

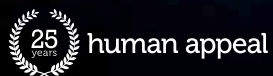
Exhibition | Fashion | Lifestyle | Seminars | Networking

Sunday 29th May 2016
InterContinental London – The o2



Official Sponsor

Supporter



B | C Better Community
B | N Business Network

saverahwomenexpo.co.uk



**The biggest Expo in UK & Europe for
Muslim women start-ups, entrepreneurs,
business owners and corporates who wish
to Grow & Engage.**



A day out for the Muslim Women to explore, grow and be inspired

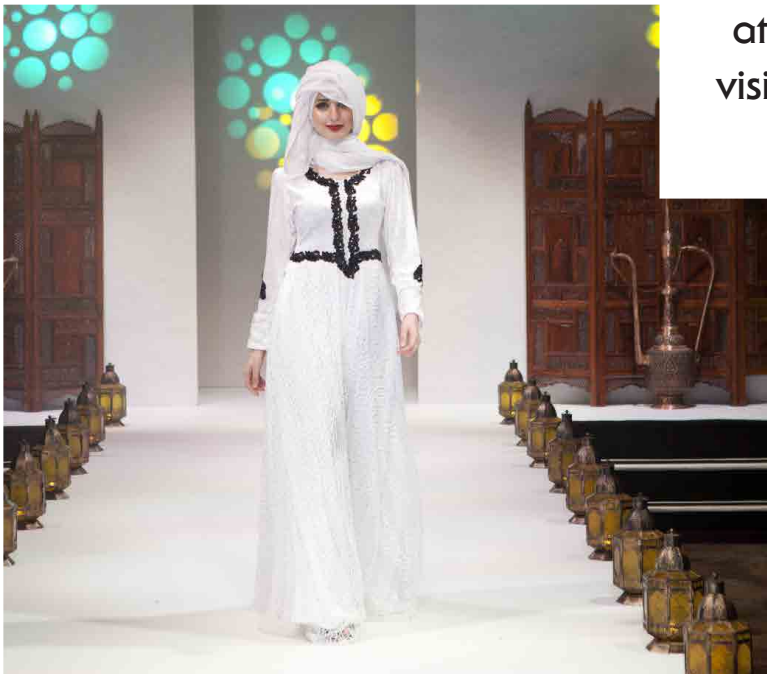


A platform for Muslim women start-ups, entrepreneurs, business owners and corporates who wish to grow their **business**





More than **5000**
attendees anticipated to
visit Saverah Women Expo



Welcome to Saverah Women Expo 2016

The first annual Saverah Women Expo was launched by Saverah Events on 15th March 2015 at the De Vere Canary Wharf, London. The expo attracted more than 3000 attendees, making the expo the biggest platform for Muslim Women in UK and Europe, maximizing the potential for female entrepreneurs, designers and business leaders to market their products, services and expand their network.

Saverah Women Expo is a one-day event for the British Muslim Women to come together, be inspired, be empowered and educated. The Expo has opened great avenues for progress and development for the Muslim Women in UK and Europe.

This has also lead a way for the unsung women role model to be recognized for their contributions in business, fashion, professional services, humanitarian work and education towards this society.



"Muslim Women are brave and committed and are making their voices heard in the fields of human rights, women's rights and gender equality. Women continually prove themselves to be capable of taking on greater responsibility and achieving success independently in our new and modern world."

-HRH Princess Basmah bint Saud

The **2nd** annual **Saverah Women Expo** takes place on **Sunday, 29th May 2016** at the Intercontinental London – **The O2**. One of the largest single event spaces in Europe!



From women owned businesses to fashion and beauty, lifestyle and health, the expo successfully brings all these resources together in one place along with educating, inspiring and uplifting women. Approx. **100 female exhibitors** will be showcasing their products, services and businesses making Saverah Women Expo the only event in UK and Europe offering a much needed platform to new and existing female entrepreneurs.

