



NIGERIAN NETWORK OF WOMEN EXPORTERS OF SERVICES (NNWES)



WHO WE ARE



MOTTO:



“Communicating the opportunities and supporting each other in the global economy”

WHO ARE WE?

- ✓ We are an alliance specifically dedicated to business and professional Women in the **Service Sector**.
- ✓ We are a support Network to existing Associations and Chambers of Commerce.
- ✓ Our Membership is open to all business and professional women in the Service Sector including women entrepreneurs, Corporate Women, Government Employees, NGO's and Supporters and Promoters of Women in the Service Sectors.
- ✓ We are supported by the International Trade Centre (ICT) in Geneva, as well as the Nigerian Export Promotion Council (NEPC).

WHO ARE WE?

(CONTS 1)

- **We are focused entirely on business.**
- **We provide linkages to International Women's Associations**
- **We act as a support and resource to each other.**
- **We are interested in developing International Business * (Export Markets)*.**

WHO ARE WE?

CONTS 2

- We are the only Network dedicated to women in the Service Sector.
- We are National in scope and represent women in dozens of Service Sectors.
- We place the greatest emphasis on Networking with each other.
- We are the start of an International Partnership!

WHO ARE WE?

CONTENTS 3

- We are among the 18 Women Business Networks being supported by the Centre for International Private Enterprise (CIPE)
- We are a Member of the Women, as well as the Business & Industry Major Groups at the African Union, the United Nations Economic Commission for Africa, on the 2030 Agenda (Sustainable Development Goals) in UNECA HQ, Addis Ababa, Ethiopia.
- We are in Special Consultative Status with the Economic and Social Council (ECOSOC) of the United Nations, New York.

MISSION: *(WHAT WE INTEND TO ACCOMPLISH/
OUR DESTINY)*

Building an enviable profile in the service sector within and outside Nigeria, ensuring proficiency in its utmost level for national development and economic sustenance.

VISION:

(ANTICIPATIONS/DREAMS)

Dynamic Network standing as a focal point for efficiency in service delivery and export; influencing Policies and actions at all levels, safe-guarding the Nigeria socio-economic environment, and Promoting Sustainable Development.

OBJECTIVES

❖ The Nigerian Network of women Exporters of services is to be a 'peak' Body of business and professional women in the service sector.

Its Objectives are:

- To promote women exporters in the service sector.
- To support, educate and build the capacities of women in the service sector.
- To support other business and professional organizations by Providing service sector specific programs and opportunities.

OBJECTIVES

CONT.

- To be the voice of Nigerian women in the service sector Nationally and internationally.
- To advocate, lobby for, and represent the interests of Nigerian women in the service sector to industry and the government.
- To build a strong recognizable public profile for Nigerian Women Exporters in the service sector.

WHY A SPECIAL NETWORK FOR WOMEN?

- ✓ The service sector is the fastest growing sector globally and the majority of Business and Professional Women are in the service sector. This number is rising worldwide daily.
- ✓ Women are particularly suited to success in the service sector.
- ✓ There are huge untapped opportunities for women.

WHY THE SERVICE SECTOR ?

- Services can be exported without having to leave the home.
- Services include everything except Manufacturing, Agriculture, Mining and Fishing.
- Exporting your services offers a great untapped opportunity for you and your business.
- Perhaps you are already exporting but do not even realize it!

CONSTITUENTS OF THE SERVICE SECTOR

The Service Sector is an industry made up of companies that earn their revenue through the production of intangible products known as services. There are 12 MAIN SECTORS and OVER 160 Sub-sectors according to WTO -GATS.

1. **BUSINESS SERVICES** — Professional, (Legal, Accounting, Arch. Engr. Medical), Computer and related, Research and Development, Real Estate, Rental/Leasing without operators and other business services (Advertising, Marketing, Services incidental to fishing, mining, manufacturing, Consulting, Photography, Investigations) etc.

