



Mediterranean **Women** Entrepreneurs Forum

2nd - 3rd October 2018

Theatre Amman Chamber of Commerce

“WOMEN IN TECH: THE WAY AHEAD”

In the framework of EBSOMED Roadshow

“Incorporation of women entrepreneurs in the digital economy”

In line with the regional and technological changes currently defining the Mediterranean, this year Meda Women Entrepreneurs Forum gives center stage to the role of women in technology, transforming the world on the STEM sector. The Consortium of AFAEMME, the Association of Organizations of Mediterranean Businesswomen; the JFBPW, the Jordan Forum Business and Professional Women, ASCAME, the Chamber of Commerce of the Mediterranean, the Chamber of Commerce of Amman and the Chamber of Commerce from Barcelona, will go through the **X Edition of Meda Women Entrepreneurs Forum**, geared towards addressing key opportunities and pressing issues for women in technology in the Mediterranean region.

Women all across the world are increasingly faced with the challenge of juggling their professional careers with their personal ones. Particularly in the STEM sector, women’s roles are changing, both at work and at home. While it may appear as though the role of women in the workplace is a recurring theme, the rapidly changing dynamics in the social and economic areas in the Mediterranean call for new, tailor-made solutions for businesswomen.

Within this context, the **Meda Women Forum** will explore themes relevant to an evolving society using innovative tools and unconventional approaches. Businesswomen, policy-makers, entrepreneurs and spokeswomen from across a variety of sector will be featured throughout the event in order to share experience and encourage discussion with the audience. Key topics that will be addressed include:

- **Mediterranean Organizations lead by strong and successful women entrepreneurs**
- **How are small businesses run by women improving in Mediterranean Countries?**
- **The role of Business women in technology in the Mediterranean region**

In the course of the Mediterranean Women Entrepreneurs Forum, EBSOMED project will be presented into detail including the presentation of its main activities, goals and services.

Within the framework of this event, a Roadshow on the incorporation of women entrepreneurs in digital economy will be implemented. The main goal of the workshop is to provide information on development and opportunities to small and medium-sized enterprises.



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Mediterranean **Women** Entrepreneurs Forum

2nd October 2018 – EBSOMED ROADSHOW: incorporation of women entrepreneurs in the digital economy

09:30 - 10:00 Registration

10:00 - 10:45 Opening Session UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS SUMAYA BINT EL HASSAN

Senator Issa H. Murad | Chairman, Amman Chamber of Commerce

Taghrid Nafeisi | President, Jordan Forum Business Professional Women (JFBPW)

María Helena de Felipe | President, Association of Organizations of Mediterranean Businesswomen (AFAEMME)

Dr. Ahmed M. El Wakil | President, Association of Mediterranean Chambers of Commerce and Industry (ASCAME)

Muthana Gharaibeh | H.E. Minister of ICT

H.E. Andrea Fontana | Ambassador of the European Union to the Hashemite Kingdom of Jordan

Her Royal Highness | Princess Sumaya Bint El Hassan

10:45 - 11:00 Recognition Awards Ceremony

In recognition of the support provided by partners and supporters to empower women in business, awards will be distributed to a group of distinguished supporters.

11:00 - 11:15 Coffee Break

11:15 - 12:00 1st Session – Home based business (HBBs) support unit

Launch of HBBs support unit at JFBPW

How women-led home based businesses can utilize technology to anchor and grow their businesses



Facilitator: Reem Badran | Member of Board of Directors, Amman Chamber of Commerce and President, Middle East and North Africa Businesswomen's Network (MENA BWN).

Dr. Reem Albaghdadi | First Vice-President JFBPW, entrepreneur and Co-owner of “Rimara Pak”, Winner of the Girls Going Global Scholarship 2018.

12:00 - 12:45 **2nd Session – Innovation Lab**

Launch of the First Innovation Lab in Jordan

The Innovation Lab will be hosted in JFBPW with the aim to introduce and build an innovation strategy, for new entrepreneurs. Innovation capacity using cutting edge frameworks and processes in collaboration with the Centre for Innovation and Women Leadership (CiWL)

Dr. Lana Mbaideen | Managing Director ReThinkers

12:45 - 13:30 **3rd Session – She trades initiative**

Elaboration of opportunities available to Jordanian business owners through She Trades; an initiative that provides women entrepreneurs around the world with a unique network and platform to connect to market

Representative TBC | She Trades Initiative in Jordan

13:30 - 14:30 **Lunch Break**

14:30 - 17:30 **Presentation of the key topics: women entrepreneurs & digitalization**

Marco Cunetto | Regional Project Manager, BUSINESSMED – Union of Mediterranean Confederations of Enterprises

⇒ Presentation of EBSOMED Project

Anaël Le Bihan | Head of Cooperation Projects, Association of Mediterranean Chambers of Commerce and Industry (ASCAME)

⇒ Presentation of EBSOMED Project

Dr. Waseem Haddad | Director of Amman Chamber of Commerce Academy for Training and Business Development, Amman Chamber of Commerce

Presentation by 4 expert women from several Mediterranean business women organisations discussing topics about in:

1) Women in the digital economy & access to digitalization and ITC

Access to work, employment and use of information and communication technologies. The role of education and training, digital literacy and confidence: overcome dominant narratives, integrating humanities with technology and encourage critical thinking, encouraging women to choose the ICT sector.

