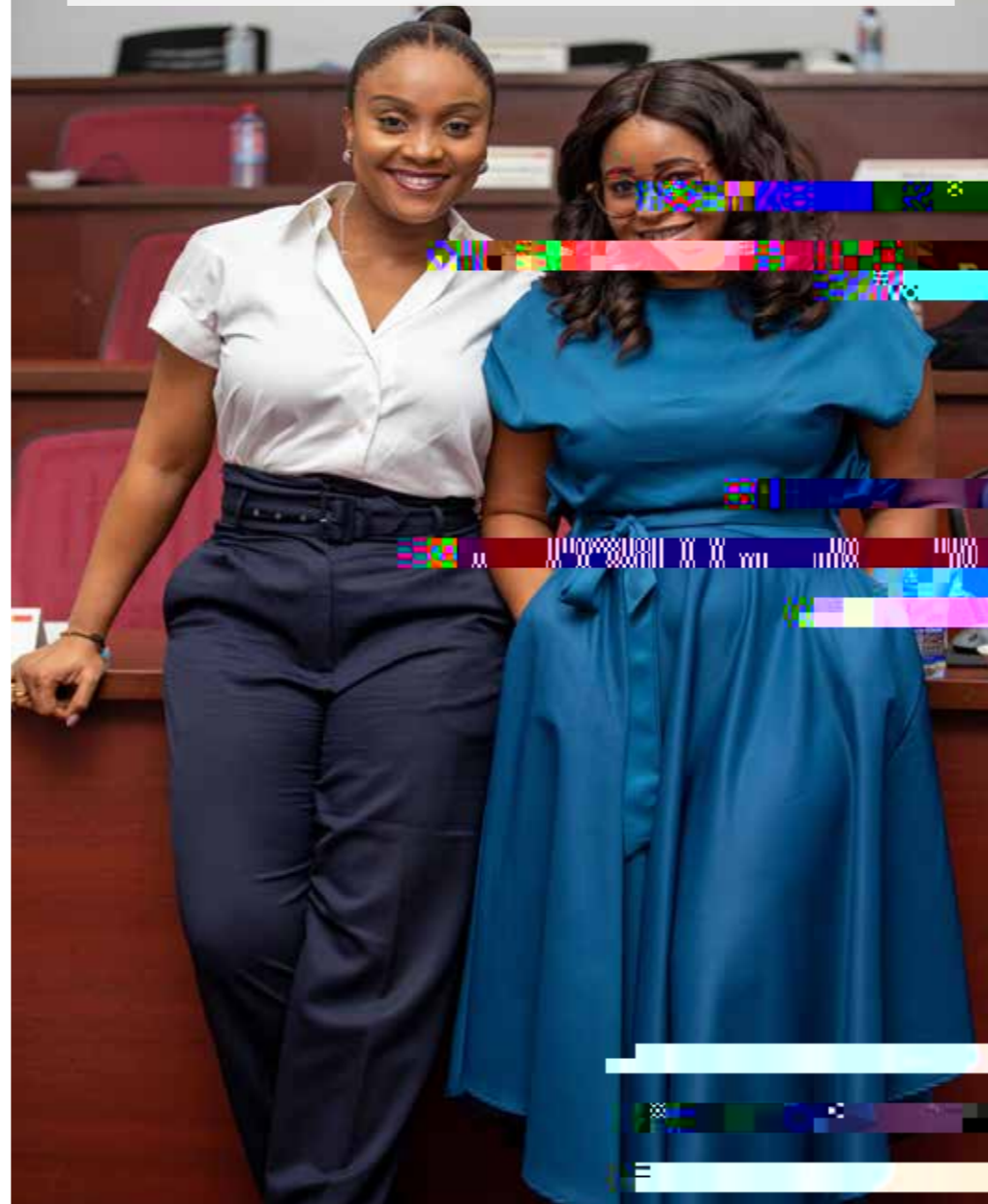


# EDUCATING AFRICA'S GLOBAL LEADERS



*Financial Times, London, EMBA Ranking*

*Financial Times, London, MBA Ranking*

>CEIBS Executive Education is ranked among the top 30 Worldwide  
- *Financial Times, London, Execut ve Educat on Ranking*

## WELA Locations



ACCRA



LAGOS



HANGZHOU



JOHANNESBURG



SHANGHAI



YIWU

## CONTACT US WITH YOUR ENQUIRIES

China Europe International Business School (Accra Campus)  
5 Monrovia Road, East Legon, Accra, Ghana

China Europe International Business School (Lagos Office)  
No.2 Louis Solomon Street, Victoria Island, Lagos, Nigeria

Email : [africaprogram@ceibs.edu](mailto:africaprogram@ceibs.edu)

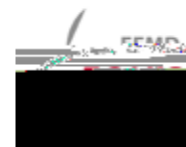
Website: [www.ceibs.edu/africa](http://www.ceibs.edu/africa)

### GHANA

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[www.ceibs.edu/wela-programmes](http://www.ceibs.edu/wela-programmes)

## BREAK THE GENDER STEREOTYPE IN BUSINESS

The Women Entrepreneurship and Leadership for Africa (WELA) Programme 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

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### Programme Content

Entrepreneurial Finance & Accounting

Entrepreneurial Sales & Marketing

Strategy and Innovation in Entrepreneurial Ventures

Entrepreneurship, Leadership and Gender in Africa

\* Introductory session on doing business in China

Mentoring

One-on-one engagement, with a focus on the personal development of each participant and the growth of her business.

Post-Programme China Immersion Module

- > China business opportunities
- > Managing across cultures
- > Marketing in China
- > Managing talent
- > Networking for success

### Admission Requirements

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

### Programme Fee

- > Fee: \$4000 (excluding the post-programme China immersion module)
- > Payable in installments
- > Covers all teaching materials and tea breaks

\* Cost of post-programme China immersion module to be confirmed later