

WEConnect International in Japan  
**FIRST ANNUAL CONFERENCE**  
5 December, 2018 | Tokyo, Japan

Sponsorship Opportunities

## Introduction

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.

WEConnect International is active in 45 markets across Asia, Africa, Europe, Latin America and the Caribbean, the Middle East, and North America.

Our vision is a world in which women have the same opportunity as their male counterparts to design and implement business solutions that create wealth and ensure the sustainable prosperity of their communities. But while women make or influence the vast majority of purchasing decisions around the world, they remain significantly underrepresented in global value chains. Today, women-owned businesses earn less than 1% of the money spent on vendors by large corporations and governments.

## 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.



## 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.



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### Strengthening Market Access for Women Business Owners

The Japan Launch and Business Conference is WEConnect International's inaugural public event in Japan. 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. This conference 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).

### Expected Attendee Demographics

- Women Owned Businesses: Certified WEConnect International women's business enterprises (WBEs) and self-registered women-owned businesses (WOBs) from across Japan and the region.
- Corporate Buyers/CSR: Japanese 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 Japan.
- Multilateral institutions/government: Some multilaterals or government entities who are either that support women-owned businesses and women's empowerment
- Investors: Investors who have plans to invest in women-owned businesses in Japan.



### Expected Outcomes

- Participation of 100-150 delegates including women business owners and companies
- Corporate roundtable for Supplier Diversity and Inclusion champions
- Focused B2B meetings with women-owned businesses
- Focused engagement with procurement heads of various large corporations
- Extensive networking for women-owned businesses

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### Preliminary Agenda

9:00 am – 10:30 am	Corporate Roundtable Discussion (by invitation only)
10:30 pm – 11:15 pm	Press Conference
11:30 pm – 12:30 pm	Corporate Lunch
12:00 pm – 12:45 pm	Registration Open for Women-Owned Businesses
1:00 pm – 1:45 pm	Opening Remarks
2:00 pm – 3:00 pm	Panel Discussion
3:10 pm – 4:30 pm	Matchmaking Session
4:45 pm – 6:30 pm	Networking Reception

#### GAIN GREATER VISIBILITY!

You, our global partners, corporate members, and supporters of women's economic progress, are integral to bridging the gap through supplier diversity and inclusion and promoting buying #WomenOwned.

#### 2018 WECONNECT INTERNATIONAL IN JAPAN SPONSORSHIP OPPORTUNITIES

BENEFITS	PLATINUM \$15,000 USD	GOLD \$7,000 USD	SILVER \$5,000 USD
Opening Sponsor Remarks in the event	X		
Event Passes	10	7	4
Brand visibility on Pre-event Communications	X	X	X
Brand visibility at venue	X	X	X
Logo included in Program Book	X	X	X
Panelist representation on supplier diversity	X	X	
Display Company Banners at Venue	X	X	
Ad included in Program Book	X	X	

#### YES! I WANT TO SUPPORT THE 2018 WECONNECT INTERNATIONAL IN JAPAN CONFERENCE

Preferred support level:		Amount:	
Company:			
Representative:			
Comments:			

Please complete and return to Carlhey Bolz, [cbolz@WEConnectInternational.org](mailto:cbolz@WEConnectInternational.org) or  
Setsu Suzuki [ssuzuki@weconnectinternational.org](mailto:ssuzuki@weconnectinternational.org)