Facilitator: Dr. H.E Ghinwa Jalloul | Founder and President/CEO of Technology SARL, Former Member of Lebanese Parliament. (Lebanon)

2) Use & creation of digital marketing

An inside look at influencer marketing, e-mail marketing, social Media, web presence, among others

Facilitator: Besma Al-Qassar | Women Mentor Forum (WMF), Founder & Project Manager

3) Adoption of a people centred approach & gender perspective

Career development, recruitment, work life balance among ICT companies – success stories: Gender Evaluation Methodology (GEM)

Facilitator: Shereen Ibrahim Allam | President Association for Women's Total Advancement and Development Egypt, AWTAD (Egypt)

4) Policies integrating ITC gender equality

(Policy initiative in the European projects and programs, strengthening networks and alliances among decision leaders, enterprises, civil society and experts, evolution and areas covered by digital policies, from national practices to a global effort, national and organizational).

Facilitator: Hamida Mrabet | Legal Advisor, International Women Entrepreneur Council
CIFE (Tunisia)

14:30 - 17:00 Parallel Eureka Training Session

Workshop – Incorporation of Women entrepreneur’s in the digital economy

Facilitator: Dr. Lana Mbaideen | Managing Director ReThinkers

20:30 Gala Dinner (for the participants in the 2nd - 3rd October Sessions)

3rd October 2018 – X MEDA WOMEN ENTREPRENEURS FORUM – “WOMEN IN TECH: THE WAY AHEAD”

**In the framework of EBSOMED Roadshow
“Incorporation of women entrepreneurs in the digital economy”**

08:30 – 09:00 **Registration**

09:00 – 11:00 **Welcome addresses**

Senator Issa H. Murad | Chairman, Amman Chamber of Commerce

Taghrid Nafeisi | President, Jordan Forum Business Professional Women (JFBPW)

María Helena de Felipe | President, Association of Organizations of Mediterranean Businesswomen (AFAEMME)

Laurence Païs | Deputy Secretary General for Social and Civil Affairs, Union for the Mediterranean (UfM) (*Message*)

Saida Neghza | President, Union of Mediterranean Confederations of Enterprises (Businessmed)

Reem Badran | Member of Board of Directors, Amman Chamber of Commerce and President, Middle East and North Africa Businesswomen's Network (MENA BWN).

Dr. Mary Kamel Kawar | Minister of Planning & International Cooperation in the Jordan Kingdom

11:00 – 11:30

Coffee

Break

11:30 – 13:00

How are small businesses run by women improving in digitalization in Mediterranean Countries?

Chair Marta Maiques / Communicator Manager AFAEMME

Key Note Speech | **Sanem Oktar** | President of KAGIDER (Turkey)

Roundtable, Chair Elizabeth Trallero Santamaria / Coordinator of International Relations AFAEMME

Lina Tsaltampasi | President Greek Association of Women Entrepreneurs, SEGE (Greece)

Flutura Xhabija | President of Albanian national, professional, Businesswomen and crafts' association, SHGPAZ (Albania)

Yomna El Sheridy | President Businesswomen of Egypt21, BWE21 (Egypt)

Rachida Jebnoun | President International Women Entrepreneur Council, CIFE (Tunisia)

Samira Hulaileh | President of Business Women Forum-Palestine BWF (Palestine)

Asmahan Zein | President of Lebanese League for Women in Business LLWB, (Lebanon)

Aicha Amrani | President of Association des Femmes Chefs d'Entreprises du Maroc AFEM (Morocco)

Ayla Alkan | Vice-President of Association of Business Women in Izmir IZIKAD (Turkey)

Cristina Visconti | International President SELENA (Italy)

Doris Sammut | President Malta Employers' Association (Malta)

*Note Speaker **Beatriz Fdez-Tubau** | President Catalan Businesswoman Association, ACEE (Spain) Presentation project **Euro-Mediterranean Women's Foundation, FFEM** | Women in Factories in Zarqaa*

Q&A Session



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13:00 – 14:00

Light Lunch

14:00 – 16:00

AFAEMME General Meetings (only for AFAEMME Members)

18:00

SUNSET DINNER AT THE AMMAN CITADEL

OPTIONAL POST CONFERENCE TRIP JORDAN FROM 4TH-6TH OCTOBER (Amman, Baptism Site-Dead Sea-Petra-Wadi Rum)

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