

Facebook supports female African entrepreneurs

Facebook is supporting and sponsoring She Leads Africa, an African enterprise and women's business-focused movement, to help ensure female entrepreneurs and professionals across the world unlock their full potential.



Facebook workshop

[She Leads Africa](#)'s successful bootcamp programme, [SheHive](#), was held in London from August 18-21, 2016. The four-day event took place at Facebook HQ in London and featured some of the city's leading African and diaspora entrepreneurs and business women, who shared insight and advice, as well as lead workshops on building business skills for the future.

She Leads Africa has built a global community of more than 100,000 members across Africa and the diaspora in just two years.

"Facebook is where African consumers connect with African entrepreneurs, with millions of people across the continent using our platform to communicate with small businesses each month," said Akua Gyekye, public policy manager for Africa at Facebook. "Over 60 million businesses are using Facebook to help grow their business and connect with customers. While many of the owners and founders are African women, there should be more. That's why we are delighted to support She Leads Africa as it enables young African women to connect, learn and share in a supportive and inspirational environment."

She Leads Africa co-founder Afua Osei, said: "Men dominate the business and corporate landscape in Africa, but we have

the opportunity to change things now by nurturing female African entrepreneurs on the continent and in the diaspora.”

Added Gyekye. “We are eager to help more African women turn their businesses into realities because we believe that this will help their families, communities and countries to prosper. Female-owned businesses lift up other women, create jobs and inspire other girls and women to start businesses of their own. We want to work with female entrepreneurs to use our mobile tools to communicate with their customers in a relevant and personalised way.”

SheHive London, an open event, gave access to over 15 expert-led, training sessions covering the topics that young professional women need to know in order to succeed. This was also an opportunity for young women to re-engage with the continent and network with other young African women while building their professional skills.

SheHive will also be moving on to [Johannesburg](#) and [Lagos](#), later on in 2016.

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