

# Mediterranean Women Entrepreneurs Forum

## 7<sup>th</sup> Mediterranean Women Entrepreneurs Forum

### *Need for Change*

Barcelona, 27<sup>th</sup> 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 Welcome and opening session – Women & Entrepreneurship: a catalyst for growth**

Welcoming words by Helena de Felipe, President of AFAEMME

#### Opening session:

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*

**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

**Hella Colleoni**, member of the Italian Businesswomen Association from Turin, APID

**Rim Siam**, General Manager, Egyptian Economic Businesswomen Council / Alexandria Chamber of Commerce

**Clara Gruitrooy**, Managing Director, Euro-Mediterranean-Arab Association

### **10:15 Coffee break & Networking**

### **10:45 Institutional session**

**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

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## 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.

The concept of Smart Working related to women owned businesses has been explored by the Catalan Network of Science and Technology Parks through its innovative initiative Fem.Talent which promotes equal opportunities and the management of women's talent in the knowledge economy.

In this session we are going to analyze the concept of Smart Working, how exactly does ICTs provide companies with instruments to better organize work and how this might benefit especially 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 Gemma Gasulla (MES DONA)*

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

¿Which is the major need for women entrepreneurs/businesswomen in your country? Why? Possible solutions.

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

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

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

**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)

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

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

**Doris S. Bonnici**, President, Malta Association of Women in Business" (MAWB)

**Asmaa Morine**, President, Association Femmes Chefs d'Entreprises du Maroc (AFEM)

**Shahrazad Magrabi**, Director, Libyan Women Forum

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

**Carmen Planas**, President, Confederation of Business Associations from the Balearic Islands

*Presentation of the report "Women in the Mediterranean" (Esther Fouchier – FFEM)*

## 13:55 Closing of the Mediterranean Women Entrepreneurs Forum

## 14:00 Lunch for speakers

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

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