

FEWA NEWSLETTER



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FEDERATION OF WOMEN
ENTREPRENEUR
ASSOCIATIONS
PAMOJA, TUUNGANE, TUSHAMIRI

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MONDAY, JUNE 16, 2014

Message from the CEO



Greetings from FEWA!

We at FEWA are very excited to see the continued growth of the SME sector in Kenya and the many women, like you, taking up their place in building their lives and Kenya's economy through business.

As we endeavor to ensure that you never miss any relevant news that would advance you and your business, FEWA will now be bringing you a weekly newsletter, collating all the SME news relevant to you and providing links to the various developments of note and of benefit to you. We hope you enjoy it!

Kindly contact the secretariat on info@fewa.or.ke for any suggestions and to advertise your business in this newsletter.

Have an unashamedly capitalist month!

Updates on FEWA Activities

The Cassava Cluster Program



A meeting was held with the Minister for Agriculture, Machakos County Government by the COMESA FEMCOM CEO Mrs. Katherine Ichoya and the FEWA CEO in partnership with Farm Concern International to discuss the uptake of the Cassava Cluster Program in Machakos.

Below, A courtesy call paid to the Director General of International Trade at the Ministry of Foreign Affairs and International Trade, Amb. Nelson Ndirangu by the FEWA CEO and the COMESA FEMCOM CEO & Program Manager to brief and update him and his team on the progress made with the CassavaCluster Program.



The Kenya Delegation at The EAWIBP-GIZ PRONET TOT in Arusha Tanzania.

A Training of Trainers on a most efficient and practical business development training for entrepreneurs. In the picture is Ms. Ruth Kihui (EAWIBP), the EABC Executive Director Mr. Andrew Luzze, the GIZ Master Trainer Mr. Div De Villers (back) and the Head of Component EAC-GIZ Program Mrs. Christine Vonharrach.



Upcoming Activities, Events and Opportunities

June 19th: A high level Israel—Kenya Business Forum hosted by the Deputy Prime Minister and Minister for Foreign Affairs of Israel Hon. Avigdor Liberman will take place at Serena Hotel from 9:00 am to 4:00 pm. All business sectors from Israel will be represented. Confirm participation with Pascalina pkgunda@kepsa.or.ke or Timothy todongo@kepsa.or.ke with a copy to Nairobi@israeltrade.gov.il. Only those who will have confirmed will be allowed entry. For security reasons, participants will be required to present identification and invitation cards. [[Read more](#)]

June 26th: The African Women Agribusiness Network (AWAN-Kenya) has organized a Dairy Investment Workshop for professional and prospective dairy investors. The workshop will be held at Parklands Sports Club from 9:00 am to 1:00 pm and will focus mainly on Value Addition and Milk By-products. Cost for members is Ksh 1,000, Ksh 1,500 for non-members. Kindly confirm your attendance by email to awanagribusiness@gmail.com.

June 22-26th: A Business Mission to Botswana organized by the Kenya National Chambers of Commerce and Industry. Accommodation and the business forum will be at Lansmore Hotel. There are no Visa requirements for Kenyans to Botswana but a Yellow Fever Certificate is required. Payments should be made directly to KNCCI. Kindly organize payment by 17th June 2014. Copies of your Company Profile and your Contact Person's email/phone for Nairobi. Contact Michael Gaitho 0728855534 or membership@kenyachamber.or.ke / mgaitho@kenyachamber.or.ke. [[Read more](#)]

Member Profile: Association of Media Women In Kenya (AMWIK)

AMWIK which has been in existence for over 25 years has over 300 members today who are spread out throughout the country. AMWIK programmes are all inclusive as they involve, women, men, youth, children, policy makers, persons with disabilities and Kenyans in General.

The objectives of AMWIK include:

- To promote the right of use of information to create a society that has equitable access to opportunities.
- To create an informed and resourceful society through professional development and transformation of the media to enhance the status of women in Kenya.
- To ensure balanced media coverage of women's issues by training journalists on gender sensitive reporting
- To train women to effectively tap the potential of the media in highlighting their specific concerns
- To foster the understanding of issues affecting women through the media
- To organize and unite media women in fellowship and link them with similar organizations elsewhere

AMWIK is a Membership Organization with over 300 members drawn from the Journalism, Communications and Public Relations fields. The membership is two tier comprising both of professionals and students currently undertaking courses on the same.

Benefits of Being a Member

- Receiving Communication sent via email
- Taking Part in AMWIK's programmes
- Training and capacity building through workshops organized for members on a needs assessment and others organized for the media fraternity.
- Sharing Skills with other members and training them on your area of competence.
- Mentorship
- Participating in Regional Exchange Programmes.
- Benefiting from the scholarship Fund
- Be featured on their website www.amwik.org as member of the month.

What Trade Shows Can Provide for Your Business

Attending a trade show, particularly as an exhibitor, can be a great investment for small businesses. Often, it isn't the biggest or most expensive booth that gets attention, but the one with the most innovative ideas or compelling sales messages. But in order to get the most out of the experience, you need to have a clear idea of what you hope to gain.

Here are just a few things that trade shows can provide to small businesses:

Branding

Whether you're just [opening for business](#) or you're looking to grow, establishing a strong brand is key to your success. The aesthetic and functional features of your booth are an opportunity to differentiate your company from others. It's a great way to showcase your design ability and creativity. Consider not just what information you include but also what the "feel" of it says about your brand.

Visibility

For many small businesses, the challenge is letting people know you are there. Trade shows provide you with an opportunity to make your case to an audience. Since most trade shows are organized around a particular theme or industry, it means that the people who are attending will actually be interested in what you have to say. It's also likely that a high percentage of the attendees are locally-based, which is a benefit for location-based small businesses.

Competitive Research

Trade shows aren't just an opportunity for potential customers to discover you, but also a chance for you to discover potential competitors. Dedicate some time to spend away from your booth, just walking the floor and learning what others in your field are up to. What are the new trends in your industry? Are you ahead of the curve, or do you have some catching up to do?

About the author: Juliana Weiss-Roessler runs Weiss-Roessler Writing with her husband Josh. Together, they offer press releases, blogging, website copy, and other writing services to small and mid-sized businesses.



Greensteds International School

Greensteds International Junior and Secondary School is accredited by Cambridge; The Council Of International Schools and The Independent Association of Prep Schools. It is a thriving buzzing school community which places at its core a strong work ethic; firm, fair discipline and family values whilst achieving excellence in so many areas of school life.

It is a coeducational boarding school which takes pride in its beautiful, scenic, 50 acre site, two hours from Nairobi and 20 minutes from Nakuru. Greensteds passion for delivering excellent academic results combined with an extra curricular activities programme offering over 60 activities including elite sports coaching, music, drama and adventurous training underpins what we are about; we are more than just an academic results driven school.

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