

7th Mediterranean Women Entrepreneurs Forum

Need for Change

Barcelona, 27th of November 2015

Countries and companies can be competitive only if they develop, attract and retain the best talents, both male and female. How can women empowerment contribute to economic growth?

There is a bi-directional relationship between economic development and women empowerment defined as improving the ability of women to access the constituents of development. While development itself will bring about women's empowerment, empowering women will bring about changes in decision-making, which will have a direct impact on development.

8:30 Registration

9:00 Official opening and welcome

- **Miquel Valls**, President of the Chamber of Commerce, Industry and Navigation of Barcelona
- **Mohammad Choucair**, President of ASCAME
- **Helena de Felipe**, President of AFAEMME
- **Delphine Borione**, Deputy SG, Union for the Mediterranean.
- **Elisabeth Guigou**, President, Anna Lindh Foundation
- Mediterranean official representatives*

10:15 Coffee break & Networking

10:45 Women & Entrepreneurship; a catalyst for growth

There is a bi-directional relationship between economic development and women empowerment. The latter directly contributes to economic growth and prosperity. But from the other side, economic development is not enough to achieve real equality between women and men. Policy action is needed to overcome still existing gaps such as the women's economic participation gap or the gender pay gap.

How can Governments facilitate women's participation in the economy, as part of a strategy for job creation and growth in the region? What concrete measures can be taken to remove gender-specific obstacles to entrepreneurship and employment?

Chair: **Stephanie Horel**, *College of Europe*

Anna Danti, Policy Officer for Women Entrepreneurship, *European Commission*

M^a Teresa Fernández, President of *Women for Africa* and former Deputy Prime Minister of Spain

Najoua Attia, President of the Commission of Women Entrepreneurs of *ASCAME*

Rosanna Quagliariello, Representative of C.I.H.E.A.M. - Istituto Agronomico Mediterraneo Bari

Event organized by:



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Yasmina Bekhouche, Project Manager at the Gender Parity Team of the World Economic Forum

12:00 DEBATE: How does ICTs and smart working benefit your business?

Smart Working can deliver a range of measurable benefits: benefits for the company itself, benefits for employees, and also wider environmental and social benefits.

How exactly does ICTs provide companies with instruments to better organize work? How this affects women workers and women business owners?

Josep M. Piqué, President, Catalan Network of Science and Technology Parks

Pilar Conesa, Founder, Anteverti –Smart City Expo World Congress

Energizing Glasswalking by MES DONA

12:45 ROUND TABLE: Stimulating and enhancing the Women Entrepreneurs Ecosystem, the experience of Mediterranean Businesswomen

What is needed to stimulate and enhance the Mediterranean Women entrepreneur's ecosystem? How can governments stimulate women entrepreneurship in the region?

What is the role of stakeholders in enabling Mediterranean women entrepreneurs? How to enhance women's access to finance?

Moderator: **Elisabeth Trallero**, Congost Plastic S.A.

Flutura Xhabija, President, Albanian National, profess., businesswomen and crafts' ass.(SHGPA)

Amany Asfour, President, Egyptian Business Women Association (EBWA)

Leila Karami, President, Lebanese Business Women Association (LBWA)

Franca Audisio, President, Ass. Donne Imprenditrici e Dirigenti di Azienda (AIDDA)

Raoudha Ben Saber, President, Chambre Nationale des Femmes Chefs d'Entreprises (CNFCE)

Candan Çilingiroglu, President, Association of Businesswomen in Izmir (IZIKAD)

Nicoletta Bertolone, President, Women at Work in Italy (W@WITALIA)

Anastasia Savvidou, Vice-President, Greek Association of Women Entrepreneurs (SEGE)

14:00 Lunch Break

15:00 AFAEMME'S ANNUAL MEETING (only members)

AFAEMME Congress, Exchange of experiences, B2B meetings

Exchange of experiences, Best practices and Success Stories of Innovative Women Entrepreneurs

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Mediterranean **Women** Entrepreneurs Forum

18:15 Closing of the Mediterranean Women Entrepreneurs Forum

Event organized by:



Cambre de Comerç
de Barcelona



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