



Below:  
Founder Lisa Chuma. Photo: Sonja Ruckstuhl (left)  
Other images: The Women's Expo Switzerland in 2014.

Exhibition  
of the Month  
Switzerland



# Making female businesses visible

**Being the largest exhibition for women in Switzerland, the Women's Expo Switzerland is a unique platform where only female business owners present their businesses, products and services in person to potential clients and the public, while playing an active role in encouraging collaboration and connecting female business owners from different backgrounds, business sectors, locations and nationalities.**

TEXT: NANE STEINHOFF | PHOTOS: RUTH HOFFMAN/ SONJA RUCKSTUHL

Since 2013, the largest and longest-running table exhibition in Switzerland has drawn many visitors to Zurich. "Our visitors can expect to connect and network with female business owners in a positive and inspiring environment. Discover new products, professional services and solutions for their personal and professional needs," Lisa Chuma, founder of the Women's Expo, explains.

"More and more women are starting businesses today and it is important for us to strategically leverage community and collaboration to gain visibility for their businesses. It is important for female business owners to connect and build relationships with each other because trustworthy rela-

tionships are essential in business today. We need to inspire each other," she adds.

Due to Lisa Chuma's personal struggle to establish her own business in the past, she vowed to help female business owners and decided to bring a "movement" to life, which connects as many women as possible.

A truly inspirational and courageous role model, 30-year-old Lisa Chuma grew up in Zimbabwe, one of the poorest countries in the world. Lisa embraces the belief that life does not get better by chance – it gets better by change. In just a few short years, after making the move to Switzerland, she has already become a sought-after speaker,

role model and advocate for female business owners making a difference.

This young, results-oriented entrepreneur is a strong-willed, powerful networker and connector. Her purpose in her work is larger than herself for her, and those who have spent time with her echo the same message: "She is one to watch".

"Our goal is for the Women's Expo to promote and support female business owners in growing their client base, as well as their business reach," Lisa Chuma says. "We believe people are curious to connect with the person behind a product or service," she adds.

From life coaching and interior design to doctors, beauty products, fashion or restaurants – the Women's Expo will showcase more than 125 businesses on Sunday, 29th of March.

[www.womenexpo.ch](http://www.womenexpo.ch)