



PRESS RELEASE

The Multilateral Investment Fund Launches WeXchange to Showcase Women's Entrepreneurship in Latin America

NXTP Labs and Ellas² join the MIF in the first conference promoting female entrepreneurship in Latin America and the Caribbean in Miami on December 11-12, 2013

MIAMI, FLORIDA, USA (NOV. 12, 2013) – The Multilateral Investment Fund ([MIF](#)), a member of the Inter-American Development Bank (IDB) Group, today announced the launch of WeXchange, Latin America's first conference showcasing women entrepreneurs, to be held in Miami on December 11-12, 2013. The conference, which is being organized in collaboration with [NXTP Labs](#) and [Ellas²](#), is designed to connect female entrepreneurs from Latin America and the Caribbean with investors, mentors and experts who will help promote their growth, development and success.

"We know that women comprise half the world's population but as of today, the incredible power that women entrepreneurs in Latin America and the Caribbean have through their innovative ideas and market solutions, have yet to be unleashed. WeXchange is a first step in the right direction," said Susana Garcia-Robles, Principal in charge of the MIF Early Stage Equity Group.

The conference will feature several renowned speakers, including **Susana Garcia-Robles**, MIF Principal Investment Officer; **Marta Cruz**, Co-Founder and Director at NXTP Labs and Nextperience; **Bedy Yang**, Venture Partner at 500 Startups; **Bryan Pearce**, Venture Capital Advisory Group of Ernst and Young and Americas Director of Entrepreneur of the Year; **Helen Aguirre**, Award-Winning Journalist and Chair of the Board of Trustees at Miami Dade College; **Patricia Araque**, Co-Founder and CEO of Ellas²; and **Joan Lyman**, Partner at LMG Corp and Co-founder of Secure Works.

"We are excited to kick off this ambitious and increasingly-relevant exchange featuring the best Latin American women entrepreneurs, as it strengthens a sector that is severely underrepresented in the region," said Patricia Araque, Co-Founder and General Director of Ellas².

The conference will also host a pitch competition where six top female startup entrepreneurs will present their businesses to a jury of entrepreneurs, investors and experts. The presentations will take place in a constructive and collaborative format designed to support, guide and inspire. The presenting companies were selected through Ellas Conectan "Especial Financiación," an intense competition held during September and October between 44 participants from the region, who were in turn chosen from an original group of almost 100 applicants.



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"We need to promote high impact female entrepreneurship in the region. Strengthening networking, providing tools to access financing and investing in women leaders in the region should be the commitment," said Marta Cruz, Co-founder and Director of NXTPLabs.

Sponsors of the first WeXchange Conference include Miami Dade College, BBVA, Buenos Aires Ciudad and The LAB Miami. Vital Voices Argentina and Everlytic have also made important contributions to the event. The two-day conference will be held at The LAB Miami and Miami Dade College. To view the agenda and for registration information, please visit: www.wexchange.co.

About WeXchange:

WeXchange is Latin America's first pitch conference focused on women entrepreneurs. It features Latin America's most promising women founders, key investors and international experts. WeXchange provides one-on-one networking experiences with investors, mentoring opportunities with experts, and much more. For more information, visit: www.wexchange.co.

About the MIF:

The Multilateral Investment Fund (MIF), a member of the Inter-American Development Bank (IDB) Group, is funded by 39 donors and supports economic growth and poverty reduction in Latin America and the Caribbean through encouraging increased private investment and advancing private sector development. It works with the private sector to develop, finance, and execute innovative business models that benefit entrepreneurs and poor and low-income households; partners with a wide variety of institutions from the private, public and nonprofit sectors; evaluates results; and shares lessons learned. The aim is to give them the tools to boost their incomes: access to markets and the skills to compete in those markets, access to finance, and access to basic services, including green technology. A core MIF mission is to act as a development laboratory - experimenting, pioneering, and taking risks to broaden the reach and deepen the impact of its most successful interventions. For more information, visit: www.iadb.org/mif/fomin.org.

About Ellas²:

Ellas² is a platform whose mission is to increase the number of female founders in tech. Since its founding in 2009, Ellas² has offered content, community, exposure opportunities and events to a new generation of female founders in Spanish speaking communities who want to make an impact in the world starting up innovative and global projects with high growth potential. For more information, visit: www.ellas2.org



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About NXTP Labs:

NXTP Labs is an acceleration program with an early-stage fund. They focus on Spanish-speaking technology startups that are pursuing global or regional opportunities. NXTP Labs provide seed funding, consulting services, hands-on advice, training and, most important, access to top-notch network of mentors across Latin America, the US and Europe. For more information, visit: www.nxtplabs.com.