



International Women`s Association of Modena

Presentation for Press-Event – Comune di Modena

Modena, October 26th 2015




Two different worlds – one common goal
AVIA PERVIA – let difficult paths be made easy to walk ...



The IWA Modena is a social and cultural non-profit organization for internationally-minded women in Modena



IWA Modena – WHO ARE WE?

 IWA Modena is a non **social and cultural non-profit organisation** for **internationally minded women** living in and around Modena

 It was **founded in December 2014** by a dedicated group of 15 women from all over the world who want to

- **share** their **experience** and knowledge about living in Italy
- **socialize** with **women** with similar mind-set and experiences
- **support newcomers** with starting up a new life in a new country
- **strengthen** their **professional network** and provide **career** opportunities

THE FOUNDATION



10th December 2014

MODENA

Our idea was to support expat women – but not only! Also Italians or “Inpats” are looking for international stimulus



WHY DID WE START-UP IWA MODENA ?

EXPATS

‘Research material shows that one of the **most common reasons** for **expatriate failure** is the **inability** of the spouse to **adjust** to the foreign country, which puts stress on the family.’*

Culture clash might be enormous – even within Italian regions



INPATS

85% of our non-Italian members **didn't speak Italian** or had only **basic knowledge** when they arrived

Many of our members had to **start up** their social and professional life **from scratch**

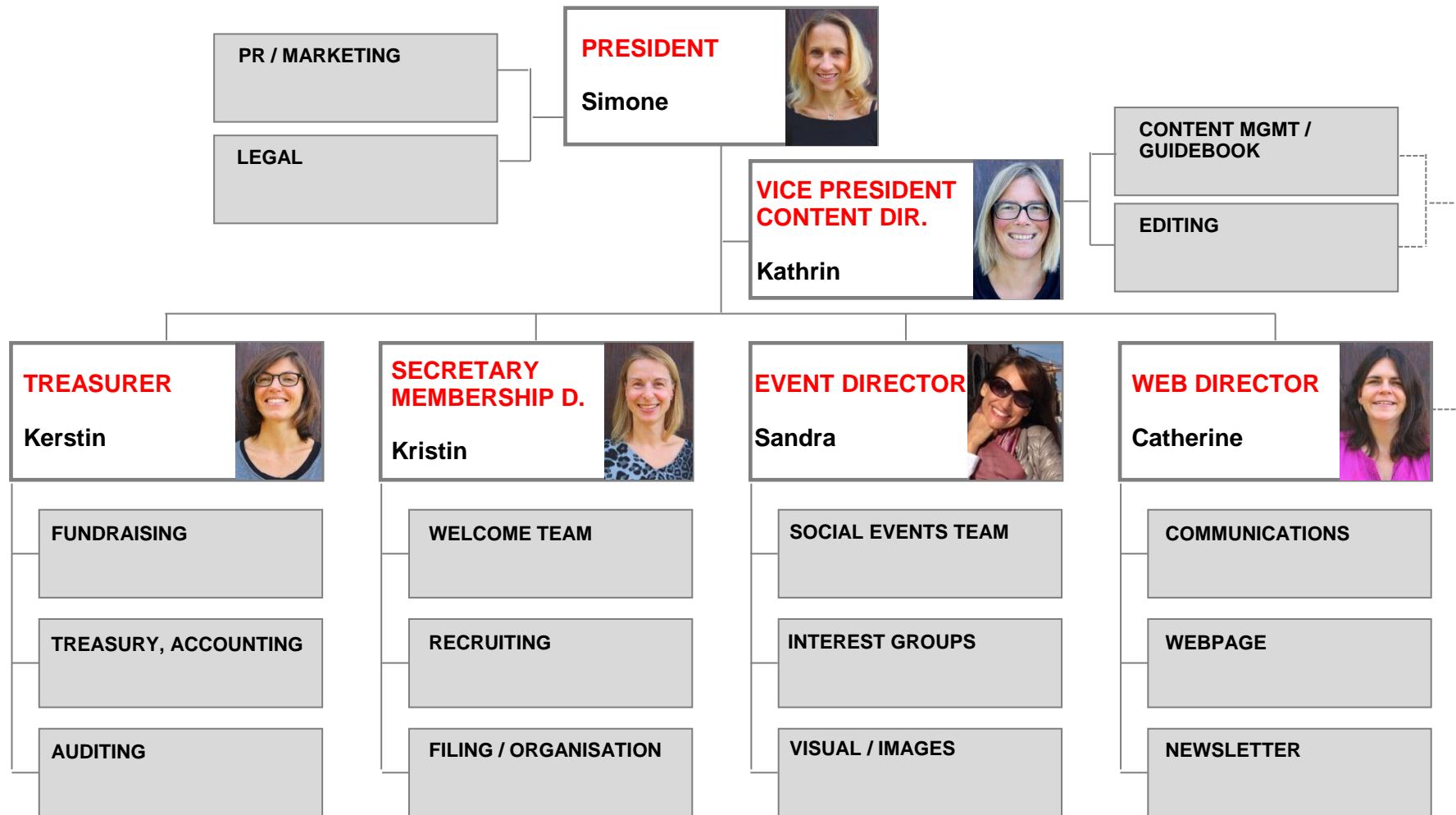
All of our members crave the opportunity to **socialize** with other **internationally-minded women**

