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#WomenDeliver2022 campaign calls on public to share vision of women in Africa

Cape Town is bidding to host the 2022 Women Deliver Conference and as part of the bid, the Cape Town and the Western Cape Convention Bureau, a division of Wesgro, will be running a #WomenDeliver2022 social media campaign, sharing the journey and vision of local women during August.



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The 2022 Women Deliver Conference is estimated to attract around 5000 delegates over 4 days and is the largest international conference focusing on the health, rights and well-being of girls and women.

The campaign also calls on people to share their vision for women in Africa using the hashtag #WomenDeliver2022.

A great debt is owed to women

"We owe a great debt to the women that have created the environment for us to be able to succeed," Robyn Cooke, head of TFG e-commerce, the first woman to be featured in Wesgro's #WomenDeliver2022 campaign.

Delving into detail around the nature of the conference, Wesgro's chief marketing officer for tourism, Judy Lain, says: "Women Deliver is a leading global organisation advocating for girls and women, especially around maternal, sexual and reproductive health rights issues. The conference, hosted every three years, brings together people from across a multitude of sectors, backgrounds and cultures to share, connect and progress the rights of women. "

Executive mayor, Patricia de Lille, commented: "Women make up more than half of the world's population and have already made immense contributions to local and global successes. From business to social development and climate change, women are at the forefront of tackling key issues. The Women Deliver Conference speaks to goals of empowering more women so that we continue amplifying the role of women across sectors. Women who are already empowered must do more to empower other women and this conference must deal with tangible actions we can take so that we can have more women walking the walk to bring progress in our respective fields."

Wesgro CEO Tim Harris commented: "We are privileged to live in a province where we are surrounded by powerful women leaders. Cape Town is ideally situated to provide the backdrop for global leaders to debate and influence pertinent conversations around women's well-being and rights."

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