



WEConnect
INTERNATIONAL

thinkbig
Women in Business

DECEMBER 6, 2019 | MUMBAI, INDIA

Changing the Face of Business Ownership

OPPORTUNITIES TO SUPPORT

ThinkBig is WEConnect International's signature annual event in India. It brings together some of the largest corporations in the world and female business owners from across the region, creating opportunities for greater market access for women-owned businesses. ThinkBig serves as a platform for women's entrepreneurship and economic empowerment, as well as corporate engagement around inclusive and impactful sourcing, corporate social responsibility initiatives, and attaining SDG #5 (gender equality).

THINKBIG 2019 BRINGS OPPORTUNITIES FOR:

Sponsorships for Visibility

Sponsor logos are included in printed materials, throughout the venue, and are highlighted across WEConnect International's global channels

Women's Business Enterprise Awards

Recognizing top women businesses in product, service, and social impact

Interactive Buyer-Seller Sessions

One-on-one business matchmaker meetings and networking sessions

Our Corporate of the Year Award

Recognizing the best practice award of the Corporate Member in promoting supplier diversity

Focused Panel Discussions

Senior stakeholders such as industry leaders, supplier diversity professionals, and women business owners

Exhibition Space

Special display space for WEConnect International Certified Women Business Enterprises

2019 THINKBIG OPPORTUNITIES TO SUPPORT

BENEFITS	PLATINUM \$15,000 USD	GOLD \$10,000 USD	SILVER \$7,000 USD
Special message at Inaugural Event	X		
Guest speaker / Special session		X	
Panel speaker			X
Event passes	10	6	3
Brand visibility on pre-event communications	X	X	X
Brand visibility in venue	X	X	X
Logo included in program book	X	X	X
Display company banners at venue	X		
Logo in program book	X	X	X
Branding at Corporate Symposium the day before	X	X	

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SNAPSHOT OF THINKBIG 2018

ThinkBig 2018 was held in Hyderabad on 30th November 2018.

Highlights Included:

- More than 250+ participants consisting of Women-Owned Businesses, Multinational Corporations and Outreach Partners.
- Speakers from corporations, government, and WEConnect International's network of certified women business enterprises.
- Participants from industries sectors including agricultural, food processing, IT consulting, manufacturing, financial consulting, electronics, waste management, eco-friendly products, web design, wellness and healthcare, and fashion.
- A Buyer-Supplier Interactive session, exclusive for WEConnect International certified WBEs.
- Sponsors were highlighted throughout the venue and across WEConnect International in India and WEConnect International's social media and website, resulting in thousands of views.

WHO WE ARE

WEConnect International is a global alliance of 80 corporate members, primarily Fortune 500 companies, that are committed to sourcing more from women-owned businesses through WEConnect International's women-owned business network.

WEConnect identifies, educates, registers, and certifies women's business enterprises based outside of the U.S. that are at least 51% owned, as well as managed and controlled by one or more women, and then connects them with our multinational corporate member buyers.

WHAT WE DO

WEConnect International was created to move the needle above 1%, generating market access opportunities for women business owners to sell their goods and services to large qualified buyers around the world. By connecting women entrepreneurs to forward thinking multinational corporations, representing over \$1 trillion in annual purchasing power, we are actively closing that gender gap.

THINKBIG 2019-MUMBAI

Women entrepreneurs in India collectively employ over 8 million people, thus contributing 3.09% of industrial output. It has been found that around 33% of early stage entrepreneurs in India are women. Such statistics provide enough indications that if provided adequate financial and non-financial support; women entrepreneurs can scale-up their business considerably, thus, par taking the benefits of Indian growth story.

Significantly contributing to this growth trajectory, WEConnect International plans to host its signature event this year in Mumbai, Maharashtra. Recently, the state has launched a special **Women Entrepreneurs Policy 2017**¹ of the Maharashtra, which aims to encourage participation of women entrepreneurs and improve female entrepreneurship from the current **9 percent to 20 percent**, thereby making the entrepreneur ecosystem more conducive for women entrepreneurs in the state. Maharashtra State is also the first in India to have a separate policy for women entrepreneurs.

ATTENDEE DEMOGRAPHICS

- **Women Owned Businesses:** Certified WEConnect International women's business enterprises (WBEs) and self-registered women-owned businesses (WOBs) from across India and the region.
- **Corporate Buyers/CSR:** Indian and foreign multinationals who either are sourcing or planning to source products and services from women owned businesses or who have an interest in women's economic empowerment programs via CSR or other initiatives.
- **Women industry associations:** Associations supporting women entrepreneurs in India.
- **Multilateral institutions/government:** Some multilaterals or government entities who are either that support women-owned businesses and women's empowerment.

1. Economic Survey of Maharashtra 2017-18, https://mahades.maharashtra.gov.in/files/publication/ESM_17_18_eng.pdf

WE DO THIS THROUGH:

- **EDUCATION:** We educate women business owners on how to access new markets and grow their companies.
- **TRAINING:** We train corporations on how to source from women business owners and we train women business owners on how to sell to corporations.
- **ASSESSMENTS:** We identify women-owned businesses, assess their readiness to access new markets, and provide a Women's Business Enterprise (WBE) certification for those that seek to do business with corporations committed to global supplier diversity and inclusion.
- **CONNECTIONS:** We break down the barriers that prevent women business owners from connecting to each other and to new market opportunities, including connections to local and multinational corporate buyers.