



October 1, 2008

Women's Festivals co founder, Mary Schnack announces:

INTERNATIONAL WOMEN'S BUSINESS CONFERENCE TO BE HELD IN KENYA First ATHENA International Leadership Award to be presented in Africa

The first annual Kenyan Association of Women Business Owners (KAWBO) International "Women Mean Business" Conference will be held at the Intercontinental Hotel in Nairobi, Kenya, on March 18-20, 2009.

Working with the American Chamber of Commerce in Kenya and the National Association of Women Business Owners (NAWBO), KAWBO is planning seminars and keynote speakers to cover business topics such as Women Trading Across Borders, Marketing, and Financial Strategies.

Women business owners from China, India, and throughout Africa, Europe and the United States will be in attendance. Time also will be set aside for networking as well as entertainment and touring.

The first ATHENA International leadership award to be given in Africa will be presented at the conference. Dedicated to supporting, developing and honoring women leaders, ATHENA International strives to create balance in leadership worldwide.

"There are so many opportunities for women globally to work together," said Eva Muraya, Chair of KAWBO. "This conference will be an important step to learning the best ways to work together to increase prospects for all of us. KAWBO was inspired by our invitations to attend the national conferences of NAWBO and its International Forum. We look forward to an on-going relationship with women business organizations and members throughout the world as we grow our businesses by mutually sharing information and opportunities."

Prior to the event in March, officials from the Kenyan Embassy in D.C. have offered to give presentations about the conference and travel to Kenya to interested groups in the United States.

Special packages are available to attend, including Safari tours. For more information, call U.S. contact Mary Schnack at 800-529-7599 or email Mary@CommunicationBridges.com.

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