The event will also provide Muslim women the opportunity to meet like-minded individuals and motivate struggling entrepreneurs and career women to break the glass ceiling which still remains an obstacle to success in both the east and the west. The expo also includes motivational speakers, seminars, networking, fashion shows and much more!

This is a unique and exciting opportunity for new generations of female Muslims to gain the support of their peers and put forward their own ideas, products and services in a cost effective manner that may not have been possible elsewhere.

The Saverah Women Expo is the ideal platform for contemporary ideas and original talent as well as an opportunity to shop, make new contacts and be inspired to make independent decisions concerning one's own lifestyles. It's the ultimate event exclusively to rejuvenate Muslim women and boast the Halal economy.



Saverah Women Expo In A Nutshell

Exhibition

100 Muslim female start up and existing businesses exhibit their products and services, offer advice and attract new customers. Sectors include

Fashion | Health & Beauty | Lifestyle | Jewellery and Accessories | Professional Services | Education & training Arts & culture | Travel | Food | Media

The event features **3 live fashion shows** throughout the day. Designers include participants from UK and all over the world; showcasing their modest collection on the runway.



Fashion Shows

An unrivalled opportunity for brand exposure and awareness



Seminars

Face to face presentations are accepted as the best way to make an impact with a powerful message. The expo includes seminars with keynote speakers and workshops for startup businesses.

Sponsors have an opportunity to host a seminar or workshop on their specialist topic engaging directly with the attendees.



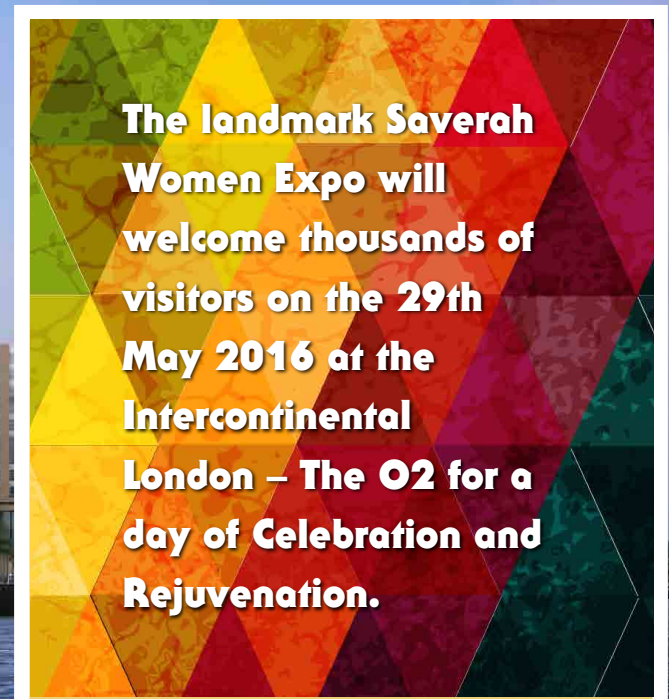
Networking

The expo includes a networking area to meet new contacts in a friendly environment. Our networking zone will facilitate sponsors and exhibitors to develop contacts, share ideas and identify business opportunities.

