



Women in Business Fair

The Dutch Embassy organized 'Women in Business Fair' with more than 30 Albanian female entrepreneurs from all over the country participating.



Many interested visitors of the fair engaged in networking and buying Albanian products.



The Ambassador of the Kingdom of the Netherlands, Dewi van de Weerd, welcomed the guests and highlighted Dutch efforts to promote a sustainable entrepreneurship culture, which encourages women entrepreneurship as key to inclusive economic growth. She said: "Investing in more participation of women in the economy pays off. By empowering women, we improve both their welfare and their economic contribution." Linda Shomo (right), CEO of European Fintech Award winning Albanian company EasyPay, invited the participants to join the Albanian Women Entrepreneurs Network (NAWE).



The event was also greeted by Deputy Prime Minister, Mrs. Senida Mesi, and Minister of Entrepreneurship, Mrs. Sonila Qato who also addressed the audience.



The screening of the documentary "Rruga" from Dutch artist Su Tomesen on street vendors attracted attention and generated discussions on ways to improve such a situation.



The book of Elizabeth Gowing "The Silver Thread" was also introduced by the author. She described the filigree's journey through the Balkans and its flowering in Istanbul, in Albania's cities and into the country's highlands.



The event brought together more than 300 guests from social business initiatives, civil society and female entrepreneurs. This activity was organized in cooperation with "Together for Life" foundation and "NAWE" -The Network of Albanian Women Entrepreneurs.