*Source: Reasons for the failure of an assignment abroad and the pre-return of an employee; lawteachers;

The board consists of 6 dedicated women, who are strongly supported by other members of the association



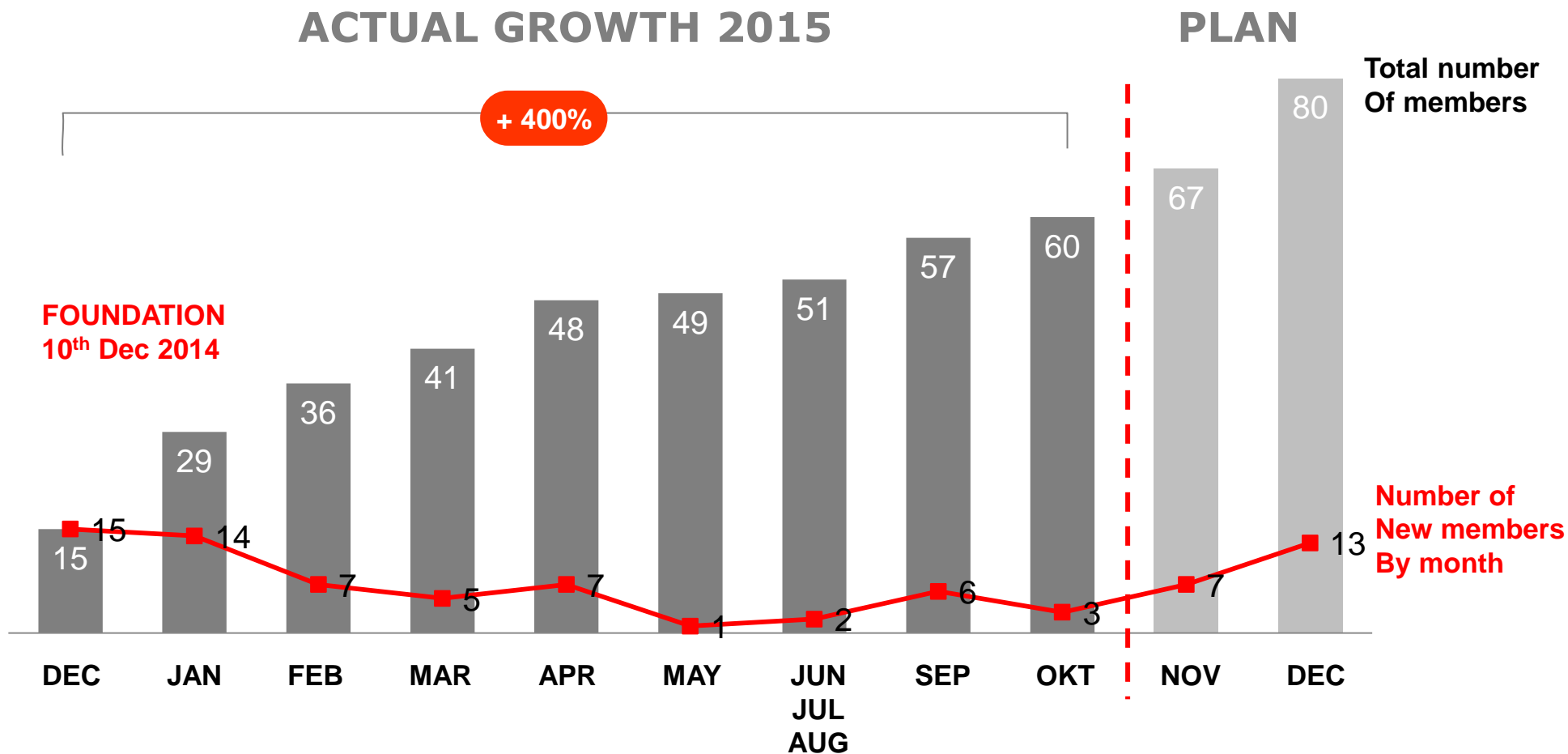
WHO ARE WE – organizational setup of IWA Modena



