



**IWEC MISSION**

IWEC Foundation is a 501c(3) registered nonprofit organization with headquarters in New York City. As a global initiative, we provide market intelligence, networking, educational, and mentoring opportunities for successful women business owners. We support them in gaining and expanding access into international markets and in growing their visibility and brands. Our partners are chambers of commerce and global women business organizations.

“We want to be a resource. We appreciate everything that veterans have done and the sacrifices they make to serve and what they're doing for their country, and we just want to be there, and be more of a help to them.”

**-Nancy Ploeger**



Nancy Ploeger serves as the Executive Vice President and Executive Director of the IWEC Foundation.

The International Women's Entrepreneurial Challenge (IWEC) Foundation focuses on empowering women entrepreneurs globally.

Ms. Ploeger's journey with the IWEC Foundation began through her role as the President of the Manhattan Chamber of Commerce. Her involvement started in 2007 when a partnership was established between chambers in New York, Barcelona, and India to support women business owners seeking international growth.

Nancy highlighted the foundation's four key pillars: market intelligence, education, connections, and visibility. These pillars serve as the backbone for supporting women in business, providing them with the resources and connections needed to thrive internationally.

While the IWEC Foundation primarily focuses on women entrepreneurs, Nancy shared how the foundation indirectly supports military spouses and women transitioning out of the service.

By providing market intelligence and connections, IWEC assists these women in exploring entrepreneurial opportunities or joining women-owned businesses. Expressing her desire to do more for veterans transitioning into the civilian workforce, Ms. Ploeger highlighted the need for increased education and support.



Nancy further emphasized the untapped potential within the veteran community, citing the diverse skill sets that can contribute to entrepreneurship, especially in advancing technologies.

Looking ahead, IWEC aims to continue its growth and expand its reach. Ms. Ploeger noted the foundation's plans for a conference in Washington DC, scheduled for November 10th, 2024.



The annual conference will serve as a platform for networking, education, and recognizing successful women entrepreneurs who have excelled in their international ventures. Moreover, she shared her passion for helping individuals navigate the complexities of starting and growing a business. The IWEC Foundation, under her guidance and leadership, continues to be a beacon of support for women entrepreneurs globally, fostering connections, providing education, and recognizing its tremendous achievements.

In conclusion, the IWEC Foundation stands as a testament to the power of collaboration and empowerment. Through their ongoing efforts, they are not only transforming the lives of women entrepreneurs but indirectly creating pathways for military spouses and veterans to explore new horizons in the business world.