

Introduction to WEConnect International in Europe

Presented by Maggie Berry
8th May 2018

WEConnect
INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



What is supplier diversity and inclusion?

- Pro-active sourcing products and services from previously under-used suppliers
- Sustains and transforms a corporation's supply chain to reflect the demographics of the communities in which it operates
- Diverse businesses include companies majority owned by: women, ethnic minorities, people with disabilities, veterans and those who are LGBT
- It is not about positive discrimination, political correctness or favouring one group rather than another



© 2016 WEConnect International



WEConnect
INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity

Our definition of a women-owned business

- **Ownership** – minimum 51% of the company shares are held by one or more women
- **Management** – company is lead/managed by a female principal executive officer
- **Control** – key business decisions regarding a company's finances, operations, personnel and strategy are made by women
- Self-Registration – free - offered globally
- Certification (formal accreditation) – paid for – offered in Europe in the UK, Ireland, Switzerland, the Netherlands, Turkey and Germany
- Certification enables multi-national corporations to track their spend with diverse owned businesses – this is standard practice in the US



Who is WEConnect International?

- Established by corporate members to provide certification of women-owned businesses based outside the US
- Our corporate members represent over US\$1 trillion in annual purchasing power
- Connect women-owned businesses outside of the US into global value chains
- Offer certification and training in Africa, Asia, Australasia, Canada, the Caribbean, Europe, Latin America and the Middle East
- Provide an exclusive database of women-owned businesses (certified and self-registered) in c100 countries
- Support our corporate members in the development and implementation of their global inclusive sourcing programmes



WEConnect International Global Corporate Leadership



Why do we have a focus on women?

As the next emerging market, women owned businesses are a global opportunity

As consumers, women:

- 85% of consumer purchasing decisions
- Over US\$20 trillion in annual global spend



As businesses, women:

- Represent on 33% of private businesses globally:
Zambia – 40%, Pakistan – 1%, UK - 17%
- But only 1% of corporate and government spend globally



How do we support women-owned businesses?

- Our corporate members share visibility on their procurement requirements
- We identify and connect them to relevant women-owned businesses who can provide the required product or service
- Sources of women-owned businesses include our eNetwork and a network of networks across Europe
- Once they're involved in a tender process, the women-owned businesses have to compete equally – they're not given preferential opportunities



© 2016 WEConnect International



WEConnect
INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity

Examples of RFP opportunities in 2017

- Car dealers - fleet cars - Germany
- Media buying suppliers - UK
- Meeting logistics services - Israel
- German/French speaking trainer - Switzerland
- Ground transportation - Egypt
- Coffee and coffee machines - Germany
- Taxi tender - Russia
- -40° Walk-in Chamber - Switzerland
- Creative, digital & PR agencies - UK, France, Germany, Benelux or Spain
- Translation company - Global
- IT vendor - common technology architecture platform - Europe
- Pallets - Europe
- Catering company - Germany
- Medical copywriters - Belgium and the Netherlands
- Premiums/giveaway items - Europe



WEConnect International Resources

- eNetwork – access a searchable database of hundreds of women vendors from around the world
- Training – webinars, the WEConnect Academy and the SME Development Programme in Europe
- Events – workshops, webinars and conferences to connect and learn
- Visibility and social media – YouTube, Facebook, Twitter and LinkedIn
- Government links – International Trade Center, US State Department, USAID, Economic and Trade Ministers, Ambassadors and Embassies



Our European certification partners



Arine Huijboom
in the
Netherlands



Evelyne de Gruyter
in Germany



Kathrin Puhan
in Switzerland



Here in Europe... but part of a global network

- South Africa Matchmaking Session - 30th May, Johannesburg, South Africa
- WEConnect International Day – 18th June, Detroit, USA
- WBENC National Conference & Business Fair – 19th - 21st June, Detroit, USA
- Strengthening Market Access for Women Business Owners – 9th July, Tokyo, Japan

- Next event - Intel Supplier Diversity & Inclusion Workshop – 24th May, Leixlip, Ireland
- Online webinar - Understanding Today's Customers Through Segmentation – Wednesday 30th May, 12pm UK time
- WEConnect International Europe Conference – 8th & 9th November, London, UK



So, what is certification?

- A tool to enable multi-national corporations to track, report and publish data about their supply chain
- An independent assessment to prove that a firm is majority women owned, managed and controlled
- Involves a virtual or face to face meeting to check paperwork and documentation
- A report is submitted to the WEConnect International head office team in Washington DC for verification
- If successful, a certificate and reference number are issued
- Assessment fees range from £250 to £550 for businesses in the UK
- Certified businesses can access lots of additional support...



