



## IX MEDITERRANEAN WOMEN ENTREPRENEUR FORUM CONCLUSIONS

The “IX Mediterranean Women Entrepreneurs Forum” edition ,co-organized by AFAEMME (The Federation of Organizations of Mediterranean Businesswomen) with the Barcelona Chamber of Commerce and ASCAME (Association of Mediterranean Chambers of Commerce and Industry) was held in the framework of the Week of the Economic Leaders of the Mediterranean last 24th November. More than 200 businesswomen and representatives from 23 Mediterranean countries took part in this Women Entrepreneurs Forum of the Mediterranean in Barcelona. The main aims were, to enhance better economy in the region and the empowerment of the women in the access to the economic and financial decision marking positions, in order to promote the economic growth and the job creation in the region.

24 th November 2017

Casa Llotja de Mar, Barcelona

## MEDITERRANEAN WEEK OF ECONOMIC LEADERS

### MARIA HELENA DE FELIPE



**M Helena de Felipe** @mhelenadefelipe · Nov 24

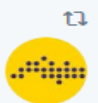
#medaweek2017 #medawomen starts this morning with great support of @ASCAME org @afaemmeoficial @cambrabcn

**Maria Helena de Felipe**, President of **AFAEMME**, Member of **EESC** (European Economic and Social Committee), President of **FEPIME** Catalonia, Vice-President of **CEPYME** and **UEAPME**.

**"We need more women thinking in starting their own business. Young women as job creators as a key of the economic growth in the Mediterranean area"**



### M<sup>a</sup> TERESA FERNÁNDEZ DE LA VEGA



F.Mujeres por África Retweeted

**ASCAME** @ascameorg · Nov 24

Maria Teresa Fdez Vega @MujeresxAfrica en #medaweek17 : Las #mujeres #Mediterraneo estamos llamadas a jugar un papel clave como puente entre ambas orillas region #MedaWomen17

**Chairwoman Foundation Women for Africa** and past **Vice-President** of the Spanish Government, Permanent **Body Member of the Spanish** Conselour of State .

**"The Mediterranean and its shores form a privileged place. Mediterranean women are called to play a fundamental role and the achievements of business women will be a mirror for other women"**



### ANWAR ZIBAOU

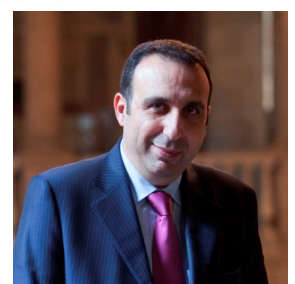


**Anwar Zibaoui** @anwarzibaoui · Nov 27

Imprese: investimenti in rinnovabili per sviluppo area - Economia - ANSAMed.it [ansamed.info/ansamed/it/not...](https://ansamed.info/ansamed/it/not...) vía @Agenzia\_Ansa

**Anwar Zibaoui**, General Coordinator of **ASCAME** (Chambers of Commerce from the Mediterranean) the most relevant private Organization in the Mediterranean region.

**"The increase of female participation in the labour market would add 47% of the G.D.P. of the Mediterranean area in the next decade"**





## MIQUEL VALLS



**Miquel Valls**, President of the **General Committee of the Chamber of Commerce** from Catalonia and General Secretary of the **ASCAME**.

**“The Mediterranean should not be a gap, instead a point of cooperation”**



## LAURENCE PAÏS



**Laurence Païs** is the **Deputy Secretary General** of the Union for the Mediterranean in charge of Social and Civil Affairs since September 2017.

**“Solidarity between Women and Women is very important”**



## SAIDA NEGHA




**President of CGEA**, the General Confederation of Algerian Companies and President of Businessmed.

**“The economy is privatized based on half of its potential; we need to promote women in the business world”**



## **MARIE-ALEXANDRA VIELLEUX-LABORIE**

 The EBRD Retweeted



**Union for the Mediterranean** @UfMSecretariat · Nov 24

@EBRD's Marie-Alexandra Veilleux-Laborie: **#Women** are 20% less likely than men to have borrowed from financial institutions for their businesses.

**Ms Veilleux-Laborie** is responsible for the **EBRD's investments** and operations in the country. Ms Veilleux-Laborie joined the EBRD in 2007 and initially worked for the Financial Institutions and Equity Funds teams.

**"Inclusive growth is based on the believed of giving opportunities. Women are loyal, disciplined with clear priorities. Empowering and women entrepreneurship needs to this end increase and extend access to funding "**



## **NAYEF Z. STETIEH**

 SwitchMed Retweeted



**ASCAME** @ascameorg · Nov 24

Nayef Stetieh from @BDCJordan slighting us with sucessful stories **#Women** in region **#Mediterranean** **#medawork17** **#medawomen17**

**Nayef Z. Stetieh** is the **President and CEO** of the Jordanian Business Development Center, which promotes the "**Maharat Med**" project.

