

Beyond Borders: How One Female Entrepreneur Is Breaking Down Barriers for Women in International Trade

Tonya McNeal-Weary, Founder of the Women Going Global Movement, is helping women around the world overcome gender-specific barriers to doing business internationally



Detroit, Aug 19, 2020 ([Issuewire.com](https://www.issuewire.com)) - Tonya McNeal-Weary, International Business Expert and Founder of IBS Global Consulting, recently launched the Women Going Global Movement to help reduce inequalities in international trade and create greater opportunities for women entrepreneurs to do business internationally.

As a female entrepreneur working in a male-dominated industry, McNeal-Weary understands firsthand the challenges women face, especially when doing business internationally. Despite the challenges, McNeal-Weary has built a successful global management consulting firm with consultants and clients spanning five continents. For over a decade, McNeal-Weary has been traveling to countries around the globe working with and advising entrepreneurs, CEOs, and owners of small businesses on how to successfully do business in foreign markets.

“Although some progress is being made, women are still underrepresented in international trade,” said Tonya McNeal-Weary, Founder of IBS Global Consulting, Inc. “Lack of access to resources coupled with cultural and regulatory barriers often make it difficult for women entrepreneurs to expand their businesses internationally,” said McNeal-Weary.

The mission of the Women Going Global Movement is to help women entrepreneurs overcome barriers to international trade by equipping women business owners with the knowledge, resources, connections, and support needed to scale their businesses globally.

McNeal-Weary has led all-female trade delegations to countries including Egypt, Hong Kong, Thailand and the UAE. During these trade delegations, women entrepreneurs met with government agencies, attended business roundtables with various business organizations, visited with local women-owned businesses, and participated in B2B meetings with potential buyers and partners.

The Women Going Global Movement seeks to increase the participation of women entrepreneurs in international trade and leverage trade as a tool for the economic empowerment of women globally.

In her upcoming book, **Women Going Global: Real-Life Stories of Women Entrepreneurs Doing Business Across Borders**, McNeal-Weary shares her journey and that of 14 other female entrepreneurs who have succeeded despite the societal biases that attempted to hold them back. Women Going Global shares inspiring true stories of 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 is scheduled for release on November 16, 2020, during Global Entrepreneurship Week (GEW), the largest celebration of innovators who dream big and launch startups that bring ideas to life.

For more information about the Women Going Global Movement or to pre-order the Women Going Global book, visit www.WomenGoingGlobalMovement.com.

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