



WE Finance Code STUDY TOUR

WE Finance Code Implementation from Plan to Action

The WE Finance Code Community of Champions (CoC) is a global peer learning community made up of national Code Champions who share best practices across implementing countries. The entire CoC meets once in-person each year for a day long, deep dive workshop on emerging best practices in Code implementation— the WE Finance Code Study Tour.

Fly to the heart of Africa and be part of this **one-day immersive Study Tour in Kigali, Rwanda**, where **WE Finance Code Champions** from over 30 countries will share their experiences implementing the Code. This exclusive workshop, designed by the **Financial Alliance for Women in partnership with the Women Entrepreneurs Finance Initiative (We-Fi)** will provide hands-on insights into implementing the **WE Finance Code**.

Through expert-led discussions and interactive sessions, you'll gain a deep understanding of the five building blocks of Code Implementation.

Seize the unique opportunity to connect with fellow Champions of this extraordinary community of change makers.

Date: May 30, 2025

Time: 9:00 AM to 5:00 PM

Location: Kigali Convention Centre, Kigali, Rwanda

Master Code Implementation

A unique opportunity to get a thorough understanding of the five fundamental building blocks of Code implementation:

- ▶ **Setting up the National Coalition:** Define scope and objectives, roles and responsibilities of each member, and ways of working.
- ▶ **Recruiting signatories:** Define eligibility criteria, recruitment goals, and onboarding processes.
- ▶ **Aligning on a national WMSMEs definition:** Explore processes for aligning on a national WMSMEs definition.
- ▶ **Data collection and reporting mechanisms:** Identify the availability of gender data and who collects what; define the gaps and outline collection and reporting mechanisms (data journey)
- ▶ **Elaborating the implementation plan.** Bringing it all together in one clear plan.

Build Community

Connect and learn with Champions from over 30 countries. Each country will have an opportunity to share on specific topics.

Languages

The operating language of the WE Finance Code Community of Champions is English. Interpretation services will be provided between English and Spanish and English and Russian.

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Who Attends

The Community of Champions consists of Code Champions from each WE Finance Code country. It is recommended as far as practicable to include representatives from different types of Champions making up National Coalitions:

- ▶ **National Champion:** One or two Champions from the Central Bank, or a primary Code Champion, responsible for driving national-level engagement and commitment.
- ▶ **National Coordinator:** The designated Code Coordinator in-country overseeing the implementation and coordination of the Code (if defined)
- ▶ **Data Aggregator:** The institution to whom banks are already reporting data to (i.e., trade associations, other) if the Central Bank is not the data aggregator.
- ▶ **Signatories:** Leading financial service providers (FSPs) who are committed to championing and implementing the Code (i.e., banks, microfinance institutions, fintechs and their trade associations).

Joint Event

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Annual
Summit
2025

The Study Tour takes place the day after the [Financial Alliance for Women's Annual Summit 2025, "Accelerating Enabling Entrepreneurial Ecosystems,"](#) which will take place in the same venue, **on May 28 and 29**. You are invited to attend this event as it supports Code implementation with a large multinational crowd of mainly commercial banks and policy makers focused on enabling more women to be successful entrepreneurs.

The Summit will start with the national launch of the **Women Entrepreneurs Finance Code (WE Finance Code) Rwanda**, a public event with the entire Rwandan ecosystem.

Register Now

To ensure a seamless registration process, we have created a single registration form for both the WE Finance Code Study Tour and the Annual Summit 2025. You can register for all three days: May 28, 29, and 30 (recommended) or you can opt in just for the Study Tour.

Please **register by May 15** to confirm your participation.

[CLICK HERE TO REGISTER](#)

Logistics: The Study Tour and Summit will be held at the **Kigali Convention Centre**, Kigali, Rwanda.
Visa: As of January 1, 2018, citizens of all countries can obtain a "visa on arrival" in Rwanda at Kigali International Airport and all land borders without any prior application—this means you can secure your visa upon arriving in the country. We recommend that you confirm this information with your local embassy or consulate or by visiting the official government [website here](#). A detailed logistics note will be sent upon acceptance of registration.

The WE Finance Code Peer Learning Programs are designed by the Financial Alliance for Women and are offered in strategic collaboration with the Women Entrepreneurs Finance Initiative (We-Fi), and with the generous support of the Visa Foundation.

The Women Entrepreneurs Finance Initiative (We-Fi), housed in the World Bank, is a global partnership that supports women entrepreneurs by scaling up access to financial products and services, building capacity, expanding networks, offering mentors, and providing opportunities to link with domestic and global markets. With contributions from 14 donor governments totaling over \$360 million, We-Fi works with six multilateral development banks as Implementing Partners, reaching over 150,000 women-led SMEs in 69 countries, and has facilitated \$3.6 billion in financing to women entrepreneurs around the developing world.



We-Fi.org
@WE Finance Code

The Financial Alliance for Women is a leading members' network of 100+ financial organizations dedicated to championing the female economy—the world's largest, fastest growing market, and yet one that remains untapped.

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The Financial Alliance for Women helps its members create and implement their own Women-Centered Strategies. As peer learning experts, we create sophisticated knowledge-sharing environments, granting our members unparalleled access to best practices and proprietary strategic insights from the most innovative and successful Women's Market programs globally. For more information, please contact the Alliance team directly: peerlearning@financialallianceforwomen.org or email the strategic partner from whom you received this invitation.

FinancialAllianceforWomen.org
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