

**FICCI Ladies Organisation (FLO) signs MoU with ASEAN Women's Entrepreneur Network (AWEN) in Philippines**  
**Aiming at promoting trade and investment between India and ASEAN women**

**New Delhi, 14 November 2017:** FICCI Ladies Organisation (FLO) signed a Memorandum of Understanding (MOU) with ASEAN Women's Entrepreneur Network (AWEN) in Philippines, at the ASEAN Business Summit, where Mr. Narendra Modi, Prime Minister of India addressed along with other world leaders like President of United State, Donald Trump; Prime Minister of Canada, Justin Trudeau; Prime Minister of Japan, Shinzo Abe among others.

The objective of the MoU is to promote trade exchange and investment between India and ASEAN women with the purpose to deepen existing economic relations.

Both FLO & AWEN shall take concrete steps to foster friendship and understanding between the business women of India and ASEAN to promote cooperation in trade, investment, services and women economic empowerment between both the countries. As leading business organizations in India and ASEAN region, FLO and AWEN are both committed to promote trade and investment between India and ASEAN Counties.

To take forward this initiative forward, some of the key Indian members of the Forum is visiting Philippines from November 12- 14, 2017 to participate in the ASEAN Business & Investment Summit.

The delegation is led by **Ms. Vinita Bimbhet, Chair (India) for IAWBF & Immediate Past President FICCI Ladies Organization**. She said, ***“Empowering women to participate fully in economic life across all sectors and throughout all levels of economic activity is essential to build strong economies and establish more stable and just societies. To recognize the contribution of women entrepreneurs in society, India-ASEAN Women Business Forum (IAWBF) was launched by Smt Sushma Swaraj, Minister of External Affairs, Govt of India on 5th July, 2017 in New Delhi.”***

She added, ***“Being the oldest Chamber for women in South East Asia region, FLO recognizes that women's participation in the political and economic activities of a society enriches the fabric of a nation. Under the aegis of IAWBF, this MoU will***

*endeavour to provide a platform for exchange of information with regard to trade, economic cooperation and services between the two countries particularly with regard to women entrepreneurs.”*

**FICCI LADIES ORGANISATION (FLO)** is the oldest and one of the most prestigious pan India forums working towards the goal of women empowerment. With over 33 years of experience, FLO has been promoting entrepreneurship and professional excellence in women through various workshops, seminars, conferences, talks, training and capacity building programmes etc.

**ASEAN Women’s Entrepreneur Network (AWEN)** is a network of business women in the region, operating to exchange knowledge, experience; develop and propose initiatives to promote economic and trade activities in order to enhance gender equality, empower and strengthen entrepreneurship skills for women in ASEAN Community; create favourable environment for female-led enterprises and support for women entrepreneurship in the region

**The India-ASEAN Women Business Forum (IAWBF)** represents women entrepreneurs and professionals from India and ASEAN countries, to engage, interact and recognise the increasing contribution of women leaders and the significant roles they play in the economic and trade relation of India and ASEAN countries. It is a joint initiative of FLO and AWEN.

**FICCI MEDIA DIVISION**