



World Women Trade & Investment Forum 2020



DATE
3-5 July, 2020



LOCATION
Kuala Lumpur

Hosted by



Official Media Partner



Web & Digital Partner



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.

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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.



Investment Awareness

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

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WHAT TO EXPECT

Connect and Learn

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

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

Exclusive Networking Luncheon with Investors and Key Industry Experts

Exclusive Networking Luncheon with Investors, Industry Experts and Entrepreneurs



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.

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.



GET IN TOUCH

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