IWA Modena has grown very fast – we have quadrupled the number of members after 10 months to currently 65 members



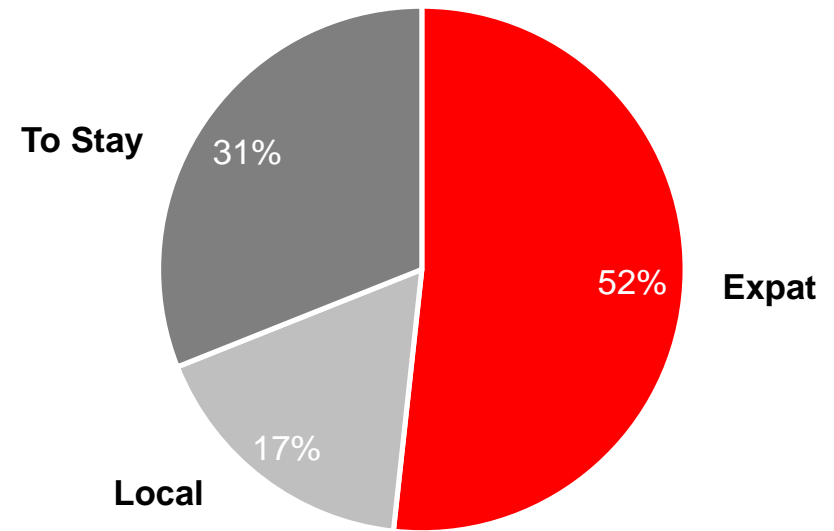
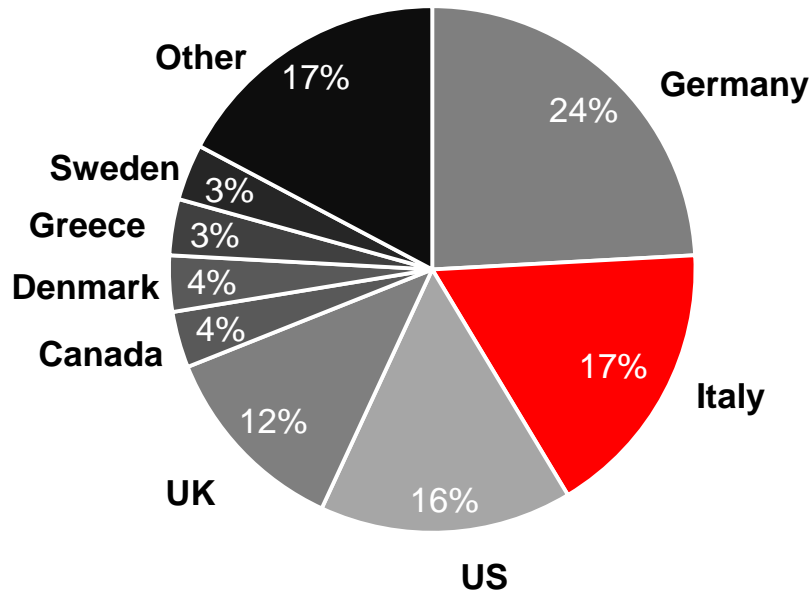
WHO ARE WE – Membership growth by month, 2015



Our 65 members come from 18 different countries – the split between expats and women who will stay is almost 50:50



WHO ARE WE – Countries of origin of members and reasons for living in Italy



Other countries are

Australia, Belgium, Belarus, France, India, Malaysia, Malta, Palestine, Spain, Venezuela

Expats = **Foreigner, temporary** in Italy for a pre-defined period of time

To stay = **Foreigner, living permanently** in Italy for various reasons

Local = **Italian citizen** with international experience

Our initial activities are about making newcomers feel at home and providing new experiences for the long-term experts



Our main activities – How are we supporting the international women?

