



# AFRICA WOMEN TRANSFORMATIVE SUMMIT REPORT

*Dates:*  
25th - 27th  
June 2024

*Nairobi,  
Kenya*





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# From the Host Desk

## Dear Esteemed Stakeholders,

As I reflect on the success of the Africa Women Transformative Summit (AWTS), I am filled with immense pride and gratitude. The Summit was not merely an event but the beginning of a movement. A powerful surge of collaboration, empowerment, and action will echo across the continent for years. We witnessed the convergence of great women and passionate youth all united by a single purpose: to transform the economic and leadership landscape of Africa.

The energy that filled the summit was unmistakable, it was the kind of energy that comes only when over 300 delegates, driven by a deep commitment to change, come together. From the opening keynote to the closing ceremony, every moment was a testament to the power of community and the untapped potential of women and youth in Africa. It was inspiring to witness entrepreneurs sharing their innovations, leaders exchanging ideas, industry experts sharing their knowledge and formation of new partnerships, all to drive Africa towards a brighter and more inclusive future.

This Summit was not just about dialogue—it was about taking action. We addressed some of the most pertinent issues facing African women and youth today: access to finance, access to markets, leveraging on technology and innovation to scale up enterprises in revenue and job creation.

I am deeply thankful to all our delegates, sponsors, partners, and TLM team who supported to make this dream a reality. Your unwavering support has laid the foundation for the transformation we envision.

This is only the beginning, together, we have created a ripple that will swell into a wave of change, reshaping Africa's future. Let us keep empowering, innovating, and leading Africa towards a future where women and youth are at the forefront of development. See you at AWTS 2025!



With warm regards and deep appreciation,

*Emily Karechio* 

**Host, AWTS.**  
**Managing Director, Top Level Management Ltd.**



# Executive Summary

The **Africa Women Transformative Summit (AWTS) 2024**, held from 25th to 27th June at the Hyatt Regency Hotel, Nairobi, marked a pivotal moment in the movement to advance women and youth empowerment across Africa. With over **300 delegates** from **11 Countries**, the summit was a platform for groundbreaking discussions, cross-sector partnerships, and innovative solutions aimed at unlocking the potential of African women and youth in leadership, and entrepreneurship.

The summit addressed key challenges, focusing on **access to finance and markets, technology adoption and empowerment**. Highlights from the summit include:

## 1 Global Advocacy and Visibility:

The summit captured international attention, spotlighting Africa women and youth unique challenges and successes. Stories of women-led entrepreneurial journeys amplified the resilience and power of African women. At the same time, widespread coverage by major outlets like KTN News TV, Citizen Digital Media, Daily Nation, and The Star further extended its reach.

## 2 Strengthened Cross-Sector Partnerships:

Collaborative ventures were formed, notably between financial institutions and Top Level Management Ltd, to provide financial literacy and business training for women and youth. The summit also fostered new partnerships with international institutions like the University of Illinois, which committed to launch a global program and collaborative research on women's leadership.

## 3 Policy Influence:

Key recommendations from the summit were presented to government bodies, such as the Ministry of ICT & Digital Economy laying the foundation for future policy reforms to support the women and youth entrepreneurs, and leaders in the digital economy.

## 4 Empowerment through Skills Development:

Practical upskilling workshops and panel discussions equipped the participants with skills to grow their businesses and create jobs.

The summit laid the foundation for a more inclusive, innovative, and empowered future for women and youth across Africa through rich dialogues, tangible action points, and an inspiring network of change-makers.



*"You cannot afford to do things the same way and expect different results, this is your time, if you don't take the space if you don't take your time now, if you don't grab the opportunity no one will give it to you, no, it won't happen."*

**Dr. Hudson Aluvanze**  
CEO – Pan-African  
Centre for Strategic  
Development.



# Top Level Management



**Top Level Management (TLM)** provides innovative and world-class corporate and enterprise solutions that drive growth, enable conducive working environment and model organizations to actively engage in the global business economy.

Our Core Pillars are:

## 1 Corporate Training:

TLM provides market-centric training aligned to international trends.

## 2 International Recruitment:

TLM offers recruitment services to organizations globally.

## 3 Entrepreneurship and Business Development:

TLM targets, SMEs, Women and Youth enterprises through provision of business skills, support in access to finance & markets and digital literacy & technology adoption.

## 4 Consultancy:

TLM provides expert consultancy services tailored to meet the unique needs of our clients.

TLM is driven by the concept of excellence. Our enthusiastic commitment to quality and impact in our services is matched with vigorous review. Our focus on social impact ensures that we keep abreast with new and emerging developments in our areas of expertise such as entrepreneurship hence the launch of Africa Women Transformative Summit.





# Africa Women Transformative Summit



The African continent is experiencing a significant rise in entrepreneurship and leadership, with women now at the helm of nearly 40% of businesses. This surge not only drives economic progress but also fosters social development. Sub-Saharan Africa, in particular, boasts one of the highest rates of female entrepreneurship globally, with 27% of women involved in early-stage ventures. Despite these advancements, challenges persist in achieving equal representation, especially in leadership and the private sector, where men still dominate top positions. Nevertheless, African women continue to lead with resilience and creativity, fueling innovation, economic growth, and social change.

