



meda **Women** entrepreneurs forum

CASA LLOTJA DE MAR - BARCELONA (SPAIN)
25 NOVEMBER 2011

Women and Economy : Investing in social change

PROGRAMME

08:00

ACCREDITATION

09:00

Official opening and welcome

Miquel Valls

President of the Official Chamber of Commerce, Industry and Navigation of Barcelona, Spain

Murat Yalçintas*

President of ASCAME, Turkey

Helena de Felipe

President of AFAEMME, Spain

Joanna Ortega*

Vice-President of the Catalan Government, Spain

Yolanda Parrado

General Director of "Casa Mediterráneo", Spain

Cecilia Attard-Pirotta

Deputy Secretary General, Union for the Mediterranean (UfM)

09:45

**A new Strategy for Women's Initiative in Economy,
Investing in social change**

The role and the new challenges. Despite the widely spread idea that man steers the economy women have made major achievements while taking top managerial positions or as policy-makers. They are now at the heart of economic life.

- How can women empowerment contribute to economic growth?
- How women can take a prominent role in the economy?
- Are there real obstacles to women advancement in the Arab corporate ladder?
- Are women gaining more influence as a result of their increasing involvement in business?
- Why are businesses engaging in Corporate Social Responsibility? What are their motivations? Where are the demands coming from?
- Is the empowerment of women a basic component of CSR initiatives in the Arab countries?
- Lessons from leadership coaching: women vs. men
- Emerging leadership qualities for Mediterranean women

Chair

Elizabeth Trallero, President of the EUROPEAN WOMEN'S MANAGEMENT DEVELOPMENT Spain

Najoua Attia

President Chamber of Commerce and Industry of Cap Bon, Tunisia

Leila Karami

President Lebanese Businesswomen Association (LBWA)

Anna Danti

Policy Officer Entrepreneurship-DG Enterprise & Industry (EC)

Francina Vila

Alderman for Women and Social Rights of the Barcelona City Council, Spain

Helena Guardans

CEO Sellbytel, Spain

Sanja Alatović

Office Coordinator - Council of Ministers Bosnia & Herzegovina



Cambra de Comerç
de Barcelona



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



afaemme
Association of Organisations of
Mediterranean Businesswomen



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11:00

COFFEE BREAK

11:30

Women in Innovation and in the Media and Communication Sector

Women in Innovation.

Despite significant gains made by Mediterranean women in Innovation and new technology, there is still a lot to do to plug in the innovation gap and eliminate illiteracy. With the changing position of Mediterranean women and their growing involvement in business and the public domains, along with the growing importance of science and technology in the modern economy, there is now an urgent need to develop the innovation among women, in order to promote and take full advantage of their skills in all fields.

- Where the Mediterranean woman does stand in access to Innovation?
- What are the challenges she is facing?
- How can professional women's technical knowledge and experience be broadened and promoted?
- What is the role of women in expanding access to quality education?
- What about illiteracy in technology?

Women in the Media and Communication sector.

- To what extent are Arab women benefiting from the expanding role of the media?
- How well are they represented in the media?
- Are Arab women able to influence the media to reflect their points of view?
- Woman as a conceptualist, creator, anchor, director and consumer of media: the emergence of a new image
- How do new technologies influence new transformations of such an image?
- Are we witnessing the creation of a globalized image for Arab women?
- Does Media progress in advancing women's rights?

Chair

Mercedes Wullich, Director of MUJERES & CIA, the first journalistic website for women entrepreneurs and business, professional and executive women

Aysegul Ildeniz

Regional Director Middle East, Turkey and Africa, Intel Corporation, Turkey

Ida Poletto

Director of Abano Ritz Spa & Well-feeling Resort & Editor of "Virtuose" and "Il Sito delle Donne", Padova (Italy)

Alaa Ezz

SG Confederation of Egyptian European Business Associations

Rosa Massagué

Journalist for Foreign Affairs of "El Periódico"

Mona Ghalayini

Project Coordinator of the Euro-Arab Bank for Environmental Development

Rosa Cañadas*

President of the TANJA Foundation



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12:45

Women's Power in small business management that takes root in region

Women and small business management. For many reasons, not enough people see running a small business as sufficiently more attractive than working as an employee of a firm, large or small, or in a public organisation. These reasons apply as much to women as to men, but there are certain additional factors which make entrepreneurship an even less attractive or viable option for women.

Although there has been an encouraging upturn in women running businesses in the past decade or so, much more needs to be done to overcome the specific factors which discourage women in particular from starting or taking over small firms. And even more importantly, we have to create an environment in which those women who do run a small business can more easily grow their firms.

In overcoming these obstacles, the work of the Businesswomen Associations is crucial, since they act as platforms for empowering and encouraging Mediterranean women entrepreneurs. These associations know very well the situation of women in the corresponding country and they can provide the support and the skills they need.

Chair:

Cristina Farrés, Editor of ECONOMIA DIGITAL

Gulden Turkkan

President Women Entrepreneurs Association Turkey-KAGIDER

Lina Tsaltampasi

General Secretary Greek Businesswomen Association -SEGE

Flutura Xhabija

President of the Albanian Businesswomen Association -SHGPA

Yasmina Taya

President of *Femmes Algériennes Chefs d'Entreprises* -SEVE

Amany Asfour

President of Egyptian Businesswomen Association -EBWA

Khedidja Belhadi

President *Ass.Algériennes Managers et Entrepreneurs* -AME



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Association of Organisations of
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MEDITERRANEAN WEEK OF ECONOMIC LEADERS
SHAPING THE MEDITERRANEAN FUTURE



13:45

Final Declaration of the V Mediterranean Week of Economic Leaders

Miquel Valls

President of the Official Chamber of Commerce, Industry and Navigation of Barcelona, Spain

Senén Florensa

Secretary for Foreign Affairs of the Catalan Government and President of the Executive Committee of the European Institute of the Mediterranean (IEMed), Spain

Cecilia Attard-Pirotta

Deputy Secretary General, Union for the Mediterranean (UfM)

14:15

COCKTAIL

15:30

AFAEMME Annual Meeting

[Only AFAEMME members]



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ASCAME

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IEMed.
European Institute of the Mediterranean



Secretariat of the Union for the Mediterranean
Secrétariat de l'Union pour la Méditerranée
الأمانة العامة للإتحاد من أجل المتوسط