© 2016 WEConnect International



Support for certified businesses

- Company profile sent to all corporate member representatives
- Targeted email introductions to individual corporate members
- Free or lower cost tickets to attend WEConnect International events
- Access to exclusive events offering great networking opportunities
- Feature items about your businesses in our email newsletters – c1,000 readers
- News stories placed on weconnecteurope.org and social media
- Free access to the SME Development Programme in Europe
- Unlimited / free access to the WEConnect Academy
- Certified WBEs get the first opportunity to bid for RFPs / tenders
- Opportunity to attend the annual US WBENC conference and others events / award programmes
- Use of the Women Owned logo



© 2016 WEConnect International



Working with our corporate members - a few things to think about...

- In for the long haul – it may take several years to win business with a multi-national corporation
- Have your 10 second pitch practiced perfectly
 - “We solve the problem of You can contact xxx for a reference.”
- Find your niche and focus on that - don't say “we can do everything”
- Understate and over perform – much better than over promising
- Research and practice – if you're going in to pitch
 - understand their weaknesses, risks and threats
 - read their annual reports / press releases / speeches by the CEO
 - know their culture / mission statement / values
 - think like one of the managers / employee / shareholder / customer



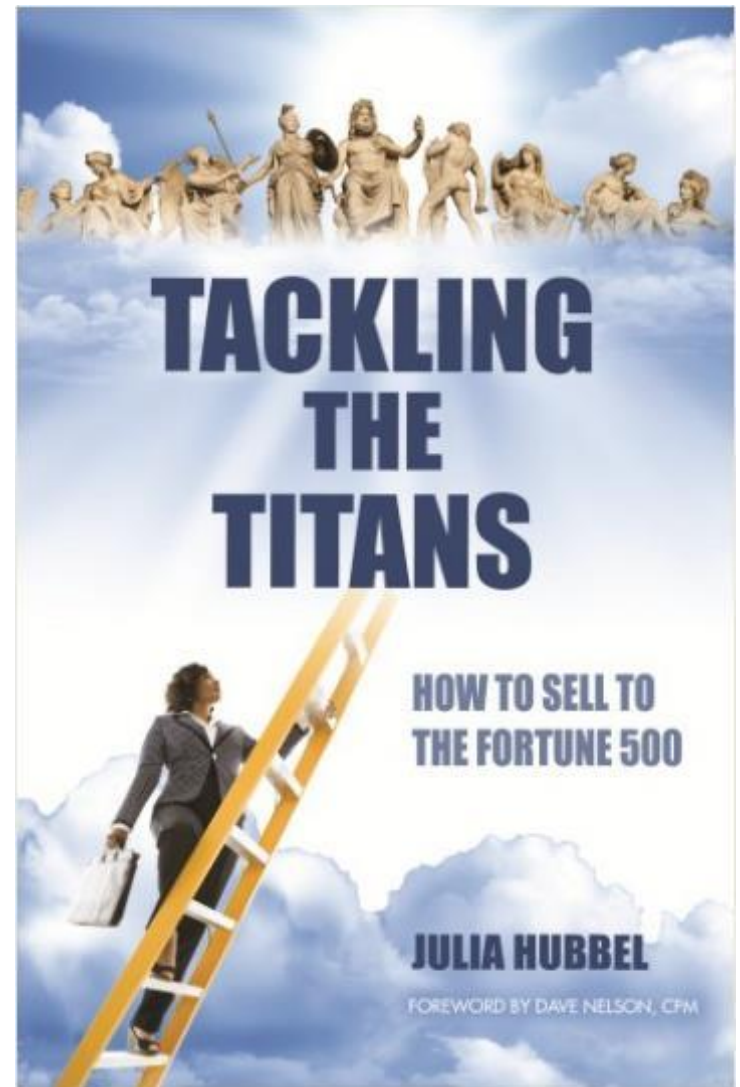
Working with our corporate members - a few more things to think about...

