



**Press release, Copenhagen, 22 November 2023**

**Women's Entrepreneurship Day Organisation (WEDO), headquartered in New York, select Tech Nordic Advocates (TNA) as Nordic/Baltic WEDO Ambassador**

Women's Entrepreneurship Day (WED), commemorated annually on November 19th, serves as a powerful tribute to the indomitable spirit of female entrepreneurs and their transformative contributions to the global entrepreneurial landscape.

Established in 2013 in New York by the visionary U.S. entrepreneur, impact investor, and philanthropist Wendy Diamond, WEDO's mission is to alleviate poverty and champion the education and support of women in entrepreneurship and business, and inspire girls to become leaders in STEM fields, catalyzing positive change in communities worldwide.

As we mark WED's 10-Year Anniversary in 2023, we celebrate a decade of monumental achievements, and profound impact witnessed across more than 100 countries and within the chambers of the U.N.. This milestone is a testament to WEDO's unwavering commitment to fostering empowerment, education, and celebration for women in entrepreneurship, leaving an enduring imprint on lives around the globe.

In the Nordics/Baltics, the 10<sup>th</sup> WEDO anniversary is celebrated at the 22 November WEDO Summit in Copenhagen, attended by 250 women entrepreneurs, investors, politicians, embassies, entrepreneurial and business ecosystem, press and media, hosted by the Confederation of Danish Industry and *Tech Nordic Advocates*, Northern Europe's largest tech startup ecosystem and women-in-tech network. At the Summit, Wendy Diamond announces *Tech Nordic Advocates* as Nordic/Baltic WEDO Ambassador.

Wendy Diamond, Founder of WEDO, says:

*"We are thrilled to officially announce that Tech Nordic Advocates (TNA) have been selected as our WEDO Ambassador for Nordics/Baltics, headquartered in Copenhagen! TNA's commitment to empowering women and girls makes TNA an excellent addition to our team, as we work together to uplift the 388 million women living in poverty and empower the 4 billion women and girls worldwide to be catalysts for change. As our Ambassador, TNA will play a vital role in promoting women's entrepreneurship and leadership in the Nordics/Baltics and beyond. Through advocacy and outreach, TNA will help us inspire and equip women and girls with the skills, resources, and networks they need to succeed as entrepreneurs and leaders.*

*At #WEDO2023, we celebrate the pivotal role women play in driving the impact of disruptive technologies and rapid global adoption of AI, blockchain and Web 3.0. We will spotlight the positive impact this community is having globally to advance economic freedom, dignity, and entrepreneurial advancements for WOMEN!*

*TNA's participation and contribution will be key to the success of our movement throughout the world and play an essential role in promoting our social media campaign, #ChooseWOMEN.."*

Jeanette Carlsson, Founder & CEO, Tech Nordic Advocates, says:

*"We're so excited to become WEDO Ambassadors. The work and mission Wendy started 10 years ago has grown and grown and added many ambassadors and volunteers around the world and \$been hugely inspirational and impactful. WEDO and Tech Nordic Advocates are completely aligned in our mission to support women and girls fulfil their potential. We're honored to become Nordic/Baltic WEDO ambassadors and represent WEDO in our region in all our work for women entrepreneurs."*

## **About**

Tech Nordic Advocates, please visit: [www.technordicadvocates.org](http://www.technordicadvocates.org)

WEDO, please visit: <https://www.womenseday.org/>

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