



WE FESTIVAL 2017 – EVENT FLOW AND SPEAKER|PANELIST PROFILES

Arrival of Attendants: 9:00am – 10:00am

Conference Call to Order: 10:15am

MORNING SESSION

Official Welcome and Purpose of Gathering by Nana Aba Anamoah – 5 minutes

Founder’s Speech by Trudy Arnold – 5 minutes

KEYNOTE PRESENTATIONS

- **Berla Mundi – Personal Branding for Women in Business – 20Minutes**
- **Marcia Ashong – Women in the Board Room – 20 Minutes**
- **Jemila Abdulai – Elevating Your Brand with Social Media - 20Minutes**

Power Women Dialogue with Maame Grace (CEO GEE-PAG Services Group of Companies) hosted by Trudy Arnold – 30 Minutes

Coffee Break + Networking 12:00am – 12:30pm

Who is She Session? 12:30pm – 01:10pm

During the WHO IS SHE? Session, 2 outstanding females will recount their journey of amazing transformations, One in health and the other in Media.

Session 1 with Serwaa Amihere (TV Producer/Presenter) – 12:30pm – 12:50pm

Session 2 with Obaa Gyamfi (CEO Obaayaa Fit and NutriAce) 12:50pm – 1:10pm

AFTERNOON SESSION Call to Order

1:15pm

MAIN KEYNOTE: Mrs Elizabeth Dwomo-Fokuo Why Africa Needs Female Entrepreneurs to transform the Continent- 1:15pm - 1:30pm

POWER WOMEN OF THE FUTURE PANEL: BUILDING BUSINESSES FOR A GLOBAL AUDIENCE - Moderated by Nana Aba Anamoah 1:35pm - 2:30pm

Aretha Yorke - The Future of Marketing

Regina Honu - Women in Technology and Innovation

Aisha Addo - Empowering and Investing in Women

Charlotte Ashamu - Business and Brand Strategy

Dentaa Amoateng - Accessing the Diaspora

Q & A with Conference attendants: 2:30pm - 3:00pm

Vote of Thanks and Closing Remarks by Trudy Arnold

Official Session ends and Networking and Speaker Interactions begins from

3:10 - 4:00pm

Departure.

END OF EVENT.

PROFILES

TRUDY ARNOLD

A graduate from Ghana's premier university, the University of Ghana, Legon with a BA Degree and a Master's Degree from Imperial College, London, Msc Management, a former Miss Malaika Ghana, 2nd Runner Up and CEO of Studio 7 Beauty Lounge, one of Ghana's fastest growing beauty brands, Trudy Asamaniwa Arnold, is a purposeful and ambitious young woman who does not settle for anything mediocre.

Trudy is also the Founder of The School For Success Scholarship Program, a non-profit platform that funds young, brilliant females who seek to add value to their lives through formal or vocational education to achieve their seemingly farfetched dreams.

She is also the Co-Founder of the WE Festival Africa - a unique event dedicated to supporting women entrepreneurs who are in the trenches of building their business.

A staunch Christian with a genuine love for God's work, Trudy inculcates core Christian principles in her businesses as well as her personal life. She believes that every young woman deserves the platform to fully realise her potential and become the best version of herself.

Being the head of a plush and luxurious yet affordable unisex beauty lounge at one of the busiest business centres in Accra, Trudy envisions radically changing the beauty industry in Ghana. She believes in giving true value for money and as such, sees to it that her clients are treated with the utmost care and respect at her establishment.

NANA ABA ANAMOAH: Nana Aba Anamoah. Nana Aba Anamoah is a Ghanaian journalist and television host and entrepreneur. She is the co-founder of SN Media Learning Tree, Ambassador for Women in Sports and Founder of Raising Readers Initiative.

MARCIA ASHONG - Marcia Ashong is Founder of TheBoardroom Africa, whose goal is to accelerate the presence of women in boardrooms across the African region, and Brace Energy, an Africa-centric integrated oil and gas service company. She is a P&L and organizational leader with an international energy, petroleum law background and an extensive career in the oil & gas industry; covering consulting, project management, business development, and operations spanning 4 continents, namely; Africa, Europe, North America, and the Middle East.