**"We have the open doors to women, so they can access the top positions, nothing should prevent from fulfilling their dreams"**



## **DIANA BATTAGLIA**

 UNIDO ITPO Italy Retweeted



**UNIDOWeMENA** @unidowemena · Nov 25

The Mediterranean can only develop trough partnerships based on equal opportunities, which guarantee the full participation of women in the economic and business development in the region. **#MedaWeek17**

Diana Battaglia is the head of UNIDO – ITPO contributing to the industrial development and economic growth of developing countries.

**"Gender gap is the goal, empowering, is the key for a positive impact on the economy. Women are unexplored resource for a sustainable economy"**



## MEDITERRANEAN BUSINESS WOMEN LEADERS (Chair: Ms Helena de Felipe)

### NAJOUA ATTIA

SwitchMed liked



**ASCAME** @ascameorg · Nov 24

« Les Associations de Femmes servent de lien entre les Femmes entrepreneurs et les CCI » **Najoua Attia** @ascameorg

**Najoua Attia**, présidente de la Commission des femmes entrepreneurs de l'ASCAME et Président de la Chambre de Commerce et d'Industrie du Cap Bon (Tunisie)

**“Women leading companies find ways to adapt the policies to achieve an effective working environment for men and women”**



### NURIA CHINCHILLA

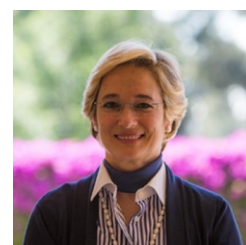


**WomensEconomy Europe** @WomensEconomyEU · Nov 24

@NuriaChinchilla at #MedaWomen17 #MedaWeek17 talking about #femininity #flexibility and #family Thoughts for debate

**Nuria Chinchilla**, Formadora de Dirección de Personas en las Organizaciones en el centro de negocios del IESE. ICWF - Centro **Internacional Trabajo y Familia**. Doctora en Dirección de Empresas, IESE, Universidad de Navarra. MBA, IESE, Universidad de Navarra .

**“The world will be more sustainable if we take into account the 3F; F – Femininity , for being complement each other; F-Flexibility, with more time and space; F-Family, the human capital”**



### EUGENIA GAY



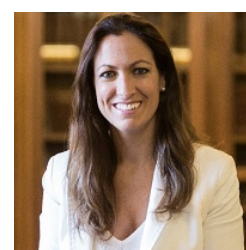
**M<sup>a</sup> Eugènia Gay** @MariaEugeniaGay · Nov 24

Un placer participar en la jornada #MedaWomen17 #MedaWeek17 organizada por @afaemmeoficial . El #liderazgofemenino es indispensable para garantizar una verdadera #igualdad en la esfera pública y privada.

Translate from Spanish

**Maria Eugenia Gay Rosell**, President of the Barcelona Bar Association.

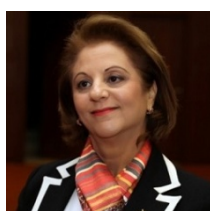
**“Women have moved from being an spectator to having a leading role in the society”**



## HOW ARE SMALL BUSINESS RUN BY WOMEN IMPROVING IN MEDITERRANEAN COUNTRIES? (Chair: Ms Elisabeth Trallero)



The Representatives of the BUSINESSWOMEN ORGANIZATIONS from AFAEMME, explained the role of the women in Business in their countries and how their businesses were improving in the Mediterranean countries.



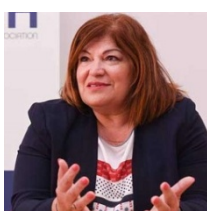
**Raoudha BenSaber** | National Chamber of Women Entrepreneurs (CNFCE) - **TUNISIA**

**“Women entrepreneurs can help to solve the problem of unemployment, but they need better access to financial resources, being the main obstacle to start a business and contribute with job creation”**



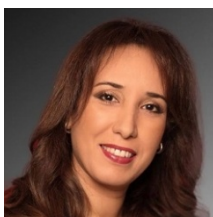
**Amany Asfour** | Egyptian Association of Businesswomen (EBWA) - **EGYPT**

**“More of the women in business, need more skills in digital and ITC matters and the importance of belonging to the business women associations, for a real networking and cooperation between businesses is crucial”.**



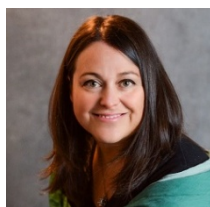
**Doris Sammut** | Malta Association of Women in Business (MAWB) – **MALTA**

**“In Malta women are achieving a high rate of Women entrepreneurs and the job creation is getting better”**



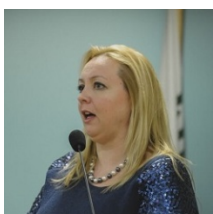
**Asmâa Morine | Moroccan Women Business Association (AFEM) - MORROCO**

**"It is needed in Morocco more skills for business women only 10% of women in business are CEOs. There are necessary reforms for combating the informal sector"**