The Africa Women's Transformative Summit (AWTS) serves as a vital platform to celebrate and amplify the contributions of Africa women and youth in business and leadership. More than just an event, AWTS is a catalyst for change, fostering

collaboration among thought leaders, entrepreneurs, and stakeholders. By highlighting the achievements of women and youth entrepreneurs and leaders, AWTS inspires future generations to pursue their dreams and make a lasting impact on their communities and the continent.



## Our Vision Statement

*Empowered women and youth in Africa.*



## Our Mission Statement

*To empower women and youth with skills, resources, and partnerships that lead to successful businesses in Africa.*



# Thematic Areas



## 1 Leadership Development:

Empower women and youth through training, mentorship, and capacity building to become effective leaders in their communities and industries.

## 4 Access to Markets:

Provide a platform to champion for market opportunities to support women and youth-led enterprises through networking and global partnerships.

## 2 Women and Youth Empowerment:

Create a supportive ecosystem that enables women and youth to overcome barriers, realize their potential, and contribute meaningfully to society.

## 5 Digital Skills & Technology Adoption :

Promote digital inclusion and technological adoption to bridge gaps and create new opportunities for economic growth.

## 3 Access to Finance:

Facilitate access to financial resources through providing linkages with financial institutions and facilitating financial literacy trainings to make the businesses credit ready.

# 2024 Summit Overview



## AWTS Footprint



**11**  
Countries



**317**  
Overall Delegates

**212** Women Delegates

**105** Youth Delegates

**34** Speakers

**19** Sessions



**29**  
Partners

**3** Financial Institutions

**3** Knowledge Partners

**5** Public Sector

**2** NGOs (Social Sectors)

**3** Technology Sector

**4** Health Sector

**4** Fashion, Beauty & self-care Industry

**2** Transport Sector



*"I joined the Summit seeking transformation from an entrepreneurial, business, and tech perspective, and I must say the experience has been nothing short of incredible. I discovered the Summit on Instagram, and this AWT Youth Pre-Summit has truly helped me find myself."*

**Tina Akal**, Student, Mass Communication & Public Relations  
St. Paul's University





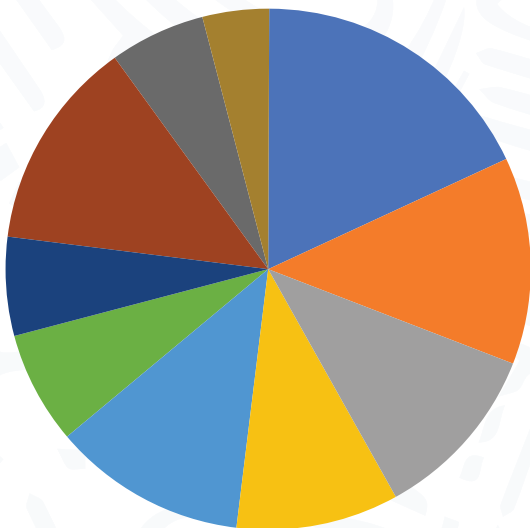
# Geographical Reach



Delegates hailed from countries including Kenya, Nigeria, Ghana, DRC, Botswana, South Africa, Tanzania, Uganda, Malawi, Rwanda, and the United States of America. This diverse representation fostered a rich exchange of ideas and facilitated cross-border collaborations.



## Industry Representation



*“So Africa Woman Transformation means a future of an empowered woman, a woman who has a voice and who can be heard.”*

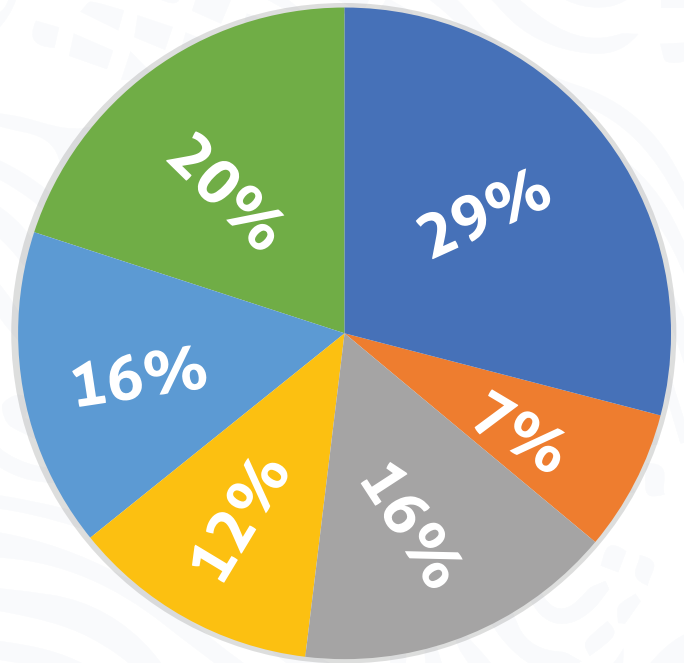
**Virginia Kariuki** -  
Director Seda Health Care.