In 2010, she founded the Ghana Oil Club (GOC). GOC is Ghana's premier professional organization which provides a forum for petroleum and energy professionals, as well as an avenue for active dialogue about Ghana's Petroleum and Energy Sectors. She also serves as a member of the Board of Directors for the GOC.

She has since held various positions in international oil and gas companies and has worked in Accra, Lagos, London, Houston, Louisiana, and Dubai, with her most recent stint being Country Manager for Baker Hughes in Cote d'Ivoire.

Recently, the Oxford Journal of World Energy Law and Business published an article which she co-authored titled "An Assessment of Local-Content Policies in Oil and Gas Producing Countries," and in 2017, the Association of International Petroleum Negotiators (AIPN), headquartered in Houston, published a detailed version (over 100-pages) of the same paper after her team won the 2014 AIPN Global Research Grant on the same topic. She is passionate about the opportunity to impact policy in the natural resource space and provides advice for governments and stakeholders alike on ways to improve governance and reap benefits from their natural resources.

In early 2017, she was picked by Ghana's premier business magazine (Business World) among Ghana's 20 under 40 most influential business leaders.

JEMILA ABDULAI

Bilingual (ENG-FR) freelance consultant working across Africa at the intersection of policy, digital media and creativity. Founding editor of Circumspecte.com, an award-winning blog-turned-website dedicated to meaningful insights, interaction and creative action related to Africa (ns). Works with Africa-oriented brands, companies and organisations to leverage digital content and tools, and excels at creating valuable content, connections and conversations.

Track record of providing quality services in policy and market research, social media marketing, event management, strategic communications, business development, among others. Has lived and worked in over 7 countries (including 4 African nations), but currently based in Accra. Published writer and Ghanaian blogger with a thing for economics, travel, astronomy, global cuisine, great design, and life-long learning.

BERLA MUNDI

Berla Mundi is the Ghanaian co-host for Africa's first ever syndicated talk show, Moments with Mo on DSTV and has had compelling interviews with top personalities across the continent including Mrs. Samira Bawumia, wife of the Vice President of Ghana, Betty Irabor, CEO of Genevieve Magazine Nigeria, and more. She has worked on some major platforms including the Ghana Music Awards, EMY Africa Awards, USAID Women's Month and Miss Malaika Ghana.

Her objective is to become a leading Media brand in and outside Africa, catering to both young and old, breaking barriers and using her experiences to project African stories,

traditions, and values. She has worked with some Global brands including WOODIN and is currently the face of Malta Guinness Ghana.

Akosua Dentaa Amoateng MBE, best known by her stage name Dentaa, is an award-winning British-Ghanaian entrepreneur, actress, TV presenter, singer, producer and manager. She was awarded an MBE in Her Majesty the Queen; Elizabeth II's 2016 Birthday Honors.

As an actress she appeared on British TV shows including EastEnders and Holby City, before moving into presenting, hosting television programmes on British and Ghanaian TV including The Dentaa Show and reality TV music competition Mentor IV. She also had a brief career as a singer, releasing a gospel album in 2005, "Wu Ye Nyame".

Dentaa is an advocate for the Ghanaian community. In 2009 she founded the GUBA (Ghanaian UK Based Achievements) Awards, which recognises the achievements of individuals and organisations "positively contributing to the Ghanaian community in the UK or Ghana". In 2011, she was named in The Future 100 Awards as a "Young Social Entrepreneur" of the year for her work with GUBA.

In June 2013, Dentaa was announced as the winner of the annual African Women in Europe (AWE) Award, for her work in promoting Ghanaian achievement in the UK and for her charity work. Organisers described her as an "icon and role model to all African women living and working in Europe"

Dentaa is currently based in London, England.

