Femmes Entrepreneures de Madagascar



ABOUT THE WOMEN ENTREPRENEURS EXHIBITION?



**March 17th –
18th- 19th
2023**



NOVOTEL
Ivandry

PARTICIPANTS

+de 60 stands

+de 400 women
entrepreneur

14 regions

**Multi-sector experts gathered around a
single platform**

**B-to-B meetings to connect women
entrepreneurs with their future
customers, suppliers and partners.**

**2 rotating showrooms to promote your
products and services**

Business talks & Workshop





The GFEM collectively builds a sustainable vision of entrepreneurship for women

The Groupement des Femmes Entrepreneurs de Madagascar (GFEM) is a non-profit organisation, created in 2016. It aims to mobilise women around the defis, opportunities and current issues essential for their development. The association thus positions itself as the main interlocutor between different stakeholders and women entrepreneurs, always with the vision of creating a business network across the world for women entrepreneurs to meet, build strong ties and develop.

A reference platform for the development of women entrepreneurs

The main objective of the association is to professionalise women entrepreneurs in the country. It is a federation of 13 autonomous associations present in the 6 provinces of Madagascar, with more than 220 women entrepreneurs from several regions of the Big Island.

- ✓ FEA – Femmes Entrepreneures d'Antananarivo
- ✓ FED – Femmes Entrepreneures de Diégo
- ✓ FEN – Femmes Entrepreneures de Nosy-Be
- ✓ FET – Femmes Entrepreneures de Tamatave
- ✓ FEB – Femmes Entrepreneures de Betsiboka
- ✓ EFB – Entreprendre au Féminin de Boeny
- ✓ FEI – Femmes Entrepreneures de Ihorombe
- ✓ FEAMM – Femmes Entrepreneures d'Amoron'ny Mania
- ✓ FEV – Femmes Entrepreneures de Vakinankaratra
- ✓ EFHM – Entreprendre au Féminin Haute Matsiatra
- ✓ AFES – Association des Femmes Entrepreneures de Sava
- ✓ FEDS – Femmes Entrepreneures du Sud
- ✓ FEAA - Femmes Entrepreneurs de l'Atsimo Andrefana
- ✓ FEF - Femmes Entrepreneurs de Fitovinany



Our impact on the development of women entrepreneurs

THE LARGEST
NETWORK OF
WOMEN
ENTREPRENEURS
IN MADAGASCAR

14 associations members

+220 Women business owners

+400 Companies founder by GFEM members

INTERNATIONAL
EXPOSURE OF
MEMBERS THROUGH
PARTICIPATION IN
INTERNATIONAL
TRADE EVENTS

12 International meeting held since 2016

LINKING MEMBERS TO
BUSINESS OPPORTUNITIES
THROUGH BUSINESS
OPPORTUNITIES THROUGH
PARTICIPATION
INTERNATIONAL EVENTS



18 National company visit

Participation in more than 10 professional events of national importance

+14 Partnership agreement signed

+50 partners, sponsors and donors since its creation

+80 participating women leaders at each WIB

*CAPACITY BUILDING AND SUPPORT
FOR MEMBERS IN THE
DEVELOPMENT AND TRANSITION
OF THEIR MODEL
ECONOMIC

+20 Training and coaching

+150 women entrepreneurs trained in: renewable energy, textiles and agribusiness



YOU ARE.....

A reference partner

- in supporting investment and development projects
- to support the development of promising sectors in the regions
- to support the emergence of a prosperous and sustainable industrial fabric

By being our privileged partner, you contribute to

- Facilitating local and international investments
- Promote the industrialisation of Madagascar and improve regional production capacities

You will also be able to :

- Identify opportunities in your area
- Meet project leaders, landlords and investors
- Build up partnership leads
- Expand your client and supplier portfolio

PACKAGES SPONSORS & PARTENAIRES



Counterparts/ visibility for sponsors	Official Partnership	Sponsor PLATINIUM	Sponsor Gold	Sponsor SILVER
Surface de stand	9x3m	6x3m	6x3m	3x3m
Insertion in the presentation brochure	1page	1/2 page	1/2 page	1/4 page
Visuals and communication supports	x	x	x	x
press insertion: logo	x	x	x	x
Insertion of the logo on the visual of thanks in the press	x	x	x	x
Installation of the company's roll-up / banner at the reception	x	x	x	
Inserting the logo on the background screen	x	x	x	
Broadcast of a Tv spot (45sec max)	x	x		
Quote during acceptance speeches	x	x		
Intervention during official sessions	x			
Visual presence on all other media and events 2023	x			
	50M Ariary	30M Ariary	20M Ariary	10M Ariary

THANK YOU TO ALL THOSE WHO HAVE BEEN INVOLVED WITH US SINCE 2016 ...



Groupe filatex





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CONTACT US



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