# AWTS Program



## Summit Expectations



- Access to Finance
- Market Platforms
- Access to Investors
- Networking/Peer-to-peer Learning
- Leveraging on Technology
- Knowledge Transfer from Industry Experts

The Africa Women Transformative Summit was held over three days from **25th - 27th June 2024**, with each day dedicated to specific focus areas and delegates. The first day focused on youth, emphasizing their potential as future leaders and providing a platform for them to discuss challenges and explore solutions. The following two days were dedicated to women’s empowerment, highlighting their essential role in Africa’s economic development. Topics covered included leadership, entrepreneurship, technology, access to finance and market all aimed at enabling women and youth to overcome barriers and reach their full potential.



*"I wish you have passion; I wish that it brings you peace and I wish you get to do it with your people"*



**Prof. Hayden Noel** - Associate Professor of Business Administration University of Illinois, USA.



*"Women Empowerment starts with me, it is up to me to contribute my value. Empowerment is not the papers, Empowerment starts in our mind, Empowerment starts with our will, to show up and do what we Can."*



**Frida Owinga** - Director WeConnect International.



# Youth Pre-Summit – 1 Day



The first day of the summit held on 25th June 2024, centered on youth potential, and began with dynamic energy and engaging panel discussions on youth empowerment, entrepreneurship, and digital skills. Esteemed panelists shared valuable insights and practical advice, equipping young attendees with the tools and mentorship tips needed for success.

## Speaker Sessions

### *Transformative Leadership in Education:*

Faith Ngo'goyo, Regional EdTech Leader, captivated the delegates with her insights on transformative



leadership in the Education and Technology space. Her message encouraged the delegates to harness the power of technology and innovation to lead transformative change in education and beyond. In her statement Faith denoted that, "If you can live with the worst-case scenario, please go ahead and take that risk."

## Numbers

105

Young leaders

4

Countries

The Youth Pre-Summit brought together an energetic and inspiring group of 105 young leaders and entrepreneurs from 4 countries. Representing a wide array of sectors, these ambitious delegates ignited dynamic conversations, fostering innovation, collaboration, and a shared vision for shaping the future.

### *Embracing Passion, Purpose, and Psychological Flexibility*

Emily Kariuki, psychologist and CEO of EmiWell, captivated the delegates with her insights on emotional



well-being, resilience, and psychological flexibility. Her session focused on how the youth can maintain balance in their personal and professional lives while navigating the emotional demands of leadership and entrepreneurship.





# Youth Pre- Summit Panelists

The Youth Pre-Summit featured an exceptional lineup of experts who shared valuable insights into youth empowerment, entrepreneurship, and digital skills development.



## Panel Insights at a Glance



**Miss. Muthoni Njoroge**

Miss. Muthoni Njoroge, a **LinkedIn Expert**, shared her strategies for building a professional online presence. She emphasized the importance of personal branding and entrepreneurship, providing young professionals and entrepreneurs with essential tools to attract opportunities in today's digital world.

of digital tools in helping young people thrive in a tech-driven economy. She stated that, *"The person you are in this room today, should not be the same person who leaves this room, every single day you should be able to quantum jump"*



**Emiphas Muchangi**

Emiphas Muchangi, of **Wera Space** and a **skilled digital marketer**, highlighted the importance of youth upskilling and collaboration. He demonstrated how youth-driven initiatives and collaborative efforts could unlock new opportunities for innovation and impact in Africa.



**Julian Roz**

Managing Director of **Mich Digital**. As a leader in the digital space, she highlighted the critical role





## Abigail Bahati

Abigail Bahati, **a content creator and entrepreneur**, inspired the delegates with her journey in youth entrepreneurship. She shared practical advice on leveraging digital platforms like TikTok and Instagram to build a brand and scale business.

## International Opportunities for the Youth in the Global Market

The session had a panel of two distinguished scholars from the University of Illinois: **Ms. Joana Adewunmi**, a Nigerian PhD student focusing on Women and Gender in Global Perspectives and **Mr. Brian Ndumila**, a Kenyan Master's student specializing in African Studies.

They highlighted how globalization and digital connectivity have removed many traditional barriers, enabling youth to access international job markets, collaborate across borders, and harness their talents to solve global challenges. Brian and Joana pointed out that skills such as digital literacy, cross-cultural communication, and adaptability are essential for young people looking to succeed in the rapidly evolving global landscape.

## Youth Pre-Summit Takeaways



### 1 Entrepreneurship:

Cultivating an entrepreneurial mindset is key to youth development, encouraging them to think innovatively, challenging norms, and creating their own opportunities in business.

### 2 Leadership Development and Personal Growth:

Capacity-building programs are essential for the youth, providing mentorship and guidance to prepare them for leadership roles and empowering them to make impactful contributions to their communities.

### 3 Access to Finance and Markets:

Equipping young entrepreneurs with the knowledge and tools to access financial resources and tap into markets is critical for their business success and long-term sustainability.

### 4 Technological Migration and Digital Presence:

Strategic use of technology and digital platforms like TikTok and Instagram, can enhance visibility, broaden market reach, and help youth create authentic content that resonates with wider audiences, driving both personal and professional success.

### 5 Global Collaboration:

Building strong networks and fostering collaboration among youth leaders promotes collective growth, while maintaining a balance between contributing to local communities and addressing global challenges.





