



# IWU

INTERNATIONAL  
WOMENS UNION

# INTERNATIONAL WOMEN'S UNION



Moscow

[www.iwuorg.com](http://www.iwuorg.com)

## *Salutatory word*

Dear members and partners of the International women's Union! It gives me great pleasure to invite all of you to productive joint growth in the territories of our organization, where the world women's community will come together to receive support aimed at the development of professional, social and cultural level, as well as to represent and protect common interests.

The international women's Union is a globally oriented organization that uses the huge opportunities associated with the promotion of women entrepreneurs in small and medium-sized businesses.

Our experience will give You a chance to be at the top of knowledge accumulation, experience accumulation and exchange in a professional and at the same time friendly atmosphere.

We will solve the problems of modeling the future of our industries and beyond. This is the right opportunity in turbulent times to lead and realize the maximum possible female potential.

Professional platform "coli", resources and experience provide a global platform that connects participants with the best solutions. This creates an unprecedented opportunity for international business, local systems collaboration and knowledge sharing to realize the concept of globality.

I look forward to the upcoming exchange of experiences and the opportunity to shake hands..



**Amirova Alfiya**

**President**

**«International Women's Union»**

**Official member of AFAEMME**

# ABOUT US

**Regional public organization for support of women entrepreneurs of small and medium business "International Women's Union".** Location of the permanent governing body of the Organization (Council) — **the Russian Federation, Moscow.**

## **Main objective:**

The main goal to Unite women entrepreneurs of small and medium-sized businesses, aimed at the development of their professional, social and cultural level, as well as to represent and protect common interests.

## **Tasks :**

- ❖ promotion of comfortable conditions for the Association of women entrepreneurs, creation of a platform for communication, exchange of experience, discussion of various business ideas and projects, expansion of business ties;
- ❖ provision of information support, including support in the promotion of goods and services produced by the members of the Organization to the markets, including regional and international;
- ❖ providing consulting and legal support to members of the Organization;
- ❖ assistance in providing women entrepreneurs with modern equipment and technologies, creation of production and technological centers and various business infrastructure facilities;
- ❖ assistance in obtaining financial support for the development of small and medium-sized businesses;
- ❖ assistance in training, retraining and advanced training of members of the Organization;
- ❖ development of women's entrepreneurial literacy and competence;
- ❖ popularization and promotion of entrepreneurship, formation of a positive image of Russian women entrepreneurs;
- ❖ representation and protection of the rights, as well as common, including professional, interests of the members of the Organization, as well as coordination of their activities.



# *WOMAN OF THE THIRD MILLENNIUM*

## *«W3000»*

- ❖ Presentation of women's business and women's organizations of foreign countries in Russia;
- ❖ Organization of business meetings, discussion of the most pressing social and economic problems of concern to the Russian and international business women's community;
- ❖ International activities: work in the framework of major international economic forums and congresses, organization of business missions, during which meetings are held with representatives of government agencies and business communities interested in the development of international women's partnership;
- ❖ Conducting business dialogues, business discussions, round tables and master classes with the participation of leading women economists, business analysts and top managers of successful companies;
- ❖ Providing participants with the opportunity to present business projects and find partners for their implementation;
- ❖ Expansion and strengthening of interregional and international women's business cooperation;
- ❖ Networking and coordination with international women's business;
- ❖ Attraction of investments in small and medium business, development of integration business processes, exchange of experience and implementation of joint projects;
- ❖ Creation of joint ventures, shops, shopping centers.



# Women's international business directory



**Personal and professional development**



**Business association**



**Information technology**



**MEDIA**



**Women's health and medical tourism**



**Light industry**



**Environment**



**Energy, minerals and raw materials**



**Professional service**



**Tourism**



**Fashion-industry**



**Seminars, trainings, master classes**



**Exhibitions**



**Cultural event**



**Craftspeople**

# *Support of Your business*

## **Creation, development of websites and Internet projects**



- ✓ *Branding, naming, corporate identity development;*
- ✓ *Development of web sites;*
- ✓ *Development and implementation of content strategy;*
- ✓ *Online brand promotion;*
- ✓ *Website conversion increase.*

## **Marketing, advertising and sales**

- ✓ *Create an ad campaign;*
- ✓ *Increase sales;*
- ✓ *Develop design and creativity;*
- ✓ *Consultation on negotiations;*
- ✓ *Advice on personal effectiveness*



# Support of Your business

## Tax support of business

- ✓ *Submit reports;*
- ✓ *Bookkeeping;*
- ✓ *Tax optimization;*
- ✓ *Support during inspections;*
- ✓ *Audit, foreign trade, export/import, participation in tenders;*
- ✓ *Representation in courts, arbitration, corporate law*



## Legal support of business

- ✓ *Corporate law;*
- ✓ *Representation of interests in arbitration courts;*
- ✓ *Intellectual property right;*
- ✓ *Competition law*



# *Support of Your business*

## *Information and image support.*

**Marketing mix is the key to success! An integrated approach allows you to solve the problems of Your business as efficiently and quickly as possible. We offer You special information and image support from one reliable contractor.**

### **What do we do?**

- Concept development, presentations
- Organizational design
- Interaction with administrative authorities
- The first PR consulting individuals and companies
- External PR service Internet
- PRP roduction
- Website promotion, work with





# OUR PROJECT

Woman of  
The third **W**<sub>3000</sub>  
Millennium



*By hands of a woman*

**International festival of  
arts and crafts**

[www.handswomen.ru](http://www.handswomen.ru)

International exhibition  
«Medical tourism»

October 15-17, 2021

Moscow.

Exhibition of achievements of the national economy

# OUR PROJECT



**EL**

Information portal

**AMBASSY  
LIFE**

[www.embassylife.ru](http://www.embassylife.ru)



**International photo contest**  
*«The image of mother and  
children in national costumes»*

[www.iwuorg.ru](http://www.iwuorg.ru)



**International children's  
photographic competition**  
*«Plunge into a fairy tale!»*

[www.iwuorg.com](http://www.iwuorg.com)





# OUR REGALIA



**The international women's Union is a member of the Moscow chamber of Commerce and industry**



**Member of the chamber of Commerce and industry of the Russian Federation**



**Official member of the Association of Organizations of Mediterranean Businesswomen (AFAEMME)**



**Honorary member of the Association "Humanity inside the war" (Italy)**

# *CONTACTS*

## *INTERNATIONAL WOMEN'S UNION*



# IWU

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**Email:** [info@iwuorg.com](mailto:info@iwuorg.com)

**Web-site:** [www.iwuorg.com](http://www.iwuorg.com)

**Tel.:** +7 (968) 441-84-51

**Tel.:** +7 (967) 148-38-32