



2017 IWECC Conference PRESS RELEASE

DR. VERONICA MUZQUIZ EDWARDS TO RECEIVE THE 2017 THE INTERNATIONAL WOMEN'S ENTREPRENEURIAL CHALLENGE (IWECC) AWARD

The organization hosts a gathering of some of the world's most successful women-owned businesses on Nov. 12-14 in Washington State, USA

For Immediate Release

San Antonio, TX, November 12, 2017

Dr. Veronica Muzquiz Edwards, owner and CEO of InGenesis, Inc. will receive the 2017 IWECC Award during the organization's 10th annual conference, to be held in Redmond, Washington today. The conference, titled 'Connecting Women Businesses Globally: Accelerating Growth Through Innovation & Technology' is sponsored by Microsoft, who is also hosting the event at their global headquarters in Washington State on November 12-14, 2017. This year's conference has a strong focus on technology, cybersecurity and innovation, issues that are pivotal to IWECC's sophisticated global network of women-owned businesses, whose combined revenue exceeds US\$25 billion per year.

"SDI International is thrilled to nominate Dr. Edwards for her trailblazing work in growing InGenesis from a single-employee staffing agency in 1998 into one of the fastest-growing privately-owned companies in the United States. InGenesis has been distinguished by *Staffing Industry Analysts* as one of the country's largest staffing firms since 2014, and Dr. Edwards has leveraged her business success and core competencies to support community and global initiatives. She is a role model for women's business development efforts in the United States. We are further honored to be an active part of IWECC, and to participate in this year's conference and celebrate IWECC's 10th anniversary, a milestone for global women's entrepreneurship," stated Carmen Castillo, President and CEO of SDI International.

IWECC is a New York-based international economic empowerment organization exclusively for women business owners, formed in 2007 with the assistance of the U.S. Department of State. In addition to the State Department, its founders include the Barcelona Chamber of Commerce, Manhattan Chamber of Commerce (MCC), FICCI/FLO Chamber in New Delhi. IWECC's mission is to develop a global business network for successful women entrepreneurs, helping them gain and expand access to international markets by presenting a platform to exchange knowledge, experience and connections, and to promote dialogue among women entrepreneurs and business leaders throughout the world.

"IWECC understands that providing access, resources, and support to help enable the success of female entrepreneurs is key to ensuring women's active, sustainable participation in the global economy, and contribute to close the gender gap. We provide a global forum to exchange knowledge, experience, and connectivity among women business owners, setting the stage for education, disruptive business opportunities, roads to joint ventures, and promoting social dialog among women entrepreneurs and business leaders," said Ruth A. Davis, Chairwoman, IWECC.

For the past ten years, IWECC has gathered some of the world's largest and most successful women-owned companies in an intensive 3-day program to inform, connect and celebrate the work of women entrepreneurs from all corners of the globe. The conference will close with an awards gala that will celebrate the ground-breaking work of 53 new awardees from Africa, Asia, Europe, Australia and the Americas.

“I am honored to accept the 2017 IWEC Award at the 10th annual conference in Washington state. I look forward to meeting with other women entrepreneurs from across the world, and to learn from their experience, challenges and success. This year’s conference is doubly important given the timely topics surrounding technology as it applies to my business growth and sustainability,” said Dr. Edwards of her nomination.

Learn more about the conference at <http://bit.ly/2poMbvS>.

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