*"Why the AWT Summit? I wanted to create a platform for women and youth in entrepreneurship and experts from various sectors to come unlearn, learn and relearn through sharing of experiences, networking and insights about access to finance & markets, and how to leverage on digital economy & technology adoption to grow their businesses."*

**Emily Karechio**- Managing Director-Top Level Management Ltd.







# Women Summit – 2 Days

The Africa Women Transformative Summit kicked off with vibrant discussions on the pivotal roles of women and the essential support of men in advancing female leadership and business success. The summit marked a significant milestone in empowering women and fostering cross-border collaboration.



## Numbers

212

Dynamic delegates

9

Countries

The Women Summit drew an impressive gathering of over 200 dynamic delegates from 9 countries across Africa, USA and Europe. This diverse group of women entrepreneurs, leaders, innovators, and change-makers represented a broad spectrum of industries, creating a powerful platform for global and impactful dialogue.

DAY 1

## Transformational Leadership & Economic Empowerment of Women

### Speakers Sessions

#### 1 Africa Women in Leadership: Ms. Faith Adhiambo,

*President of the Law Society of Kenya (LSK)*, shared her unique experiences as the first female and youngest LSK President in two decades.

She highlighted some of the hurdles faced by African women in leadership limiting participation in decision making. Emphasizing on financial empowerment, she advocated for women to leverage on financial institutions and investors to access finance to grow their businesses in revenue and job creation





**2 Transformational Leadership: Prof. Hayden Noel, Associate Professor of Business Administration Gies College of Business, University of Illinois**



Prof. Hayden took delegates through key attributes of Transformational Leadership. He Highlighted that Transformative leaders should have a clear vision and the ability to inspire Empathy, Resilience and Empower others to instill confidence to their teams.

**3 Opportunities in Education & Training: Dr. Matt Rosenstein,**



*Director Global Education & Training, University of Illinois.* Highlighted the university's global engagement initiatives across Africa, including partnerships with Top Level Management to offer impactful programs for Africa women and youth in leadership and entrepreneurship to tackle global challenges.

**4 The role of Government in empowering women: Ms. Mary N. Kerema, OGW.**



*OGW, Secretary ICT, e-Government and digital economy,* shared insights on policy developments and interventions in the digital and creative economy and the government's commitment in supporting women and youth. She echoed that the government is actively pushing for the two-thirds gender rule in representation and also promoting active participation of women across all sectors.



*"If you figure out that you want to do something, be bold!"*

**Kamal Budhabhatti -**  
CEO, Craft Silicon







**5 Empowering Women for Global Impact: Frida Owinga,**



*Director for Africa at WeConnect International, urged women to transform passion into profit and tackle the global equality gap. Frida advocated for redefining work beyond traditional jobs and encouraged women to pursue multiple income streams. "Women empowerment starts with me, it is up to me to contribute my value. Empowerment is not the papers, empowerment starts in our mind, empowerment starts with our will, to show up and do what we can."*

**6 Prof. Erik McDuffie, Associate Professor African American Studies, History, University of Illinois**

*There is importance of resilience, the transformative power of education, and the necessity of recognizing and honoring one's heritage to shape a better future.*



*"You cannot grow alone; you need someone to hold your hand along the way"*

**Rose Ntong'onde -**  
Founder Make-up by Rose





**7 Empowering Women for a Stronger, Inclusive Future: Rukia Dahir,**



Representative of Cabinet Secretary, Ministry of Investments, Trade and Industry (MITI). Rukia highlighted the facilitation of the ministry to accelerate growth of the Investments, trade and industrial sectors through provision of an enabling policy, legal and institutional framework putting into consideration the key role women play in development of the society through their leadership roles and businesses.

**8 Margareth Etienne, Senior Associate Dean, Graduate and International Programs, College of Law, University of Illinois**



*"The person you are in this room today, should not be the same person who leaves this room, every single day you should be able to quantum jump"*

**Julian Roz -**  
Managing Director,  
Mich Digital.

shared with delegates the importance of work life balance and gave three key takeaways that one has to have as Money, Passion and flexibility in order to live a satisfying personal and satisfying life.



*"There is need to embrace our men and not leave the boy child behind."*

**Margaret Wariara,**  
Senior Chaplain  
Kamiti Prison





# Panel Discussion - Empowering Women Entrepreneurs



The panel discussion featured Virginia Kariuki - Seda Healthcare, Rose Ntong'ondu - Makeup by Rose, Lucy Kang'ethe - Flourishing Mindset Consulting, Victoria Muthama - VSPA & Titi, Suzie Wokabi - Suzie Beauty and moderated by Emily Karechio.

The panelists shared insights on building businesses from startup to an investor ready business. They highlighted the impact of training, mentorship, and the importance of blending affirmations with hard work. They also stressed the role of support systems, collaboration to overcome competition, and the need for upskilling and formal training programs to foster entrepreneurship growth.

## Panel Insights at a Glance



**Virginia Kariuki**

**Virginia Kariuki, Director of Seda Healthcare,** shared insights into healthcare, entrepreneurship, and business strategy. She emphasized the importance of women leaders in the healthcare industry to collaborate and upskill and offered practical strategies for combining entrepreneurship with social impact. Her insight: "So, Africa Woman Transformation means a future of an empowered woman, a woman who has a voice and who can be heard."