- How can you help them to meet their goals? Identify how your services align to their strategy
- Know your industry – read trade magazine, journals, newspapers, join trade bodies, speak at events
- Gain insider knowledge – do you know someone in the firm? Who has connections on LinkedIn for example?
- Know the bid cycle for your product or service – know when to get in touch again and keep in regular touch
- Make sure your social media and web presence are exceptional
- Innovation is key
- Be patient
- **Listen back to this webinar recording available on YouTube: “The journey to becoming an IBM supplier the case of KTS Events”**



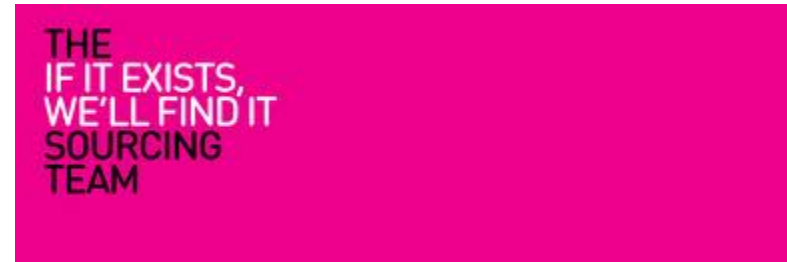
Want to know more – recommended reading

- Tackling the Titans
by Julia Hubbel
- US focused but great tips for
building relationships with
multi-national corporations



Case study: The Sourcing Team - UK

The Sourcing Team has participated widely in WEConnect International events and initiatives and after participating in a formal tender, supplied Wyndham Worldwide with branded items for their 30th anniversary gift packs.



© 2016 WEConnect International

Page 17



Case study: World Wide Pictures - UK

World Wide Pictures are now on Johnson & Johnson film production panel after being introduced to J&J via WEConnect International and working through the formal procurement selection process which ran from May 2017 to February 2018.



Case study: Communications Solutions - UK

After a WEConnect International introduction, Communications Solutions helped Enterprise Rent-a-Car deliver an award winning home worker solution for the whole of the UK providing cost savings, increased employee satisfaction and more.



Helping Enterprise
WIN with remote workers

In this case study, we look at how Communications Solutions helped Enterprise Rent-a-Car deliver an AWARD WINNING home worker solution for the whole of the UK.

The Staffing Challenge
Enterprise Rent-a-Car is a multi-national business with a global fleet of vehicles. The company's success is dependent on the ability to recruit and retain a large number of staff across the UK. This is a challenge for a company that is heavily reliant on remote workers.

How we helped
To support the company's growth, we provided a range of services including recruitment, training and support for remote workers. This helped Enterprise Rent-a-Car to attract and retain a large number of staff across the UK.

User experience
To improve the user experience, we provided a range of services including recruitment, training and support for remote workers. This helped Enterprise Rent-a-Car to attract and retain a large number of staff across the UK.

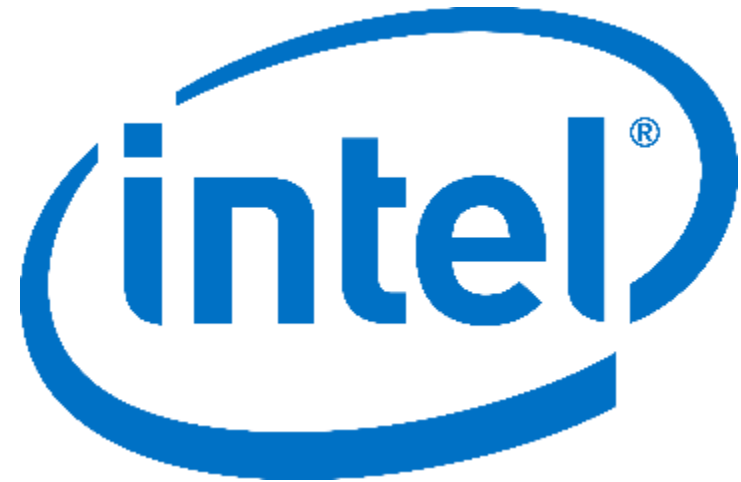
Winning Awards
Enterprise Rent-a-Car has won a number of awards for its commitment to remote workers. This is a testament to the success of the solution provided by Communications Solutions.

The case study was written by Communications Solutions UK. It is a confidential document and should not be distributed outside of the company. © 2016 Communications Solutions UK. All rights reserved.



WBE 2 WBE case study: Freed Translations and STARK! Marketing - Germany

Freed Translations met STARK! Marketing, a long-term Tier 1 Intel supplier, at a WEConnect International event in Germany. Their collaboration has given Freed Translations the opportunity to start working as Tier 2 supplier of Intel.



EVENTS. KOMMUNIKATION. KAMPAGNEN.



How to Connect With Us

- Join our LinkedIn Group – WEConnect International in Europe
- Follow us on Twitter - @WEConnectEurope
- Like our page on Facebook – WEConnect International Europe



Contact me – Maggie Berry, Executive Director for Europe

- mberry@weconnectinternational.org
- 0044 (0) 7776 302 906



WEConnect INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



www.WEConnectInternational.org | info@WEConnectInternational.org



@WEConnection



@WEConnection



@WEConnect-International