



TWCC and TradeMark Africa Unite to Empower Women in Trade at Zanzibar Conference

ZANZIBAR, March 11, 2024: The Tanzania Women Chamber of Commerce (TWCC) and TradeMark Africa (TMA) have today united **over 500** women in Zanzibar, for the Economic Empowerment of Women Conference. This significant convention coincided with the global celebration of International Women's Day, a testament to the commitment to advancing women's economic participation.

Under the theme "Invest in Women for Sustainable Development," the conference spearheaded by TWCC and TMA aims to catalyse economic empowerment by providing women with invaluable insights into trade opportunities, fostering knowledge exchange, celebrating women leaders in business, and nurturing emerging talents through mentoring programmes.

The guest of honour, Hon. Hemed Suleiman Abdulla, Second Vice President of Zanzibar underscored the government's commitment to women's empowerment. "Zanzibar is dedicated to ensuring women's full participation in economic activities," he affirmed, citing initiatives such as the establishment of the Institute for Economic Empowerment and the formulation of the Blue Economy Policy.

Ms. Mwajuma Hamza, CEO of TWCC, emphasised the collaborative effort, stating, "In partnership with TradeMark Africa and other stakeholders, this conference serves as a critical platform to equip women with the tools and networks necessary to thrive in trade and commerce."

TradeMark Africa, a champion of Aid-for-Trade initiatives since 2010, reaffirmed its commitment to women's economic empowerment with a substantial investment of over \$3 million in Tanzania over the past seven years. Mr. Elibariki Shammy, Country Director of TMA, announced an additional investment of \$1.5 million to support 12,000 women entrepreneurs across Zanzibar and the mainland.

"TradeMark Africa's engagement extends beyond financial support," Mr. Shammy highlighted. "We are actively collaborating with government bodies and institutions to enhance trade infrastructure, streamline regulatory processes, and foster a conducive business environment for women."

TWCC National Chairperson, Ms. Mercy Sila, commended the government's support and reiterated TWCC's mission to empower women across Tanzania. "Through collaborative efforts with the government and other stakeholders, TWCC has transformed the lives of



thousands of women, enabling them to succeed in business and contribute to national development," she remarked.

In closing, Ms. Tatu Seleiman, TWCC Zanzibar Chairperson, emphasised the transformative potential of the Blue Economy in empowering women and driving inclusive growth.

The Economic Empowerment of Women Conference underscores a collective commitment to advancing gender equality and economic prosperity in Tanzania, setting the stage for women to thrive in trade and commerce.

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About Tanzania Women Chambers Conference

The Tanzania Women Chamber of Commerce (TWCC) - www.twcc-tz.org stands as a pivotal organization, uniting various women, and youth entrepreneurs across Tanzania. Established in December 2005, TWCC serves as an apex and umbrella entity, encompassing sectoral Businesswomen Associations, Companies, Cooperatives, Groups, and Sole proprietors. Currently boasting a membership exceeding 12,000, TWCC's reach extends to over 1 million women from all sectors of the economy, spanning 27 Regional Chapters in Tanzania Mainland and Zanzibar, along with 14 Women Sectoral Associations, and 11 Platforms catering to women in Cross Border Trade.

TWCC's primary objective lies in fostering unity among women and youth entrepreneurs, including those in the informal sector, to promote business formalization and growth. Through robust capacity-building initiatives and mentorship programs, TWCC endeavours to alleviate poverty among women by equipping them with the necessary skills and resources for success. Moreover, TWCC collaborates closely with both private and public sector entities to advocate for favourable policies conducive to the flourishing of women-owned enterprises.



About TradeMark Africa

TradeMark Africa (TMA) is a leading African Aid-for-Trade organisation that was established in 2010. TMA aims to grow intra-African trade and increase Africa's share in global trade, while helping make trade more pro-poor and more environmentally sustainable. Our focus on reducing the cost and time of trading across borders through enhanced trade policy, better trade infrastructure, standards that work for businesses, greater use of digital innovations and a focus on creating trade access for vulnerable groups, has contributed to substantially lower cargo transit times through improved border efficiency, and reduced trade barriers.

TMA recently rebranded from TradeMark East Africa (TMEA), reflecting our ambitions to serve partners in driving continental-wide trade gains, and are expanding from East and the Horn of Africa to Southern and West Africa. TMA operates on a not-for-profit basis and is funded by institutional and philanthropic development partners. TMA works closely with regional and continental intergovernmental organisations, national Governments, the private sector, and civil society organisations to deliver results that drive shared prosperity and reduce poverty.

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