

The **SAARC Woman Entrepreneur of the Year award** was conceived to inspire the next generation of women in power. Identifying and honouring women who possess vision, innovation, entrepreneurial drive, leadership, individuality and tenacity with the ultimate goal to present role models for other women to aspire. Each SAARC country will nominate the Country's Woman Entrepreneur of the Year – 2018 which will culminate in an event where the SAARC Woman Entrepreneur will be selected.

In its inaugural year, the presentation of the SAARC Award will be held in Colombo on 2 March 2019 intermingled with a Gala - Fashion Show and a Musical experience along with an extravagant culinary journey, portraying the uniqueness of each country constituting the SAARC.

Each country will be allotted a segment in the gala ceremony to showcase their best in Design and Music. The host hotel Shangri-La, Colombo the newest 5 star luxury property in Sri Lanka, will lead the culinary journey.

A representation of fashion and music from all SAARC countries will provide the entertainment for the evening. The countries will be requested to contribute a reputed or upcoming designer to showcase a selected line of clothing. An entertainer from each country will complement the segment. Music, song or dance will accompany the models on the catwalk. Sale of Designers' collection to be scheduled the next day.

The SAARC Woman Entrepreneur Awards will be interspersed with the show. The main coveted award will be presented at the grand finale.

The food served at the event will feature cuisine from the region and will include exotic dishes to stimulate your taste buds.

The audience will comprise the corporate fraternity and entrepreneurs, representatives of Diplomatic missions, diaspora of the SAARC countries, members of ladies organizations and institutions and the crème de la crème of Colombo's fashionable and influential society.

This event aims at providing a platform for the people of South Asia to work together in a spirit of friendship, trust and understanding.