Eine vielfältige Lieferkette – die Grundlage für Innovationen

Presented by Maggie Berry
24 October 2017
Hear from our CEO, Elizabeth Vazquez
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
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** – paid for - offered in the UK, Ireland, Switzerland, the Netherlands 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
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%
• 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
Snap Shot of Opportunities in 2016/17

• 1500 Fitbit devices - UK
• Asbestos removal - France
• Coaching RFP - UK
• CRO - Italy
• Digital marketing and media buying agency - UK
• eLearning suppliers – UK
• Events agency - Paris
• Large scale software resellers - UK
• Legal firms - Nordics
• Manufacture of network interface cards, switches and directors - global
• Primary market research vendors - EMEA
• Recruitment firm - Czech Republic
• RFP for taxi & chauffeured services - Europe and Middle East
• Storage tape media - EMEA
• Translation services - Spain
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

Karina Storinggaard and Kathrin Puhan in Switzerland

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We’re in Europe... but part of a global network

• WEConnect International in Mexico Annual Forum – 6th November, Mexico City, Mexico
• ThinkBig India Conference - 13th & 14th November, Haryana, India
• Power the Economy - Growing Women Owned Businesses in Canada, 30th November, Toronto, Canada

• Free webinar: Is the Price Right? A Guide to Creating a Successful Pricing Strategy for your Business - 30th October
• How to grow your business - best practices from IBM - 6th November, London
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 two-hour meeting – virtual or at the business’ offices 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 $350 to $700 for businesses in Switzerland
- Certified businesses can access lots of additional support...
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
The women owned logo

• Bringing consumer recognition to products made by women
• #BuyWomenOwned
• Women owned businesses are growing at 1.5 times the US national average
• Contribute $1.5 trillion to the US economy; employ nearly 7.9 million people and have created 340,000 jobs since 2007
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

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