## Victoria Muthama

**Victoria Muthama, CEO of VSPA & Titi**, shared her entrepreneurial journey in the fashion industry. She discussed the challenges and opportunities within the fashion sector, offering valuable advice on how to thrive in a competitive market. Her insight; *"I am a serial entrepreneur and having mastered the art of women business, has made me successful"*

entrepreneurial resilience. Her insight, *"You cannot grow alone; you need someone to hold your hand along the way."*



## Lucy Kang'ethe

**Lucy Kang'ethe, CEO of Flourishing Mindset Consulting and a Mediator with the Kenyan Judiciary**, is a counseling psychologist dedicated to women's empowerment, mental health, and wellness. She champions amicable conflict resolution and is an expert in alternative dispute resolution, helping individuals and organizations navigate disputes effectively while promoting overall well-being.



## Suzie Wokabi

**Suzie Wokabi, Founder & CEO of Suzie Beauty**, highlighted her experiences in building an international brand within the beauty industry. She enlighten the delegates on preparation on investor readiness with lessons on perseverance, creativity, and innovation. Her insight *"Even when you enter the investment realm, which is a very tough area, have something to show. I will share my 5 P's; **Passion, Patience, Perseverance, Purpose, and Prayer.**"*



*"I think is all about Developing capacity for entrepreneurs, Developing Strategies for identifying and pitching to investors, we have Training Programs at the University of Illinois that can help people to do exactly that, that's how we going to build Capacity and see if we can work together to develop programs that are going to impact many more people"*

**Dr. Matt Rosenstein** - Director of Global Education and Training - University of Illinois, USA.



## Rose Ntong'ondu

**Rose Ntong'ondu, CEO of Makeup by Rose and Rubyella Beauty**, spoke about her journey in the beauty industry and entrepreneurship. She shared her experiences of building a successful beauty brand and inspired the delegates with her





DAY 2

# Fostering Innovation & Technology Adoption, Access to Finance & Markets

On Day 2 of the Women Summit, the atmosphere buzzed with energy as powerful voices and insightful ideas filled the room. The focus was clear: the intersection of **Innovation & Technology, Access to Finance, and Markets**. This was not just a conversation—it was a roadmap for empowering women to take charge of their entrepreneurial journeys, to innovate, and to break barriers in the business world.

## Speakers Sessions



### 1 Innovation & Technology: Pioneering Digital Inclusion:

**Kamal Budhabatti, CEO of Craft Silicon Ltd**, shared his inspiring journey from overcoming educational challenges to building one of Kenya's leading tech companies. His story highlighted the transformative impact of innovation, particularly in mobile banking and the Little Ride-hailing service. He encourage women and youth delegates not to shy away from their entrepreneurial dreams and to embrace challenges with an open mind so they could grow to multi- million business. He emphasized on supportive ecosystems that foster technological advancement and drive economic growth. In his words: "If you figure out that you want to do something, be bold!"



*"What ever it takes, leverage on digital platforms to get to the next level."*

**Mercy Sirimo**





**2 Women in Agriculture: Driving Economic Transformation - Prof. Esther Ngumbi,**



*Asst. Prof. Department of Entomology, University of Illinois* highlighted the critical role women play in African agriculture sector. She urged women to embrace innovation and turn challenges like climate change into opportunities for growth, calling for continued investment in education and technology to boost food security and economic development.

**3 Conflict Resolution: Mediation as a Business Tool -**



*Fanya Mambo Kinuthia, CEO, Kilimani Mediation Center* advocated for the use of mediation over litigation in business disputes. His transformation into a successful mediator illustrated the power of this approach to foster better relationships and resolve conflicts constructively and timely.

**4 Access to Finance: Enabling Women Entrepreneurs - Charity N. Munyoki,**



*Senior Manager for Women and Youth Banking at Equity Bank,* is a passionate advocate for empowering women entrepreneurs. She highlighted the financial challenges women face and emphasized the need for financial literacy and mentorship to enable business growth. Charity also stressed the importance of long-term financial stability through retirement planning and insurance, ensuring women’s financial security.





# Panel Discussion: Digital, Market and Financial



Panelists Fatuma Molu, Wanjiku Wambugu, and Wanjira Kariuki shared stories of empowerment through entrepreneurship. Fatuma’s Urembo Hub provides women with opportunities in the beauty industry, helping them grow locally and globally. Wanjiku’s Nyalı Capital facilitates access to microfinance, supporting women entrepreneurs—particularly those with government contracts. Wanjira emphasized the importance of LinkedIn as a platform for women to build thought leadership and drive business growth.

## Panelists



**Wanjiku Wambugu,**

**Wanjiku Wambugu, CEO, Nyalı Capital, Women in Business, Director KNCCI**, offered practical insights into financial management and microfinance. She discussed the role of microfinance in empowering women entrepreneurs and provided strategies for accessing financial resources to scale businesses.



**Fatuma Molu**

**Fatuma Molu, CEO of Urembo Hub Limited,** discussed about the market platform she has created to take care of actors in the beauty industry.



