

Topco Media applauds President Ramaphosa's launch of Women's Economic Assembly

[Topco Media](#) has applauded President Cyril Ramaphosa, who yesterday [launched](#) the Women's Economic Assembly aimed at preferential procurement for women-owned businesses. The assembly aims to activate, coordinate and monitor government and private sector actions towards preferential procurement for women.

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"In order to turn the unique obstacles faced by women in business into opportunities, organisations need to develop practical and effective strategies with a deeper understanding of work-related issues affecting women in leadership," says Ralf Fletcher, CEO, Topco Media.

Topco Media has been committed to assisting women with the obstacles they face in business. For more than 20 years, Topco has been South Africa's leader in business research, recognition and networking. Thus, with more and more collaboration taking place with government and the private sector, we can all work towards uplifting women-owned businesses.

"The world is changing at a rapid pace, and the way we work along with it. Catalysts like the Covid-19 pandemic have brought the status quo in terms of the modern-day workplace into sharp focus," says Fletcher. "Likewise, the fact that diverse and inclusive organisations are outperforming their competitors at every turn has inspired big shifts inside innovative businesses. Especially when it comes to offering a level playing field for female professionals who have so much to bring to the table."

So, how do you go about making this happen for your business? Promoting female empowerment and gender equality within your team could very well be the answer. "While gender inequality continues to be a challenge throughout the African continent, much progress has been made in integrating women in key decision-making roles in government, but to a limited extent in the corporate sector," says Fletcher.

"At this year's [Standard Bank Top Women Virtual Summit](#) as organised by Topco Media, we will be shining the spotlight on the achievements of the women at the forefront of business innovation, and the immense impact they are making," says Fletcher.

The celebrated female professionals who will be addressing the 14,000 confirmed delegates at the virtual summit currently taking place from 6-7 October 2021 have each contributed to economic transformation and sustainable development throughout their careers, forging the way ahead despite the numerous challenges they had to overcome along the way.

This includes the likes of none other than **Thuli Madonsela** - law trust chair in social justice and a law professor at the University of Stellenbosch; as well as ministers Stella Tembisa Ndabeni-Abrahams (Small Business), Ayanda Dlodlo (Public Service & Administration), Angela Thokozile Didiza (Agriculture, Land Reform & Rural Development), Mmamoloko Tryphos Kubayi (Human Settlements).

Strategically partnering with future-forward organisations such as Implats, Unilever, UNISA, Netstar, and Wipro, Topco Media and Standard Bank will be highlighting women-owned businesses to increase awareness around Women Empowerment and Gender Equality Initiatives. Through this collaboration, the goal of equality and advancing the SA economy can be achieved.

[Get your virtual ticket here.](#)

Lastly, keep an eye out for the annual Top Women Awards taking place on 4 November 2021, where we'll honour the outstanding achievements, dedication and commitment of women in the business and government sectors in South Africa. With 100+ businesses and female leaders recognised over the course of the last 13 years, the virtual ceremony is one of

kind when it comes to celebrating gender empowerment in the workplace.

Simply click [here](#) to find out more.

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