

## Women in Business 2016 Awards announced by MTN

MTN has announced the launch of the 2016 edition of MTN Women in Business (WiB), a series of events through which MTN recognizes and celebrates outstanding female business leaders.



Over the years, MTN Uganda has been at the forefront of supporting business communities in Uganda through its extensive enterprise business offering as well as the MTN Business training programs for Small and Medium Enterprises (SMEs).

The initiative has helped equip business owners with the relevant ICT tools and expertise to not only start up new business ventures but to also grow and enhance their current business to ensure optimum output, increased efficiency and improved profitability. This program has over the last three years extended to Women in Business (WiB) in particular, in an effort to accelerate the role of women in driving enterprise development and job creation.

“The MTN Women in Business Awards recognize and celebrate the spirit of excellence that is demonstrated by those outstanding women that have harnessed technology/ICT and talent to grow their businesses and consequently have stood out as drivers of positive change in our communities,” said MTN’s chief marketing officer, Mapula Bodibe.

The MTN WiB awards will be held on Friday 18 March 2016. The event will be preceded by a panel discussion under the theme; Women in Business: Using Technology to manage their businesses, which will feature prominent business leaders including TradeMark EastAfrica’s Allen Asimwe, Google Uganda’s Susan Kitariko to mention but a few.

The Awards winners will be selected by a panel of judges and will fall under three main categories of Excellence in ICT Award, Excellence in Financial Services Award and the CEO of the Year Award. Additionally, there will be a Customer’s Choice Award category, which has been set up to encourage participation by MTN’s customers.

This year, MTN Uganda will host a full-day business EXPO where its leading female strategic partners and business associates will showcase their brands, products and services to visitors attending the business expo. This in an effort to not

only recognize these women, but to also give them an opportunity to profile their businesses to the market.

For more information, visit <http://mtn.co.ug/>.

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