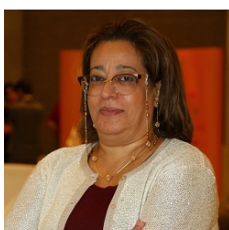
**Carla Fiore | Women at Work - ITALY**

**"The relevance of childcare in Italy is a priority for allowing women balancing their lives."**



**Lina Tsaltampasi | Greek Association of Women Entrepreneurs (SEGE) - GREECE**

**"Barriers for top high educated women in Greece must be eradicated if we want to archive more women in decision making positions"**



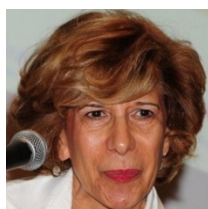
**Samira Hadjdjilani | Algerian Network of Businesswomen (RAFA) - ALGERIA**

**"In Alger there are very motivated women entrepreneurs and the legal framework for business must to be improved"**



**Sana Ghenima | Femmes & Leadership - TUNISIA**

**"Tunisian revolution brought a new point of view over different cultures in the Mediterranean region. It's crucial to focus in cultural education for the young people"**



**Cristina Visconti | Social Promotion Association for Female Entrepreneurship - ITALY**

**"Network between women entrepreneurs is the key point of the Businesswomen Associations"**





**Serena Bonfanti** | APID Female Entrepreneurship - **ITALY**

**“New opportunities for training women in business, promoting role models and strengthening the relations with the local authorities are the main aims for business women associations”**



**Aicha Kouadri** | Association of Algerian Female Executives (AFCARE)- **ALGERIE**

**“Women are open to new challenges in Alger and it will help to develop civil society”**



**Yomna El Sheridy** | Business Women of Egypt21 - **EGYPT**

**“Women have the capacity for bettering our societies”**



**Rita Assogna** | Italian Association of Women Inventors and Innovators (ITWIIN) - **ITALY**

**“An International women network, with capacity to push technological start-ups in Italy is ITWIIN”**



**Elvira Marasco** | International Relations of the Board (AIDDA) - **ITALY**

**“National business Associations have the big role of promoting women in business at national level**



**Eva Turk** | Lebanese League for Women – **LEBANON**

**“Most of the Lebanese women in business have are very internationalized businesses”**





**Yesim Sevig** | Women Entrepreneurs Association of Turkey (KAGIDER) **TURKEY**

**“Relations with Businesswomen associations and Universities are relevant for increasing women in decision making positions”**



**Joëlle Baccialon** | Association Femmes Chefs d’Entreprise Monaco (AFCE) – **MONACO**

**“Joining efforts of different businesswomen networks in the Mediterranean area is a goal that we have to achieve”**



**Manal Zraiq** | Businesswomen Forum (BW) - **PALESTINE**

**“More opportunities for businesswomen in Palestine are needed”**

## MEDITERRANEAN PROGRAMMS & OPPORTUNITIES FOR BUSINESS

(Chair: Ms. Dilyana Slavova)

### MARTA MAIQUES



**Ms. Marta Maiques**, Communication manager at **AFAEMME**. Graphic designer and professor in several Designs Universities.

**Project “Young Woman as Job Creator”, implemented in Albania, Egypt, Jordan, Morocco, Palestine and Tunisia for promoting self employment and entrepreneurship among young women in the University who were near to graduate or had an interest in start their own businesses, is the main aim of the program . The third phase of the project will be planned for the next year.**

### MONICA CARCO



**Monica Carco**, works at International civil servant engaged in youth employment and woman economic empowerment at **UNIDO** - Investment and Technology Industrial Development Organization-

**Project “Promoted women empowerment for inclusive and sustainable industrial development in the MENA Region”. The main objective is enhancing women’s economic inclusion and creates the conditions for a sustainable and inclusive growth by harnessing the potential of women entrepreneurs. Project is ongoing in this moment.**

### KARIMA BERGHEUL



**Karima Bergheul**, expert engineer technical Control of regulation of hydrocarbons in AFEV -The Association of the in the green economy-

**Project “Woman Entrepreneurship in Algeria” was selected by the Foundation of the women of the Euro-Mediterranean to analyze the role of women entrepreneurship in Algeria center and**

## Bouzaréah. Identification of main obstacles in the project and the role of local actors to enhance the entrepreneurship woman

### CAROLINA LOPEZ



**Carolina Lopez**, Teacher of University of Murcia, and CEO on the Companies in the University of Murcia

**ENVISION platform offers the opportunity to activate small businesses to innovate their business models. Community of 3 million SMEs. Research on Business Models, Networking, Markets, Business development assistants. Successful roles on the website.**



### NOUR SALAMEH



**Nour Salameh**, Doctor of UNESCO on the Intercultural Dialog in the Mediterranean Area.

**Project "The Libya Case" based on building an Inclusive Economy campaign to advocate and encourage women entrepreneurs to join the official economy. Through this campaign, the organization aims to increase the proportion of women who have formally registered projects with a series of panel discussions with business owners in Yefren, Sabha, Benghazi and Tripoli.**



# Mediterranean **Women** Entrepreneurs Forum