**Wanjira Kariuki**

**Wanjira Kariuki, Wanjira Kariuki, CEO of Galland Executive,** is a highly experienced LinkedIn expert in Africa. With her vast experience in positioning individuals and corporates to stand out as brands, Wanjira took delegates through a step by step journey on how to position themselves



*"This event has allowed me to connect with people from around the world and gain valuable insights from the younger generation. It has shown me that age should not be seen as a limitation, but rather as an asset that can be harnessed to achieve great things."*

**Samuel Mugo,**  
Graduate, Strathmore University & Intern,  
KNBS



*"I love learning from people from different Industries, people that I have never thought that I'd interact with, and at the end of the day a sword sharpened another Sword"*

**Natasha Ngengie -**  
Mirron Beauty &  
Content Creator.









# Achievements of AWTS 2024



The Africa Women Transformative Summit (AWTS) 2024 was a turning point in advancing leadership and economic empowerment for women and youth across Africa. This summit was not merely an event—it ignited a movement of collaborative action and empowerment. AWTS 2024 marks the beginning of a compelling journey in transforming the African woman’s narrative and empowering African youth.

As we reflect on the significant milestones achieved, we embark on a journey toward even greater success at AWTS 2025. The great milestones met during the summit include:

## 1 Leadership Development:

AWTS 2024 catalyzed transformative leadership among **Economic Empowerment:** Women and youth entrepreneurs gained insights on access to finance & investments.

## 2 Market Access:

Entrepreneurs got a platform to access both local and international markets.

## 3 Digital Economy & Technology Adoption:

Enhanced the capacity of entrepreneurs to bridge the digital skills and technology gap.

## 4 Global Influence:

Formed partnerships with International institutions and organizations



*“If you can live with the worst-case scenario, please go ahead and take that risk.”*

**Faith Ngogoyo** -  
Regional Ed Tech Leader.





The Africa Women Transformative Summit garnered extensive media attention from prominent national outlets in Kenya, such as KTN, Citizen, and The Star. These media platforms underscored the summit's crucial role in empowering women and youth entrepreneurs across the continent. The event provided a range of opportunities, including in-depth training programs aimed at equipping delegates with the skills needed to manage and scale their businesses effectively. It also focused on strategies to elevate African enterprises onto the global stage, offering delegates invaluable insights and resources to expand their market presence. The widespread media coverage not only amplified the summit's impact but also highlighted the vital importance of promoting entrepreneurship among women and youth as a catalyst for economic transformation in Africa.

## Mainstream Media Coverage

### 1 Television:



**Kenya Television Network (KTN)** provided a bulletin coverage of the summit.



*"Understand, discover and appreciate your inner strength especially as a woman. There is unlimited potential in women to do so much when empowered".*

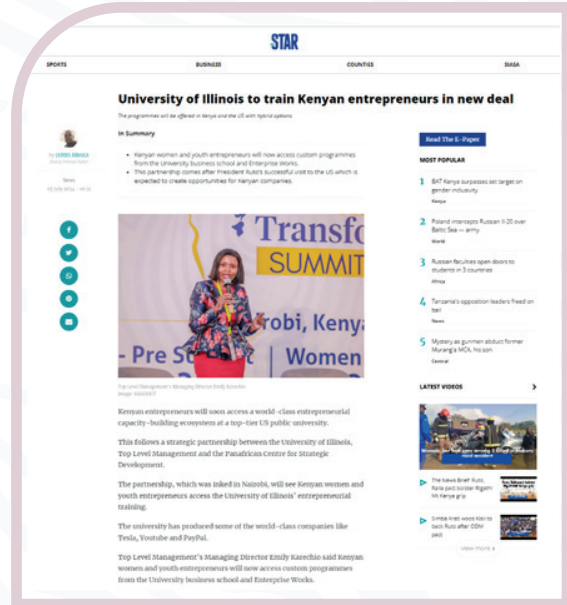
**Lucy Kang'ethe**



## 2 E-Print Media:



Leading newspapers, including *The Star*, featured stories highlighting the summit's transformative initiatives with headlines such as *"Transforming the Education Sector, one start-up at a time."*



## Digital Media Coverage

### 1 Digital Media Platforms:



Citizen Digital, a leading digital media platform highlighted the significant milestones achieved during the Summit dubbing it, *"Kenyan entrepreneurs to access eco-system that has produced Global Tech Giants."*

## 2 Social Media:

The Hashtags **#AWTS2024**, **#TransformativeLeadership**, **#EconomicEmpowerment**, **#TechInnovation**, **#YouthEntrepreneurship**, and **#WomenInLeadership** trended in Kenya and other African countries, generating significant engagement.











# Partners

## Exhibitions: Showcasing Innovation and Women-Led Enterprises

The Africa Women Transformative Summit provided a vibrant platform for over 20 exhibitors to showcase their innovations, products, and services, particularly highlighting women-led businesses. The exhibition created opportunities for networking, visibility, and collaboration, showcasing the entrepreneurial spirit driving African women forward.



**Equity Bank** highlighted its commitment to financial inclusion, showcasing services like savings, loans, and business development solutions that empower women entrepreneurs and transform Kenya's economic landscape.



**Family Bank** presented its Queen Banking Program, tailored to support Women and Women SMEs by providing accessible financing solutions and promoting economic empowerment for local businesses.



**Equity Afia** – As a healthcare subsidiary of Equity Bank, Equity Afia presented their comprehensive range of healthcare services at the summit. These include expert consultations, diagnostic services, treatment options, and more, making quality healthcare accessible and affordable.