▪ **2. COMMUNICATION SERVICES** — Postal, Courier, Telecommunication, Audiovisual (Radio/T.V.) and other Communication Services;

3. CONSTRUCTION AND RELATED ENGINEERING SERVICES — General construction for buildings and Civil Engineering, Installation, Assembly, Building Completion and Finishing Work, others;

4. DISTRIBUTION SERVICES — Commission Agents', Wholesale Trade and Retailing Services, Franchising, Others;

- 5. **EDUCATIONAL SERVICES** — Primary, Secondary, Higher and Adult Education, Distance Education, other Educational Services;
- 6. **ENVIRONMENTAL SERVICES** — Sewage, Refuse Disposal, Sanitation and Similar Services, others;
- 7. **FINANCIAL SERVICES** — Insurance, Banking and other Financial Services-Lending, Issues of Securities and Fin. Advisory, etc;
- 8. **HEALTH-RELATED AND SOCIAL SERVICES** - Hospital Services, other Human Health and Social Services, Others;

- **9. TOURISM AND TRAVEL-RELATED SERVICES** - Hotels and Restaurants, Travel Agencies and Tour Operators; Tourist Guides Services, others;
- **10. RECREATIONAL, CULTURAL, AND SPORTING SERVICES** - Entertainment, News Agency, Libraries, Archives, Museums, Sporting and Recreational Services, others;
- **11. TRANSPORT SERVICES** — Maritime, Internal Waterways, Air, Space, Rail, Road, Pipeline and Auxiliary Transport Services (Freight. Storage, Cargo Handling, others;
- **12. OTHER SERVICES** not included elsewhere (hair, clothes, designing, beadry, etc.

CHALLENGES WOMEN SERVICE EXPORTERS MAY FACE IN THE GLOBAL ECONOMY

1. Networking :

Many professional and women entrepreneurs, whether they manage large, small or micro businesses, do not Participate in the business circles that decision – makers know and Consult. A majority of women entrepreneurs are isolated in Marginal Economic areas such as micro and informal enterprises. Women find it hard to be on the mainstream economy.

2. Training:

Typically, women entrepreneurs do not have access to Export Training. Many trade organizations do not reach out specifically to women, expecting women's organizations to bridge the gap. Again, most export training is only focused on exporting Goods, not services.

3. Profile & Credibility:

Most services are sold through referrals. Successful exporters of services need to work hard to build their Profile and credibility at home, on the internet, and abroad.

4. Information and Technology:

Technology, specifically Information Technology System is rapidly shaping the way businesses in the Service Sector operate. Ideally, resources are needed to be pooled to integrate Information and communications technologies to run businesses more efficiently, cut down on cost, reach new markets and generate more revenue/income.

Again, the right information is critical in Business, especially trade in services. Research and development in the service sector in Nigeria is still at a minimal level.

5. Mentoring and confidence: Building:

It is difficult to identify role Models who can be beneficial in terms of sharing experiences, difficulties, solutions successes and best practices

6. Marketing:

Many Professional Women have not had access to Training in marketing and they have difficulties articulating what Services they provide, and why it is better or different from Competitors.

7. Access to Capital:

Access to finance is by far the greatest challenge facing women entrepreneurs, especially women in Services. While most service firms are not capital intensive, women business owners do need access to finance for purchase of information and communications technology, for growth and for export market development.

Research shows that women generally have to use their personal resources, which limits potential export growth. Options, such as microcredit schemes and incentives, have often been designed for commodity or handicraft producers and need to be repositioned for service firms.

8. Advocacy: Having a voice for Women in the Service Sector

Women entrepreneurs have different goals and life experiences. Most often, women are not part of the mainstream networks, they miss opportunities for national and international promotions, and lack representations in Policy decision/Policy making tables. Issues concerning them are sparingly addressed, or improperly handled.

WE CAN HELP IN OVERCOMING THESE CHALLENGES!

The NIGERIAN NETWORK OF WOMEN EXPORTERS OF SERVICES (NNWES)

· **is a**

- **Network of business and professional women entrepreneurs in the Services sector**
- **who are interested in working in partnership and friendship with similar women in the global economy.**
- **The Nigerian Network of Women Exporters of services (NNWES) offers amongst others, the following benefits to its Members:**

FURTHER AID

CONT. 1

- ❖ Introduction to, and support by like minded Business and Professional Women in the Service Sector/Access to role models
- ❖ Access to Specialized Training and Promotion Focused mainly on Exporting Services.
- ❖ Inclusion in a Special Services Export Database.
- ❖ Opportunity to participate in the Global Marketplace
- ❖ Access to Special Business Promoting Opportunities and Trade Development Trainings and Activities
- ❖ Advocacy for the promotion of Members' Business Environment, and Linkages for Access to finance.
- ❖ Helping women in building trust in their offering and encouraging relationship marketing.