ACTIVITIES TODAY

SOCIALIZE



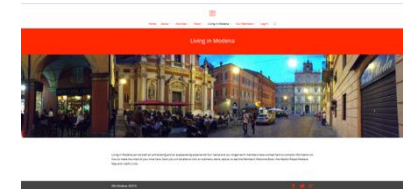
- **Sport Classes**
- **Coffee Mornings**
- **Aperitivo Nights**
- **Monthly Social Meetings**
- **Kids group**

ITALY



- **Info-Evenings on Italian system** (law, education, etc)
- **Local cooking courses**
- **Guided educational tours**

LIFE ORGA



- **Web-Page** (members & public areas)
- **Welcome Guide-Book**

IWA MODENA

Our webpage and our 150-page strong guidebook supports our members to integrate smoothly into their new environment



BACKUP – Welcome Guide and homepage

ONLINE

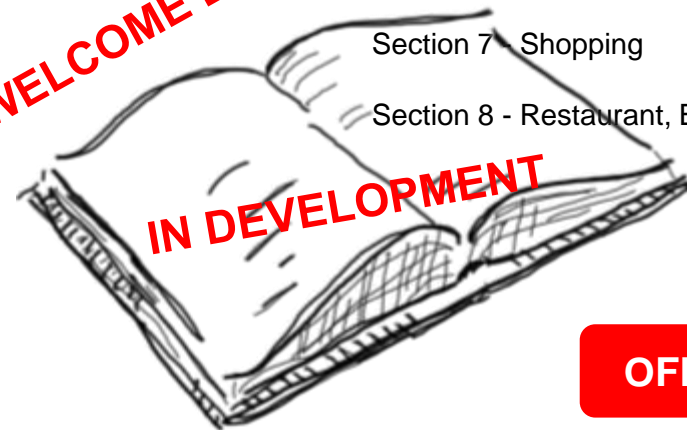
www.iwamodena.org



Events Association information Forum
Sponsors News Living in Modena
Shopping Map Team Constitution
What's ON Special Benefits Member's Directory
Activities Calendar Co-operations

- Section 1 - First things first
- Section 2 - Mobility
- Section 3 - Health and wellbeing
- Section 4 - The world of work and study
- Section 5 - Family
- Section 6 – Free-time
- Section 7 - Shopping
- Section 8 - Restaurant, Bars, Cafes

WELCOME BOOK



OFFLINE

Our future plans are strengthening the professional part as well as giving back to the community



Our main activities – How are we supporting the international women?

ACTIVITIES TOMORROW

IWA MODENA



- **Keynote-speaker** events (coaching, career dev.)
- Active **x-change** with **local companies** / businesses
- Build up **Job-Pool** on Website

PERSONAL DEV. / CAREER



- **Female Round Table** Comune Modena
- Participation at local events
- Support and **collaboration** with local associations

COMMUNITY LIFE



- Quarterly **charity event** in collaboration with local entities
- Language courses / **voluntary work** for local associations

CHARITY

We would like to leverage the broad skill-set of our members offering them to the local community



HOW TO COOPERATE

INTERCULTURAL LIFE

- Teachers
- Intercultural Trainers
- Engineers
- Business Consultants
- Lawyers (Italian / International)
- Architects
- International Development Manager
- Marketing/PR Specialists



INTERNATIONAL BUSINESS

Besides offering a strong network of high-profile women we can support the local community with targeted activities and PR



WHAT CAN WE DO FOR YOU ?



WELFARE

- **Facilitate** the **integration** of **expat** families



NETWORK

- Provide a pool of **international high-profile women**
- Provide an **international** platform for **knowledge exchange**
- Create **informal networking** platform between involved companies (members & husbands)



COMUNITY

- Give (back) – through targeted **charity activities** within the community of Modena
- **Enrich community events** with international activities



MARKETING

- **Promote** the **region** within our home countries



THANK YOU FOR YOUR KIND ATTENTION

IWA
MODENA