AISHA ADDO

Hey! I'm Aisha Addo and I thrive on working to make the world a better place for women. Although I'm a graduate in Business Administration Accounting, my true passion and dedication lie in ensuring girls around the world are provided with the guidance and resources that help them identify their true purpose and calling to reach their full potential. I founded Power To Girls Foundation, a non-profit organization to offer young girls the mentors and role models that were absent during my own youth. As a facilitator and director of Power To Girls, I use my personal experiences and knowledge to create safe and engaging spaces for the girls I work with. I am the recipient of the Young Black and Gifted Award for Community Service and I was also named a Black Diversity Group Role Model and One of 100 Black Women to Watch in Canada and among the 150 Black Women making history in Toronto. DriveHER, the ride-sharing service for women by women, is my latest initiative and the next step in my journey to continue to empower and protect women.

ARETHA YORKE ASABENG: Aretha is the Head of Marketing for Maybelline New York in Ghana, prior to this she was Brands Manager and Head of Marketing for L’Oreal West Africa.

REGINA HONU: Regina is the CEO of Soronko Solutions. She was featured on CNN as one the 12 inspirational women who rock STEM(Science, Technology, Engineering and Mathematics). She was named as one of the six women making an impact in Tech in Africa and one of 10 female entrepreneurs to watch in emerging economies.

She was awarded Young Entrepreneur of the year by the GPA Awards from Africa 2.0. She was featured on CNN African Voices,CNN African Startups and interviewed by BBC World Service, Deutsche Welle and Aljazeera.

She is an Ashoka Fellow, Aspen Institute New Voices Fellow, GOOD Fellow, Global Shaper of the World Economic Forum, Vital Voices Fellow and a Change Leader with Tigo Reach For Change.

She belongs to the African Leadership Network and the Africa Leadership Initiative West Africa. Her story was published in the Lean In for Graduates by Sheryl Sandberg COO of Facebook, Impatient Optimist blog by The Bill and Melinda Gates Foundation and was a finalist for the ITU African Digital Woman of the Year. She is a Mandela Washington Fellow and had the honour of meeting Barack and Michelle Obama.

CHARLOTTE ASHAMU: Charlotte Ashamu founded Dabira in 2016 to help talented African designers take their businesses to the next level of growth and success. She has 15 years of experience in designing and leading programs to boost trade, investment and economic development across Africa.

Previously, Charlotte managed multi-country programs at the International Finance Corporation (IFC), the private sector arm of the World Bank Group, to provide financing and capacity building to small business entrepreneurs. Charlotte also served in the Office of the President of the African Development Bank (AfDB), where she led the development of strategic partnerships with foundations and philanthropists around the world.

Charlotte spent the earlier part of her career as an international trade specialist at the Whitaker Group and Abt Associates in Washington, DC. A graduate of Wellesley College and the Paris Fashion Institute, she holds a Master’s degree from Columbia University’s School of International and Public Affairs. She is a recipient of the Mo Ibrahim Leadership Fellowship awarded to young African leaders. Charlotte was raised in both Nigeria and the United States.

Mrs Elizabeth Dwomo-Fokuo is a retired Kumasi Technical University lecturer who has a passion for entrepreneurship. During her tenure as lecturer, she introduced the Institute of Entrepreneurship and Enterprise Development which runs degree and HND

entrepreneurship programmes and has seen over 3000 students graduate. The institute also runs a consultancy and business incubation centre offering consultancy services to small businesses and budding entrepreneurs. In 2014, Kumasi Technical University procured 200 acres of land to build an entrepreneurship village over which Mrs Dwomo-Fokuo has oversight and is currently in talks with US investors for equity funding for 23 of its projects - a few of these projects being ;an 8 acre fish pond, meat and processing unit, garment manufacturing facility, production of fuel from plastic waste. The entrepreneurship village was commissioned by President Mahama in 2016

Mrs Dwomo-Fokuo holds a Master of Arts, Industrial Management (Entrepreneurship) from KNUST and a Bachelor of Arts, Economics and Phenomenology of Religions from University of Otago, Dunedin, New Zealand. All her researches have been in entrepreneurship

Serwaa Amihere: Serwaa is a Television Producer and Presenter and the CEO of Luxurious Hair Brand O My Hair.

Obaayaa Gyamfi: Is a certified nutritionist with Bsc. Nursing, Personal Trainer, weight loss Expert and founder of Nutriace Empire.