

## **AFRICAN BUSINESS WOMEN AND YOUTH TRADE FAIR SUMMIT PARTICIPTION REPORT.**

### **Implementing AFCTA**

**THEME:** "Strengthening African Women and youth business for sustainable tomorrow."

#### **INTRODUCTION.**

This 3 days of international summit on business for youth and women together with five days exhibition of the products. This summit is prepared as we are heading to international day for women to celebrate the wonderful things done by women. The event took place in Arusha, Tanzania at Mt. Meru hotel. The main host of this event is Tanzania Women Empowerment Network(TAWEN) in collaboration of different stakeholders like; Azania bank ,Exim bank , KCB Bank ,UTT ,EABC and the others.

#### **FEEDBACK.**

We have come to realize that Africa needs a lot of improvement in business sector for women and youth. The research shows that a lot of business do not perform well due to a lot of restrictions made by the government that hinders the development of women and youth business development. The Africa governments need to push continental institutions to formulate one policy to reduce multiple products inspections across the border ,this will simplify the business activities for youth and women .

Lastly, the business women and youth need to improve branding of their businesses. They should also work with digital marketing which is the world business market of the current century. This needs also the support from organizations which are expert in digital issues ,they have to create an environment that can offer digital skills to business people in Africa. It will improve not only individual's income but also government income.

#### **SUMMIT OPPORTUNITIES.**

This summit offered a lot of opportunities to youth ,the following are some of the opportunities to youth ;

##### **Networking.**

This youths who attended this summit have gained a great network due to the fact the delegates who attended this summit have a lot of opportunities to offer to the youth. We as youth need a network of mentors who can show to as the way to get success in life.

##### **Training and skills.**

The summit offered trainings and skills to youth on the best way to perform business issues. It gave also the youth skills on digital marketing which is the global marketing method for this century .The skills was offered by event stakeholders who are expert in marketing.

#### **CONCLUSION.**

The summit offered a lot of opportunities to the participants that will help to make perfect destiny for the participants. We congratulate the event host TAWEN who did a great event that have open doors for women and youth in Africa. We really need more platforms that will gather youth and women to discuss

their matters to bring about development they say “The foundation of every state is the education of it’s youth.” so Africa has to put more empowerment for the youth.