- ❖ Granting of Award-(cash or material) to outstanding new Members who excel during in-house training activities.
- ❖ Giving referrals/letters to members to aid in securing visas for international travels.
- ❖ Again, NNWES gives Members Support during critical times of need/celebrations.
- ❖ NNWES is among the 18 Women Business Networks being supported by the Centre for International Private Enterprise (CIPE) and Members occasionally receive Capacity Building Locally and Internationally, by renowned experts on Network Governance, Business and financial Development and Management, as well as support to draft Business Agenda and Pursue Collective Advocacy Plans and Visits on pressing Business issues and Policies for Growth.

FURTHER AID

CONT. 3

- ❖ NNWES is a Member of the Women's Major Group, as well as the Business and Industry Major Group, at the African Union, the United Nations Economic Commission for Africa, on the 2030 Agenda (Sustainable Development Goals) in UNECA HQ, Addis Ababa, Ethiopia, and UN HQ, New York, this affords Members the opportunity to Network and deliberate on pressing issues and seek ways of getting international awareness of their needs, and proffer internationally binding solutions, as well as learn international best practices.
- ❖ NNWES is in Special Consultative Status with the Economic and Social Council (ECOSOC) of the United Nations, and Members have the benefits of attending different UN Programs in New York, Vienna, and Geneva, as well as hosting side events, at UN Headquarters and making oral or written Submissions and Interventions as may be approved by UN.

FURTHER AID

CONT. 4

- ❖ NNWES receives technical Support from the International Trade Center Geneva in the form of Provision of Books and other Resource for Business Growth and Export, and equally receives invitations to international Export Development Fora Organized by ITC, Geneva.
- ❖ NNWES Members receive free training on different Business Courses by the United Nations Institute for Training and Research (UNITAR)
- NNWES plans in future to set up NNWES financing schemes to grant soft loans to members for business growth. We hope this becomes feasible.

IN GENERAL:

- ❑ Focusing on proper Networking in the services will result in more accurate research and development, more sound policy decisions, a different branding of the Nation, different financing criteria and a strategic repositioning of trade status in both national and international markets.
- ❑ Supporting women in business is not charity. Women are huge contributors to economic growth. Encouraging them to expand their businesses makes good economic sense.
- ❑ However, women need to reason together, accommodate one another and push forward as a team.

WOMEN, LET'S WORK TOGETHER SO WE CAN WALK FAR!!!



JOIN THE NETWORK AND GROW YOUR BUSINESS

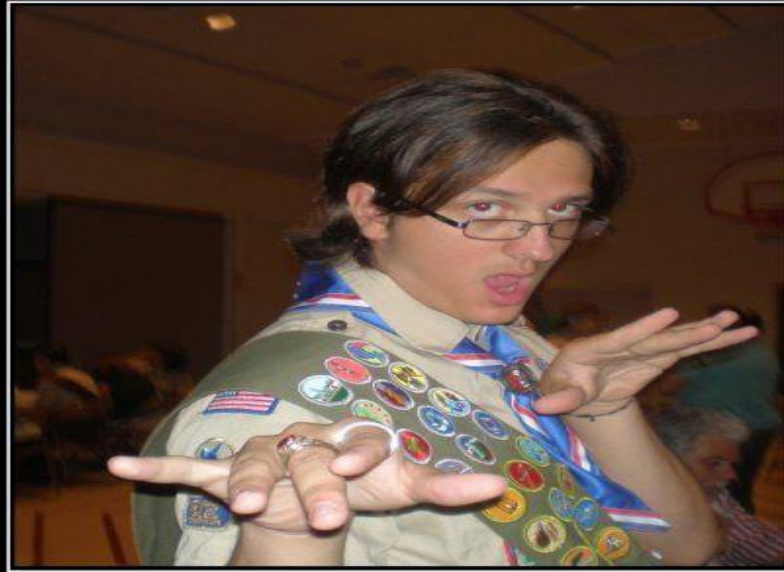
▪ ***NIGERIAN NETWORK OF WOMEN EXPORTERS OF SERVICES***

▪ ***(NNWES)***

SUITE 20, SILLA ZEKA PLAZA,

▪ ***PLOT 29, ADEBAYO ADEDEDEJI CRESCENT,
UTAKO, ABUJA.***

nnweswomen@gmail.com



THANK YOU
for removing all doubt

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BY
OKPALA, NKIRU JOY (ESQ.)
NATIONAL COORDINATOR,
NNWES.