

EDUCATING AFRICA'S GLOBAL LEADERS

About CEIBS

China Europe International Business School (CEIBS) is the leading international business school in China. CEIBS is a not-for-profit joint venture established in Shanghai in 1994 under an agreement between the Chinese Government and the European Union. The institution has been instrumental in nurturing the kind of leaders that have driven China's economic transformation with distinction, and offers not only world class teaching and research but also the kind of China depth that no other global business school can match.

The CEIBS Africa project was launched in 2009 with a mission to prepare highly competent innovation oriented managers and executives who are capable of leading and growing their organisations in the increasingly dynamic African economic environment.

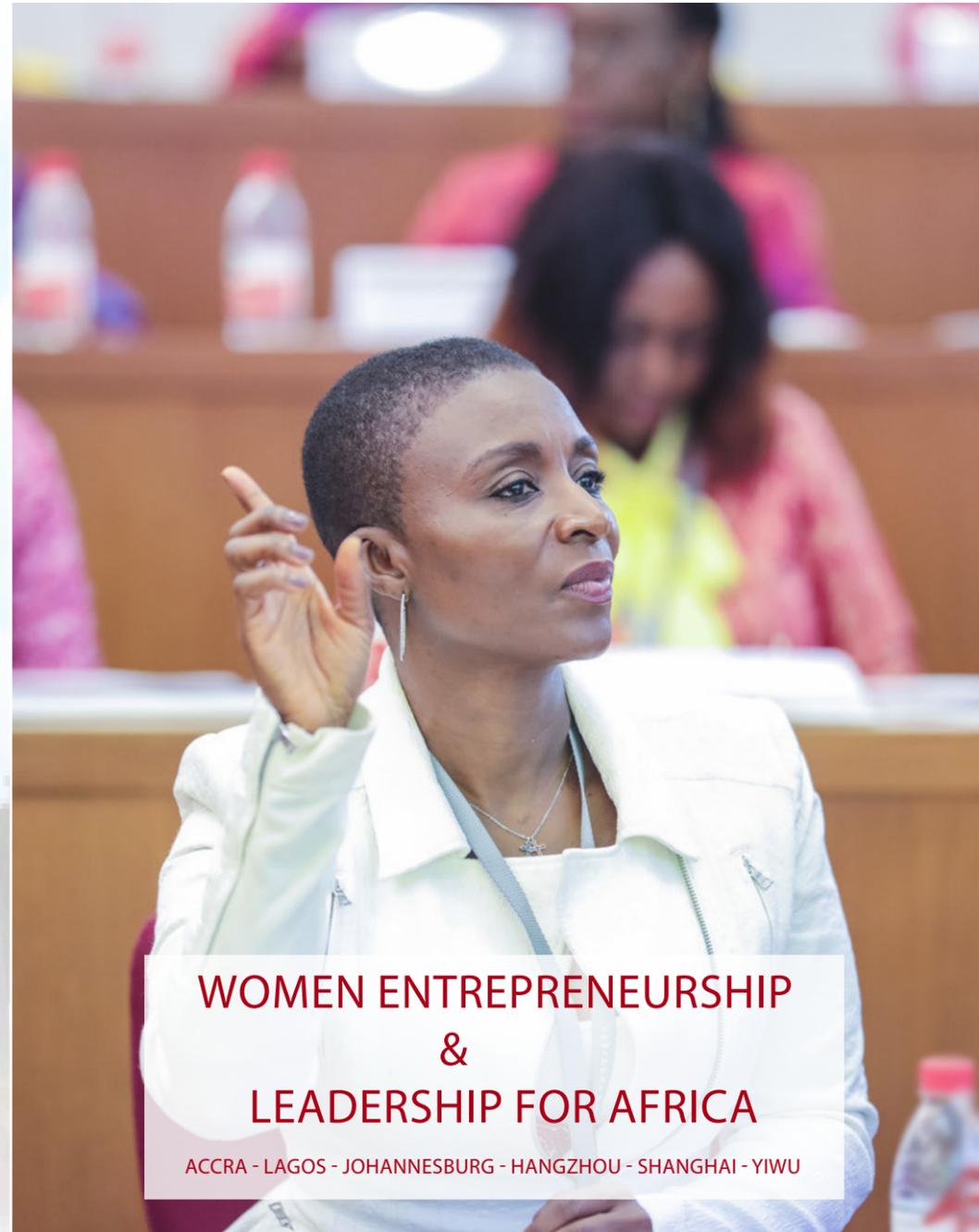
- > CEIBS MBA is ranked #5 worldwide and #1 in Asia
- *Financial Times, London, MBA Ranking*
- > CEIBS Global Executive MBA is ranked #5 worldwide and consistently ranked among the world's top 20 EMBA programmes
- *Financial Times, London, EMBA Ranking*
- > CEIBS Executive Education is ranked among the top 30 Worldwide
- *Financial Times, London, Executive Education Ranking*

