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Page 1/... follows 2

U.S. Ambassador tells Namibian business women that they hold the key to unlocking economic growth

Windhoek – “Women hold the key to economic growth,” said U.S. Ambassador Thomas Daughton to the participants of a Communications & Negotiations Workshop for members of the African Women’s Entrepreneurship Program (AWEP) in the capital on 18 February 2016, when the three-day event closed.

The Ambassador also presented training certificates to the 22 business owners from sectors including retail, ICT, tourism, management consulting, manufacturing, law, accounting, and marketing whom were trained on presentation, negotiation, public speaking and many other aspects central to effective communication.

The workshop was developed by the United States Agency for International Development’s (USAID’s) Southern African Trade Hub program in collaboration with renowned persuasive communications expert from Brown University, Dr. Barbara Tannenbaum, whose global clients include Microsoft, Google, and high profile American politicians.

The training incorporated results from regional gender analysis and has been tailored to address the specific needs, constraints, concerns, and opportunities experienced by women business owners and entrepreneurs in Southern Africa. The workshop further included innovative modules on impact and delivery styles, goal and audience targeting, persuasion, credibility, and trust, as well as discussions on how culture and gender influence communication.

In his closing remarks, U.S. Ambassador Thomas Daughton congratulated the participants and AWEP for recognizing “the pivotal role women can play in transforming society by owning, running, and operating small and medium businesses, and by becoming voices for social change and economic empowerment in Namibia.”

Similar Persuasive Communications and Assertiveness Workshops were successfully delivered recently to members of the Botswana Women in Business Association (WIBA) and members of Zambia’s African Women Entrepreneurship Program (AWEP).

Background on the organizations:

The **U.S. Agency for International Development (USAID)** is leading the U.S. government's efforts to end extreme poverty and promote resilient, democratic societies around the world. The American people, through USAID, have provided economic and humanitarian assistance worldwide for over 50 years and for over 25 years in the Republic of Namibia. For more information, visit: www.usaid.gov/southern-africa-regional

USAID's Southern Africa Trade Hub provides targeted technical assistance to governments, the private sector and civil society organizations to advance regional trade within Southern Africa. The Trade Hub's work throughout the region increases international competitiveness, intra- regional trade and food security in Southern Africa. For more information, visit: www.satradehub.org

African Women's Entrepreneurship Program (AWEP) is an outreach, education, and engagement initiative that targets African women entrepreneurs to promote business growth, increase trade both regionally and to U.S. markets through the African Growth and Opportunity Act (AGOA), create better business environments, and empower African women entrepreneurs to become voices of change in their communities. For more information, visit: <http://www.state.gov/p/af/rt/awep/>

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