

# World Women Trade & Investment Forum 2020





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#### **About Malaysia World Chamber of Commerce (MWCC)**



Dr Palakkal Nagaraj

Founder

Philanthropist and Entrepreneur Turned Social Activist



**Datin Malliga Subramaniam** 

President & Co-Founder of MWCC

Entrepreneur and Women & Youth Empowerment Activist



Princess Fay Jahan Ara

Honorary International Ambassador

Renowned Public Figure and UN Ambassador for Women Entrepreneurship



**Datin Junaidah Mohamed** 

Executive Advisor

Entrepreneur and Social Activist



Dr Jayanthi Raj

Secretary General & Co-Founder

Co-Founder of MWCC and Socialpreneur

World Women Trade & Investment Forum

#### **UNTAPPED MARKETS (WWTIF) Malaysia 2020**

World Women Trade & Investment Forum (WWTIF)
Malaysia 2020 is an unprecedented event focusing on
businesses all across Asia. Attracting entrepreneurs
from more than 10 countries, mainly venture capitalist,
fund managers, bankers and investment houses who are
focusing on investing in businesses in Asia particularly
women and youth. A platform to network and discuss
pressing issues affecting funding opportunities, emerging
investment options and technological impact on business.

WWTIF for the first time in Asia brings a community of aspiring women entrepreneurs and investors under one roof to explore funding opportunities.

Proudly hosted by Malaysia World Chamber of Commerce (MWCC). Partner countries Bangladesh and Bahrain.



## **TYPICAL CHALLENGES FACED BY**

#### WOMEN ENTREPRENEURS WORLDWIDE





## Women Investors Not A Dime A Dozen

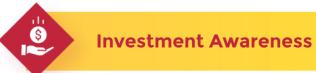
Asia has a flourishing start-up ecosystem, but there are only a handful of female investors who have successfully achieved such a status to invest in start-ups and upcoming businesses. Only a few women entrepreneurs have completed the lifecycle of entrepreneurship that includes starting a venture, raising money, exiting it and giving in to healthy returns. This is the reason why there are very few angel investors who are women.



## Awareness on Entrepreneurship

Beside education or the right knowledge to initiate a business, many other factors must be considered, particularly for SME's.

The lack of mentorship, guidance, funding awareness and opportunities, are reasons that might pose as a hindrance for women to initiate and move ahead in their entrepreneurial ventures.



Funding is the cornerstone of any business, be it capital investment, operational, business expansion in domestic or international market. It is essential for entrepreneurs to know the how, why, when, what and where to seek funding as the need arises.

Entrepreneurs expanding their businesses have financing needs that may exceed micro-credit ceilings. Many of these SME entrepreneurs seek capital funding from personal networks, family and friends. Many shy away from the traditional banking and financial institutions due to high financing costs.

Hosted by MWCC, World Women Trade & Investment Forum 2020 provides a unique opportunity for women entrepreneurs to engage with leading investment entities.

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### WHO WOULD BENEFIT FROM THIS PROGRAM



**Entrepreneurs** 

Across Asia



Foundations,
Organizations & Trust

Championing Women Agenda or Social Impact Projects



**Investors** 

Entities Who Want To Expand Their Investment Portfolio

#### **AGENDA & EVENT DETAILS**

Day 1

Fashion/Textile Showcase from 4 countries

Day 2

- Keynote Speakers VVIP from Government Officials
- Understand Challenges and Opportunities for Women Entrepreneurs
  - Family Run Business
  - Digital Trends in Business
- Know More About Different Funding Strategies
- Criteria for seeking funds / qualifying for funds
- Understand more about policies, schemes and incentives of Government to support Women Entrepreneurs across ASIA & ME
- Success Stories from Women Leaders #EachforEqual

Day 3

- Business Matching & Presentation
- Pitching for Investment
- Exclusive Networking
  - International Investment bodies, entrepreneurs & Investors

## **3 DAYS** Exhibition

Showcasing Entrepreneurs from across

10 COUNTRIES in Asia

#### **PARTNERING** Countries



Bangladesh



Bahrain



## WHAT TO EXPECT

#### **Connect and Learn**

Connect with women leaders impacting future of business. Learn from successful women entrepreneurs who have overcame many obstacles or climbed towards success in the entrepreneurial world



## Close Deals and Solidify Your Funding

Pitch for investment opportunity with our invited funding community and utilize our dedicated expo spaces available throughout the event to showcase your products and services.

Getting an investor interested in funding your venture may not be a easy task, given the fact that money is involved. However, being able to showcase your offering in an expo like this would surely propel you one step closer to sealing the deal.

#### Network in Relaxed Environment

Connect with inspiring leaders and mentors for actionable knowledge-sharing, focusing on macro outcomes on current trends and opportunities. This is where knowledge comes into play. These sharing sessions have 'take home' notes that will surely point you in the right direction as you journey through the entrepreneurial world



## **Learn Funding Strategy From The Experts**

Understand and developing the industries leading fundraising strategies. Attend our investment forum to learn the current trends and investment opportunities for your business. Give your business a boost it surely deserves, by learning the 'who', 'when', 'where', 'what' and 'how', to make this successful journey.

## **Exclusive Networking Luncheon with Investors and Key Industry Experts**

Exclusive Networking Luncheon with Investors, Industry Experts and Entrepreneurs





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