WELA Locations



Contact Us

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WOMEN ENTREPRENEURSHIP & LEADERSHIP FOR AFRICA

ACCRA - LAGOS - JOHANNESBURG - HANGZHOU - SHANGHAI - YIWU



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www.ceibs.edu/wela-programmes

BREAK THE GENDER STEREOTYPE IN BUSINESS

The Women Entrepreneurship and Leadership for Africa Programme (WELA) is a practical, hands-on programme that examines the issues, challenges and opportunities women face in creating, managing and leading companies in Africa. The programme is specially designed for women entrepreneurs and is focused on enabling them to identify business opportunities as well as maintain viable and sustainable enterprises.

CEIBS creates a supportive and participatory learning environment for the exchange of best practices and experiences, strategy development and skills building, working within the context of women's economic development issues and priorities.

Programme Features

- > 5-module programme held 3 days every 2 months
- > 1st 4 modules in Accra/Lagos/Johannesburg
- > 5th module at CEIBS Shanghai Campus
- > Participation in an ecommerce programme for business transformation at Alibaba Headquarters, Hangzhou
- > A trip to Yiwu International Trade City
- > Company visits in China

Programme Benefits Include

- > Gain expertise in scaling up and growth strategies
- > Be part of a supportive and participatory learning environment for the sharing of best practices and experiences
- > Develop networks with other women entrepreneurs in Africa, Asia, and beyond to support access to markets
- > Entry into CEIBS' 22,000 plus global alumni network and tap into benefits of extensive resources available to members



Programme Content

- Entrepreneurial Finance & Accounting
- Entrepreneurial Sales & Marketing
- Strategy and Innovation in Entrepreneurial Ventures
- Entrepreneurship, Leadership and Gender in Africa
- China Immersion Trip
 - > Doing Business in China
 - > Managing Across Cultures
 - > Marketing in China
 - > Managing Talent
 - > Networking for Success
 - > Company visits
- Mentoring
 - One-on-one engagement, with a focus on the personal development of each participant and the growth of her business.

Admission Requirements

- > Strong business and leadership background
- > Degree or Diploma from a reputable institution
- > 2 years' work/business experience

Programme Fee

- > Fee: \$8000 (Early bird discount of \$1000 available)
- > Payable in 3 installments
- > Covers all teaching materials, tea breaks. Also covers accommodation for the module in China
- > Scholarship available

Testimonials

"The WELA experience was phenomenal. Every bit of information added great value, whether it was provided formally or during informal chats. After Prof. Mathew Tsamenyi's Accounting module, I decided to have a forensic auditor check one of my accounts – and the bank refunded me 3,800,000 NGN (10,550.00 USD)! This was money that was previously totally lost to me, now regained. All that I learned from all the modules has contributed greatly to my business and our factory project management. In light of the forex issues in Nigeria, this new knowledge could not have come at a better time. Today I have been made a brand ambassador for Stanbic IBTC Bank in Nigeria."

Omoyemi Chukwurah
WELA Lagos 2015
CEO, Seams and Stitches Ltd/Dresscode Ltd

"The uniqueness of the WELA programme is its strategy of using each participant's business as a case study, whereby we all had a part in identifying issues and making recommendations to assist each other. As a retired banker, I found WELA particularly informative and useful because it has taught me a lot about the fast mode in which digital banking has taken over most traditional banking services. The e-commerce sessions at the Alibaba Digital Museum have also given me deep insights into how artificial intelligence is transforming the world. The lessons taken from the WELA programme are helping me pitch my plans more professionally to access finance from investors."

Alberta Quarcoopome
WELA Accra 2018
CEO, Alkan Business Consult Ltd.

"My CEIBS-WELA experience has been a journey of self-discovery and growth. It challenged everything I knew as an entrepreneur as the course updated my business knowledge for this digital age and 4th industrial revolution that is on the horizon."

Ezinwanne Ajayi
WELA Lagos 2018
CEO, Africa Baby Care Ltd

"I needed a programme that would offer me holistic training in business entrepreneurship that is consistent with today's business environment. That is why I chose WELA, and I haven't been disappointed."

Felicia Ofei
WELA Accra 2017
CEO, Hot Morgaans

Connect with CEIBS



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