



Women in Business Femmes en affaires

New Brunswick | Nouveau-Brunswick

Press Release

For Immediate Release

February 26, 2024

Empowering New Brunswick's Indigenous Women Entrepreneurs: Summit and Pop-Up Shop

Fredericton, New Brunswick – Women in Business New Brunswick (WBNB) hosted the second edition of the New Brunswick Indigenous Women Entrepreneurs Summit and Pop-Up Shop which unfolded at the Fredericton Inn on February 9th and 10th, 2024. This unique event, delivered two days brimming with empowerment, networking, and skill-building opportunities for Indigenous women entrepreneurs.

The WBNB Indigenous Women Entrepreneurs Summit and Pop-Up Shop served as a vibrant platform for Indigenous women entrepreneurs across New Brunswick to showcase and trade traditional handmade crafts, products, and services. The event was crafted to foster connections, encourage collaborations, and enhance business skills within a culturally supportive environment.

Nacole Charlie, Development Officer for Indigenous Women Entrepreneurs, reflecting on the significance of the event, expressed, "Our goal is to create a space where Indigenous women entrepreneurs can flourish. The Summit and Pop-Up Shop not only provide training and a marketplace for their crafts but also offer opportunities for networking, collaboration, and skill enhancement in a culturally nurturing setting."

Over the past 20 years, WBNB has provided an array of resources, mentorship, training, and networking opportunities tailored specifically for women in business and addressing gaps in the New Brunswick business ecosystem. "By facilitating access to vital information, resources, and a supportive community, WBNB has been instrumental in aiding women to overcome obstacles and challenges and reach success.", said Rebecca Preston, Director of WBNB. "Recognizing the entrepreneurial spirit within Indigenous women, who initiate business ventures at twice the national average among women in Canada, underscores the critical need for tailored support systems. As a non-profit dedicated to empowering women in business, we prioritize providing the essential resources and assistance to ensure their success." she continued.

The WBNB Indigenous Women's Pop-up Shop was open to everyone, providing a unique opportunity to engage with Indigenous culture while supporting local businesses. Over 300 attendees eagerly participated in a day filled with shopping, socializing, and community bonding.

The event was made possible by the precious collaboration of many partners including with the Department of Indigenous Affairs and Women's Equality Branch of the Government of New Brunswick, who actively supported and participated in this initiative. The event highlighted 35 Indigenous women from the province, presenting a diverse and rich display of their entrepreneurial ventures.

For more information about Women in Business New Brunswick and its services, please visit www.wbnb-fanb.ca or contact us at info@wbnb-fanb.ca.

About Women in Business New Brunswick:

Women in Business New Brunswick (WBNB), a part of the CBDC network, is a non-profit organization dedicated to supporting and empowering women entrepreneurs in New Brunswick. Through a variety of resources, mentorship programs, and networking opportunities, WBNB aims to foster an environment that enables women to thrive in business. With a focus on collaboration and inclusivity, WBNB has been instrumental in advancing gender equality and strengthening the economic fabric of New Brunswick.

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