

Global Female Entrepreneur Launched the Women Going Global Movement to Inspire Women-Owned Businesses to Go Global

Tonya McNeal-Weary, Founder of IBS Global Consulting, launched the Women Going Global Movement to help increase gender equality in international trade.



Detroit, Jul 13, 2020 ([IssueWire.com](http://www.IssueWire.com)) - Tonya McNeal-Weary, Global Entrepreneur, International Business Expert and Founder of IBS Global Consulting, recently launched the **Women Going Global**

Movement to inspire women entrepreneurs to expand their businesses internationally.

For over a decade, McNeal-Weary has been advising entrepreneurs and owners of small and medium-sized companies on how to overcome the challenges of doing business in foreign markets but noticed the lack of women-owned companies doing business internationally.

McNeal-Weary started the Women Going Global Movement to help create an equal playing field for women in international trade. McNeal-Weary says lack of knowledge of foreign markets is a major barrier for women entrepreneurs looking to expand their business internationally. But McNeal-Weary says the greatest challenge for women-owned companies around the world is access to capital. In some countries, financial barriers combined with legal and policy barriers and discrimination such as not being taken seriously and businessmen who refuse to do business with a woman, are major factors that restrict women from engaging in international trade.

Through the Women Going Global Movement, McNeal-Weary is helping women entrepreneurs overcome gender-specific barriers to going global and creating opportunities for women-owned businesses to successfully expand into global markets. This includes offering specialized training and consulting to address the specific challenges and barriers faced by women-led businesses, and female-focused trade missions to help women entrepreneurs gain first-hand knowledge of foreign markets. During these business trade missions, women entrepreneurs will participate in high-level business forums, as well as one-on-one meetings with potential buyers and partners. McNeal-Weary says spending time abroad exposes women to different business opportunities, connections, and resources needed to begin their journey.

“I believe women entrepreneurs have enormous untapped potential, but women-owned businesses are underrepresented in international trade,” says Tonya McNeal-Weary, Founder and Managing Director of IBS Global Consulting. “International trade can lead to huge growth opportunities for women-owned businesses, and I’m committed to helping entrepreneurs, especially women entrepreneurs, prepare their business for global expansion,” said McNeal-Weary.

McNeal-Weary is the author of the forthcoming book **Women Going Global: Real-Life Stories of Women Entrepreneurs Doing Business Across Borders**, which shares inspiring true stories of 14 remarkable women from countries around the world who have overcome the odds, turned barriers into opportunities, and are successfully doing business beyond their country’s borders. The book includes a unique blend of encouragement, wisdom and practical insights shared by women entrepreneurs who have navigated successfully through the challenges of doing business globally. In this insightful book, McNeal-Weary creates a foundation of sisterhood by sharing her personal journey and that of other successful female entrepreneurs doing business internationally.

The book is scheduled to release on November 16, 2020, the start of [Global Entrepreneurship Week \(GEW\)](#), the largest celebration of innovators who dream big and launch startups that bring ideas to life.

With the Women Going Global Movement and her upcoming book, McNeal-Weary is inspiring women entrepreneurs to “**Think Global**” and scale their businesses beyond their local borders.

To learn more about the Women Going Global Movement and to pre-order the Women Going Global book, visit www.WomenGoingGlobalMovement.com.

About Tonya McNeal-Weary

Tonya McNeal-Weary is an award-winning entrepreneur, international business expert, and global champion for women's economic empowerment. She is the Founder of IBS Global Consulting and travels to countries around the globe helping small businesses to "Think Global" and develop disruptive marketing strategies that sets them apart from the competition. She has earned numerous awards including, the **Exceptional Women of Excellence Award, Global Trade Award, World of Difference 100 Award, Entrepreneurs of Distinction Award, Women Making a Powerful Difference Award**, and recently named one of the "**10 Top Entrepreneurs To Follow In 2020**" by MSP News Global (www.tonyamcnealweary.com).

About IBS Global Consulting

Founded in 2009, IBS Global Consulting is an international award-winning global management consulting firm that specialize in helping small and medium-sized companies expand internationally. IBS Global Consulting was awarded the **2020 Global Excellence Awards®** by Acquisition International Magazine, and named "**Best Business Expansion Consultancy – Midwest USA**" by Corporate Vision Magazine, and received the **British American Business Award** from the British American Business Council of Michigan for achievement in promoting international trade between the UK and USA (www.ibsglobalconsulting.com).

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