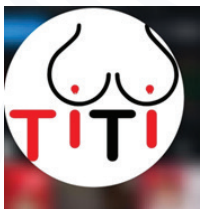




**Kilimani Mediation Centre** – Specializing in legal consultancy, Kilimani Mediation Centre highlighted their expertise in mediation as an alternative dispute resolution method. Their services focus on resolving conflicts outside the courtroom, offering clients a more efficient and amicable path to settling disputes.



**Make-up by Rose** featured their beauty product line alongside professional training programs that empower over 300 women monthly, equipping them with skills to succeed in the cosmetics industry.



**Titi** showcased their various bra brands designed specifically for women, focusing on enhancing confidence through comfortable and perfectly fitting bras. Their products aim to empower women by helping them feel good about themselves, both in terms of comfort and body positivity.



**BibiAnn** featured a wide range of beauty products designed with women's unique needs in mind. Their offerings boast numerous benefits, from skincare to personal care, helping women enhance their beauty and boost self-confidence.







**Sauty Integrations** – a professional sound and visual service provider, played a dual role at the summit. Apart from being exhibitors, they were responsible for the event’s setup and provided the sound system, ensuring the seamless execution of the summit’s audiovisual requirements. Their services were top notch!



**Flourishing Mindset**, experts in mental health wellness and stress management, were present to promote their services. They are advocates for mental well-being, offering tailored programs that help individuals navigate stress and improve overall emotional resilience.



**Top Level Management Ltd** emphasized its corporate training and consultancy services, focusing on leadership development, team building, and international recruitment to enhance business capacity and individual growth.



**RoseGold Tours** showcased their expertise in creating unforgettable travel experiences, ranging from leisure tours to holiday packages and getaway adventures. They were the travel partner of choice!





Building on the momentum of AWTS 2024, the next summit will focus on creating even more significant impact by deepening partnerships and expanding its reach. AWTS 2025 will emphasize:

### 1 Strengthening Investor Readiness Programs:

The launch of a dedicated program for investor readiness and access to credit will offer structured support to women and youth entrepreneurs, equipping them with the skills needed to secure funding and grow their businesses. By creating synergies with financial institutions and global partners, will enhance the capacity of participants to attract investment and access finance.

### 2 Scaling Capacity-Building Initiatives:

The empowerment achieved through workshops and training programs in 2024 will be scaled further. Will introduce upskilling programs in digital literacy, financial literacy, and leadership development, ensuring women and youth are well-equipped to compete in global markets.

### 3 Expanding Global Partnerships:

With the partnerships formed in 2024 as a base, will foster deeper collaborations with universities, financial institutions, and corporations. These partnerships will offer platforms for growth in global markets.

### 4 Policy Advocacy and Reform:

Following the successful engagement with will continue to push for policies that provide an enabling environment for women and youth entrepreneurs and leaders.

# Conclusion



The Africa Women Transformative Summit 2024 marked the beginning of a powerful revolution in women and youth leadership across Africa. Through strategic partnerships, promised investments, and impactful training initiatives, the summit has laid a solid foundation for sustainable growth and empowerment. As we look to the future, AWTS 2025 will expand this momentum, reaching more communities, fostering cross-border collaboration, and deepening its impact on women-led enterprises and youth leadership.

AWTS 2024 proved that real change happens when vision meets action, and as we continue to ignite this movement, we invite you to be part of the next wave of transformation. Whether you're an entrepreneur, an investor, a policymaker, or a global partner, AWTS 2025 is your opportunity to drive Africa's future toward inclusive leadership, innovation, and economic empowerment.

*Let's continue  
shaping the  
future of Africa  
together -  
join us at AWTS  
2025!*



*"When you don't take charge and tell your story, other people can't do it for you. Do not be afraid to tell your narrative on LinkedIn, you have a huge audience. If someone follows you, they have an interest in your story. Authenticity keeps people on your page, that's the power of LinkedIn!"*

**Wanjira Kariuki**





Youth Pre-Summit | Women Summit  
24<sup>th</sup> June 2025 | 25<sup>th</sup>-26<sup>th</sup> June 2025

Nairobi, Kenya

**2025**  
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# Roadmap to AWTS 2025: Charting a Bold Future!

**Theme: Empowering Women and Youth, Shaping Futures.**



**Dates:**  
**24th June 2025**  
**Youth Pre-Summit**  
**25th – 26th June**  
**2025**  
**Women Summit**



**Location:**  
**Nairobi, Kenya.**

As we look ahead, AWTS 2025 promises to build on the remarkable achievements of 2024 and set the stage for even greater transformation. The Summit will not just be a continuation but a significant leap forward in empowering African women and youth. AWTS is designed to be a catalyst for lasting change, providing a platform where participants can turn ideas into action, and action into impact. The need for this summit is driven by the urgency to sustain the momentum built, foster new partnerships, and ensure that the future of Africa’s women and youth is one of leadership, innovation, and empowerment.

AWTS 2025:

**1 Expand Geographical Reach:**

AWTS 2025 will bring together participants from an even wider range of African countries, opening up more opportunities for cross-border collaboration and fostering a diverse exchange of ideas and strategies.

**2 New Training Programs:**

In collaboration with global partners we will offer upskilling in entrepreneurship, leadership, and innovation, equipping participants with cutting-edge skills to thrive in the global marketplace.

