

A MONTH OF GLOBAL EXPOSURE, LOCAL IMPACT & RISING VOICES

INSIDE WENA IMPACT HIGHLIGHTS

APRIL 2025 GLOBAL EXPOSURE

April 2025 was nothing short of phenomenal for the Women Enterprise Alliance (WenA). This past month, we boldly stepped into global arenas, nurtured young minds locally, and built bridges between dreams and the resources to achieve them.

Let us take you on a journey—through cities, conversations, and communities that defined our April.





WenA Goes Global – AIM Congress 2025, Abu Dhabi

Our April began with purpose and poise as WenA attended the prestigious Annual Investment Meeting (AIM) Global Congress in Abu Dhabi, UAE.

This was not just another international event—it was a strategic move to position our SMEs for global visibility. Our mission? To expose women-led businesses within our network to the realms of investment, trade, and export—and we did just that.

Through curated networking sessions, high-level panel discussions, and business matchmaking, our entrepreneurs gained front-row access to:

- Global market trends and investment conversations
- Potential trade partnerships with businesses in the Middle East, Africa, and Asia
- Export readiness insights from seasoned international players.

We also held pivotal side meetings with global development partners and trade delegates, unlocking future collaborations for export promotion and capacity development. The feedback? Our community belongs on this global stage—and this is only the beginning.

Nurturing Young Minds – Financial Literacy That Transforms

Back home, our commitment to grassroots empowerment never waned. In collaboration with leading educational institutions, we rolled out Financial Literacy Trainings for over 250 young women across:

- El-Amin University
- Abdulkadir Kure University
- Philomath University (Abuja)



These sessions were more than lectures—they were launchpads for future entrepreneurs, equipping young women with the tools to manage money, build wealth, and create value-driven enterprises. Because financial empowerment isn't just about numbers; it is about narratives of independence, confidence, and leadership.

Business Development – Empowering Growth from Within

April also saw WenA roll up our sleeves to support the backbone of our ecosystem—the SMEs.

From writing business plans and conducting hands-on business clinics, to offering access-to-finance advisory, our Business Development Support Team worked side-by-side with entrepreneurs to tackle real challenges.



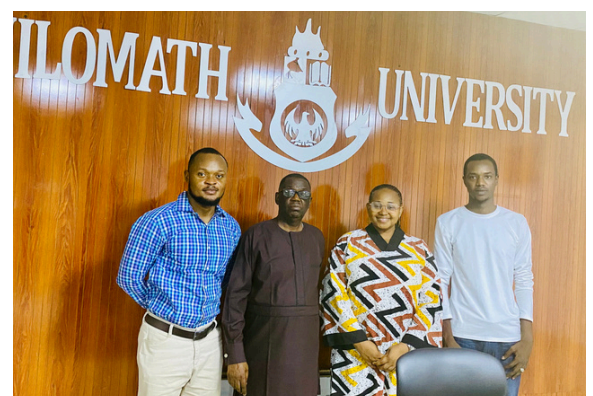
Success Story Spotlight: Jaunty Organics, one of our community's trailblazers, accessed critical funding through WenA's support and is now scaling operations sustainably. Many others benefited from tailored growth strategies and mentorship sessions. Our SMEs are no longer walking alone—they are walking equipped.



Fostering Entrepreneurship Through Strategic Partnerships

At WenaA, we believe the spirit of enterprise starts early. That's why April also marked the strengthening of our strategic alliances with educational institutions, including:

- Nile University
- Philomath University
- El-Amin University
- Abdulkadir Kure University



These partnerships are setting the foundation for long-term entrepreneurial pipelines through incubator programs, innovation hubs, and curriculum collaborations. Because today's students are tomorrow's CEOs.



THIS MAY –

The **WenA-SCALE initiative** is an enterprise development program implemented by Women Enterprise Alliance (WenA) to identify, train, and connect investment-ready businesses with access to finance, mentorship, and growth support. The initiative will culminate in a competitive investment pitch event at the state level, followed by a grand regional finale at the 5th WenA Conference in July 2025, where the Most Scalable Business in the North-Central region will be awarded.

**WenA-SCALE – a
catalytic investment
readiness and
scale-up program
designed to support
150 high-potential
Small and Medium
Enterprises (SMEs)**

We are excited to announce the May 2025 edition of **WenA Connect** - a monthly gathering of WenApreneurs dedicated to fostering collaboration, knowledge sharing, and collective growth within our vibrant entrepreneurial community.

This month, WenA Connect will be a two-hour webinar, to discuss the Role of Mentorship in Business Expansion. This webinar bridges the gap between theoretical business strategies and practical, mentor-led action.

STAY TUNED FOR MORE DETAILS!!!

WENA NEWSLETTER | MAY 2025

OTHER UPCOMING PROGRAMS

Heads-up on our activities

The 5th WenA Conference

the 5th WenA Conference is a Policy Summit on SME Development that aims to convene policymakers, industry leaders, development partners, and entrepreneurs to foster strategic dialogue on the SME Bill and related policies. This summit will focus on advancing legislative and regulatory reforms to create a more inclusive, competitive, and sustainable SME ecosystem.

WMB Webinar

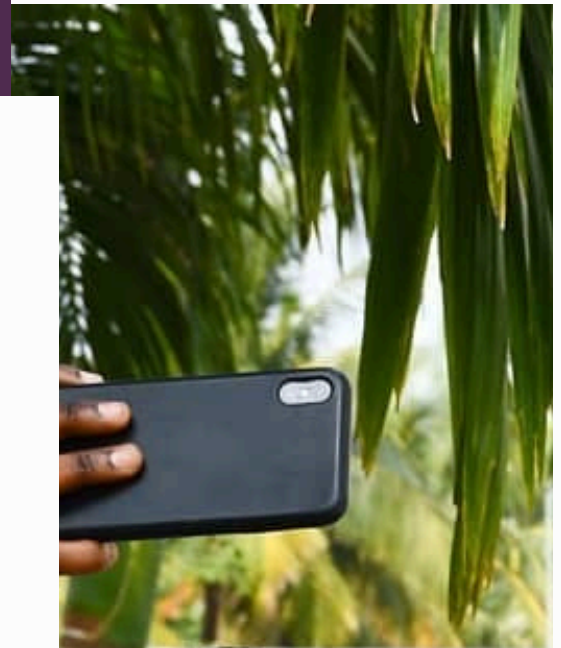
To empower female entrepreneurs in Nigeria by enhancing their knowledge, voice, and influence in advocacy, leadership, and policymaking.

WenA BDSP DRIVE

Through this initiative, WenA will offer comprehensive support, including strategic planning, market analysis, financial management, and access to SME finance solutions.

WenA GEW, 2025

The WenA Global Entrepreneurship Week, 2025 will celebrate entrepreneurship, innovation, and SME empowerment.



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