

International Women's Day 2019

IWEE, HFW & WOB COLLABORATE

London, March 08, 2019 -On the auspicious occasion of #IWD2019, **International Women Empowerment Events (IWEE)** is pleased to announce its strategic partnership with **Hope for Women (HFW)** and **Women on Boards (WOB) Maldives**.

Economic empowerment is key to women feeling secure in their personal and professional relationships, hence, **IWEE** (which aims to inspire and economically empower Asian women as well as connect them to women across the globe through highly cited publications, turn-key conferences and high quality trainings) has partnered with **Hope for Women** (the main focus for which is women's rights with a particular focus on violence against women) and **Women on Board** (the main focus of which is on economic empowerment)

IWEE's mission for Asian women is to ignite empowerment by providing guidance and support at both local and global level through training and coaching in areas of women leadership, attachment theory, finance, sexual harassment and other gender focused topics, with actionable outcomes and localized training interventions. **IWEE** also aims to encourage the private sector to help women in developing nations while accelerating growth for their own workforce and business.

The **WOB** serves as a leading centre for women development and empowerment in the Maldives and aims to become a leading voice in Asia for economic empowerment. **WOB** also promotes gender diversity across the board and inspires Maldivian women to reach the next level wherever they are, regardless of their position or economic standing.

WOB is in partnership with local and international parties such as the Capital Market Development Authority, the South Asian Federation of Exchanges and over 20 leading corporates that supports its women empowerment and development agenda.

HFW was founded in 2010 with the prime objective of ending violence against women and girls while also focusing on eliminating discrimination against women, promoting gender equality and political empowerment of women in the Maldives. With its strong advocacy and leading civic campaigns the organisation continues to be the lead voice in relation to women's rights and has built connections with key international organizations such as Men Engage Alliance and SANGAT. **HFW's** experience in running a legal clinic, reveal that economic dependency on perpetrators of violence prevents women from getting out of abusive relationships hence preventing women to reach their full potential.

The World Employment and Social Outlook: Trends for Women 2017, shows East and South Asia as the only two regions in the world seeing a reduction in the percentage of working women over the past decade. The situation is particularly apparent in South Asia, where less than 1/3 of the female population are active in the labour market, 51% less than the rate for males. The Asian region loses an estimated US\$ 40 billion each year as a result of gender gaps in employment and education. **IWEE** has a global network of highly acclaimed speakers and experts in various disciplines.

IWEE's strategy is in the first instance is a 2-day conference in each country followed by a country specific follow up intervention to accelerate skills development among the budding entrepreneurs. **IWEE** has chosen Maldives to have its launch event. The conference will be facilitated by international speakers from UK and US and is due to take place next month.

The **WOB** annual awards will also be held in collaboration with this event. Globally, the issue of financial abuse within relationships and women's financial freedom has been gaining attention and hence this partnership is intrinsic in a conference that focuses on women's economic empowerment.

This partnership is very exciting for partnering organizations. *"The strategic partnership with IWEE is consistent with our mission to support women across the country, and to continuously deliver better services to help support and improve women empowerment in Maldives"*, says President of **WOB**, former CEO of the Capital Market Development Authority and recipient of the Rehendi Award- an award given by the President of Maldives in recognition of outstanding service to national development and society - **Ms. Fathimath Shafeega**

Recipient of the International Women of Courage Award, co-founder of **HFW**, and one of the most respected and passionate women's rights advocates **Ms Aneesa Ahmed** shares, *"Encouraging and facilitating women to break the ceiling through capacity building and promoting visibility is a dire need to empower women to live a life of dignity free from abuse and poverty."*

Hira Ali, Founding Director of **IWEE**, an acclaimed author, International leadership trainer and coach and **Dr Mariya Ali**, award winning child rights advocate, co-founder of Butterfly Effect and former Deputy Minister of Health and Family in the Maldives, believe that this partnership will really help support their cause of empowering women and men.