**3 Enhanced Networking Opportunities:**

With a broader and more inclusive platform, participants will have expanded opportunities to connect with diverse stakeholders ranging from investors, financial and global institutions, market platforms and fellow entrepreneurs, creating pathways to secure partnerships, funding and growth opportunities.

**4 Focus on Young Entrepreneurs:**

AWTS 2025 will prioritize youth engagement, nurturing the next generation of African innovators and entrepreneurs through mentorship, training, and leadership development, ensuring that Africa’s youth are prepared to lead the continent’s future.



*"In my early years in banking, I only made it successfully because many of my clients were women. Women are able to do so much when they are able to connect with the bank, even in small projects. Women want affordable and available financing, if you make a product expensive and inaccessible to women, you make it expensive for everyone."*

**Charity Munyori**



# Partners



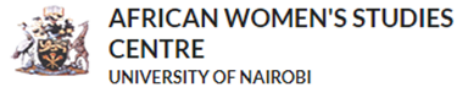
Host



## Public Sector



## Knowledge Partners



## Financial Sector Partners



## Tech Partners





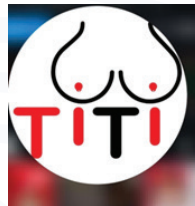
### Social Sector Partners



### Health Sector Partners



### Fashion, Beauty & Self-Care Industry Partners



### Travel Partners





# List of Enterprises/Delegates



Organization	Industry
African Women Studies Centre (AWSC)	Education & Research
Ajira Digital	Government
Alabaster box giftings and beyond	Gift and Novelty
Alora.Closet_254	Clothing
Alpha Group Nutrition	Health & Wellness
Baraka	Retail
Beacon of Hope Africa	NGO
Beyond the Savannah	Technology
Body Butters Ke	Cosmetics and Personal care
Bold Creatives Network	Consultancy
Cherry Line Cosmetics	Cosmetics and Personal care
Craft Silicon	Financial technology (fintech)
Crevit Mulier	Health and Wellness
Dial a Home Services Ltd	Real Estate
Eco Bank	Banking
Editech	Technology
EMIWELL	Health and Wellness
Emmston Ltd	Construction
Equity Afya- Ngong Road	Health
Equity Bank	Banking
Family Bank	Banking
Faychellah styles	Clothing
Filamujuani Foundation	Print, Broadcast and Digital media
Flourishing Mindset Consulting Limited	Health
Foreign, Commonwealth and Development Office-FCDO	NGO
Founders Factory Africa	Venture Capital
Freesia Travel Agency	Tours and Travel
Huawei	Technology
Ivys	Fashion and Accessories
Jambo Pay	Financial technology
Jewel Abby	Fashion and Accessories
Jijenge Credit Limited	Microfinance
JKUAT & PAQEA	Education
Kageh Foundation	NGO



Organization	Industry
Kenya National Highways Authority	Transportation and Infrastructure
Kenya Prison Service	Government
Kibeti Kenya	Fashion and Retail
Kijos Kitchen	Food and Beverage
Kilimani Mediation Centre	Law
Koro Gaia	Cosmetics and Personal care
Laboratory and Allied Limited	Pharmaceutical
Landmark Holdings Ltd	Construction and Real estate
Makeup by Rose	Cosmetics and Personal care
MCDF	CSR Consultancy
Mich Digital	Technology
Ministry of Cooperatives Labour and Social Welfare	Ministry
Ministry of Information, Communications and Telecommunication	Ministry
Ministry of Trade and Investments	Ministry
Miradi PTY	Infrastructure & Technology
Mirron Beauty	Cosmetics and Personal care
MOH Kakamega	Health
Nairobi Gymkhana	Sports and Recreation industry
Nyali Capital	Microfinance
Oyeska Greens	Agriculture and Agribusiness
Panafrican Centre for Strategic Development	Consultancy
Quickihuga Enterprise	Retail
Riziki source	NGO
Rosegold Holdings	Tours and Travel
Sauty Integration	Outdoor
Seda Healthcare Solutions Ltd	Health
Smart worker Insurance Agency	Insurance
Spektra Incorporation Ltd	Software & Tech Services
St Paul's University	Education
St. Albans Autism Centre	Healthcare and Education
Strathmore University	Education
Survivors of Sexual Violence in Kenya Network (SSV-Kenya)	NGO
Suzie Beauty Ke	Cosmetics and Personal care
Terra Afric Naturals	Cosmetics and Personal care





Organization	Industry
The Circle Mall	Retail
The Higher Education Youth Initiative and Empowerment	NGO
The Law Society of Kenya- LSK	Legal Services
Thee Printing Hub	Service
Titi	Clothing
Top Level Management Ltd	Consultancy
Ukamabani Women In Livestock Ltd	Agriculture
University of Illinois	Education
UON Wee Hub	Education and Research
Urembo Hub	Cosmetics and Personal care
VertoFX	Finance
Vice Versa Global	Consulting
VSPA	Wellness and Personal care
WEConnect International	NGO
Wera Space	Technology
Wills Enterprise	Retail
Winka Fashions Fabrics	Textile
Women in HR Kenya	Human Resource
Yellow Wings Air Services Ltd	Aviation
Zawadi	Agriculture and Agribusiness



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