We-Fi and Data2X WE Talks
Research and Data on the Economic Impact of COVID-19 on WSMEs

June 30, 2020
Today, less than 1 percent of large corporate and government spend worldwide goes to women-owned businesses.
Our mission is to help women-owned businesses succeed in global value chains.

We are the only global NGO working with large organizations to identify, train and certify women-owned businesses based outside of the U.S. to succeed in global markets.

We support women-owned businesses based in over 120 countries.
WEConnect International Member Buyers
COVID-19 Global Survey Highlights

590 global survey respondents in April 2020
87% of respondents have been impacted negatively by COVID-19

However, women are adapting to optimize or refocus their businesses:
• 54% reported identifying and cutting unnecessary expenses
• 42% have shifted to a digital business model
• 37% are growing an area of business in response to local or global needs
• 34% identified new business opportunities

https://weconnectinternational.org/en/covid
COVID-19 Opportunities for Action

87% of survey respondents have been impacted negatively by COVID-19, but women business owners are also adapting to optimize or refocus their businesses and they have shared very specific requests for immediate support.

### HOW YOU CAN HELP

<table>
<thead>
<tr>
<th>%</th>
<th>Support Request</th>
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</thead>
<tbody>
<tr>
<td>66%</td>
<td>Increased business opportunities with other women-owned businesses</td>
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<tr>
<td>66%</td>
<td>Increased contract opportunities</td>
</tr>
<tr>
<td>58%</td>
<td>Increased networking opportunities with other women business owners</td>
</tr>
<tr>
<td>52%</td>
<td>Increased access to finance</td>
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<tr>
<td>36%</td>
<td>Increased meet the member virtual events</td>
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<tr>
<td>33%</td>
<td>Increased access to investment</td>
</tr>
<tr>
<td>32%</td>
<td>Increased business training</td>
</tr>
<tr>
<td>32%</td>
<td>Increased mentorship</td>
</tr>
<tr>
<td>26%</td>
<td>Increased training on COVID-19 survival strategies</td>
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<tr>
<td>16%</td>
<td>Accelerate finalization of contracts with member buyers</td>
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<tr>
<td>12%</td>
<td>Improve the terms of existing contracts with member buyers</td>
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</tbody>
</table>

https://weconnectinternational.org/en/covid  #RebuildStrong
Council on Scaling Women-Owned Businesses Report

HOW TO REBUILD GLOBAL BUSINESS FOR GOOD

Why connecting access to markets with access to capital for women-owned businesses is critical and urgent for inclusive and sustainable global growth.

Members of the Council on Scaling Women-Owned Businesses

- Absa Group Limited
- Access Bank PLC
- American Express
- Barclays
- BDC
- Citi
- Financial Alliance for Women
- Goldman Sachs 10,000 Women
- HSBC
- IFC
- JPMorgan Chase
- Mastercard
- Moody’s Corporation
- NatWest & RBS
- U.S. DFC
- TD Bank Group
- Turkish Economy Bank
- WEConnect International
- Westpac Business Bank
- Women’s World Banking

Leveraging Technology to Connect Buyers and Sellers

Measured Success

• 50 large buyer organizations
• 150 buyer representatives
• 135 certified women-owned businesses connected
• 25 countries represented

https://weconnectinternational.org/en/international-day #RebuildStrong