100 start up and existing
Muslim Women businesses
exhibiting



A community initiative boasting
halal economy



Venue

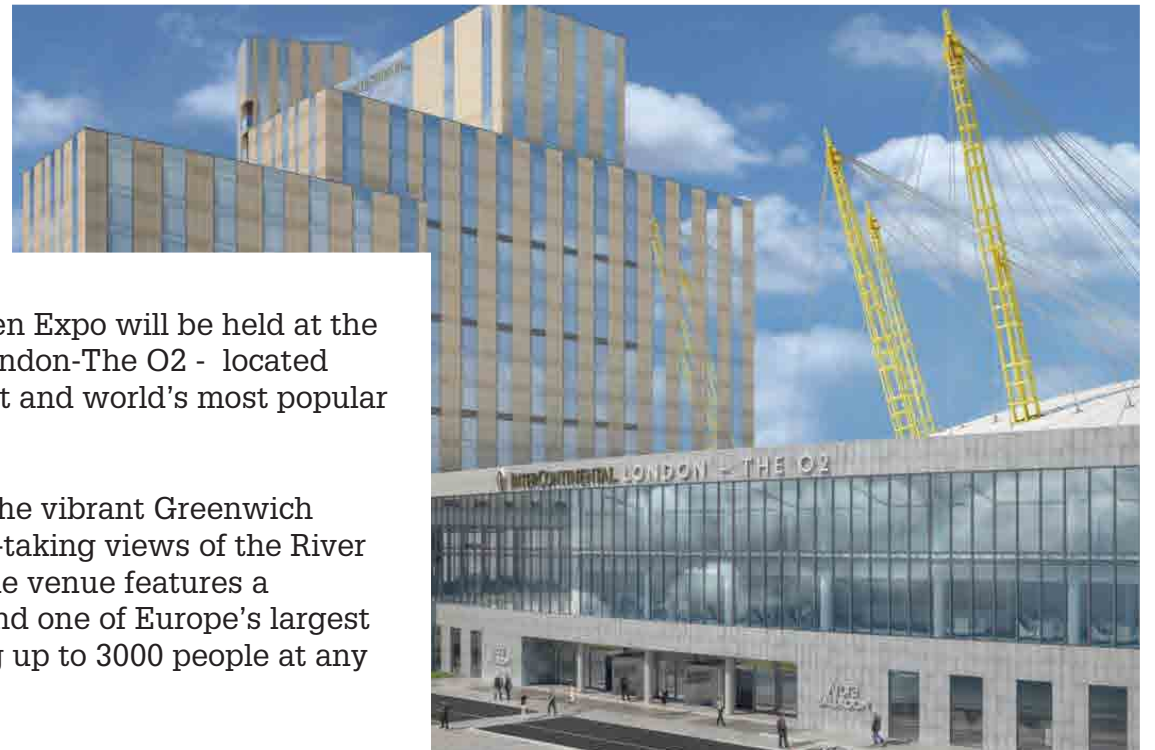
INTERCONTINENTAL LONDON - THE O2



1 Waterview Drive
Greenwich Peninsula
London SE10 0TW

The 2nd annual Saverah Women Expo will be held at the brand new Intercontinental London-The O2 - located adjacent to the state –of the art and world's most popular arena – The O2.

The luxury venue, located on the vibrant Greenwich Peninsula, thrives with breath-taking views of the River Thames and Canary Wharf. The venue features a dedicated conference centre and one of Europe's largest pillar-free hall, accommodating up to 3000 people at any one time.



Footfall



Majority of the attendees at the Saverah Women Expo are Muslim Women aged 25 – 55. These are women from various backgrounds who are looking for exploration, inspiration, education, entrepreneurship and investment possibilities along with networking opportunities and a fun shopping day.

The first annual expo attracted 3000 attendees with an anticipated attendance of more than 5000 visitors for May 2016 in London. Attendees are from London, all over UK with several flying in from Europe.

The Expo is an event woman will love to attend for shopping, networking, gathering information, meeting community leaders and making informed decisions concerning their lifestyles and having fun, all at the same time.

Objectives

- Improve quality of life for women by providing opportunities and build strong communities;
- **Promote emerging talent and successful entrepreneurs amongst Muslim women;**
- Provide opportunities for investors and businesses to support a vibrant and highly motivated community;
- **Encourage Muslim women to become empowered and successful in their own rights;**
- Support the active role that women play within a Muslim community;
- **Tap into the huge networking potential of community leaders and members of a strong female group;**
- Promote exciting new trends and designs within Muslim fashion;
- **Help to create new business opportunities;**
- Promote education, training and professional development for women;
- **Boast the Halal economy.**



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