

# Show to celebrate the modern woman

Next year's Women's Show will be a celebration of the multi-faceted modern woman and will be held 2 - 4 February 2007 at the Cape Town International Convention Centre. As a media partner to this event, Bizcommunity.com will be reporting on all that happens.

Says exhibition director David Wolstenholme, "Women have always wielded an enormous amount of power and influence, but corporate business is only just starting to recognise this and to invest in gender-appropriate marketing and cater for women with specific products and packages that take cognisance of their unique needs and aspirations."

The show is built around the concept of the power of women, recognising their influence as a force to be reckoned with in the marketplace, as primary decision-makers, as major role players in business, as mentors and entrepreneurs, as mothers, wives, partners and friends, as consumers and trend-setters, as the glue that holds together family units, communities and organisations.

Offering a variety of information, ideas, entertainment, business and self development opportunities, products and services, food, nutrition, health, beauty, fashion and fun, this show aims to cater for women of all ages and interests. From the ambitious young professional to the new mother, the homemaker, the dedicated businesswoman, the grandmother - there will be something for everyone.

## Women in business

The *London Sunday Times* recently quoted the Centre for Economics and Business Research as estimating that by the year 2020, 53% of all people with marketable wealth (in all first world countries and those in the higher LSMs of third world countries) will be women, most of them over the age of 50.

The increasing awareness of the importance of this long-neglected sector has given rise to some interesting changes in approach on the part of companies who design, distribute and market products and services that are purchased or used by both sexes or mainly by women.

Today's woman is not hamstrung by the choice of investing her energy in either a career or raising a family - she often wants both. Many companies today actively recruit women of all ages because of their loyalty, productivity, unique ability to successfully multi-task and communicate.

Also exhibiting at the show will be the companies and organisations that acknowledge the critical role and enormous contribution that women make to the smooth running and success of their businesses with policies and structures that are flexible and make allowance for generous maternity and new parents leave and benefits, child care, counselling and various

perks.

## **Over 56 live performances**

The Women's Lifestyle Stage will host over 56 live performances over the three days, featuring local celebrities focusing on lifestyle, business and self development issues, as well as fun and entertainment.

Inspirational talks include topics such as "Opportunities for Women as 2010 Approaches" and "Tips for Entrepreneurs" by Angela Dick; "The Mind Shift" by Renate Volpe; and "Women Investing Collectively " by Gloria Serobe.

Sam Wilson will give a personal insight to "The Juggling Act" - something every working mother can empathise with!

The very funny Irit Noble will be masters of ceremony on the Women's Lifestyle Stage and entertainment will be provided by Louise Carver, Arno Carstens (Sponsored by Liberty Life), Lira, CODA and Verity among others.

The daily line-up of fashion shows will include Miglio designer jewellery, Naturana corsetry and lingerie and Facet's new corporate linen evening wear.

For show details, go to <http://www.seshowsandevents.com/women/index.asp>.

For more, visit: <https://www.bizcommunity.com>