

Mediterranean **Women** Entrepreneurs Forum



Changing the Game in the Workplace: Gender, Power and Goals
24 November 2017 – Casa Llotja de Mar – Barcelona

In line with the regional and technological changes currently defining the Mediterranean, this year's MedaWeek gives center stage to the role of women in the private sector. Together with the support of Afaemme, the Association of Organizations of Mediterranean Businesswomen, MedaWeek hosts the IX edition of *MedaWomen Entrepreneurs Forum*, geared towards addressing key opportunities and pressing issues for women in the region.

Women all across the world are increasingly faced with the challenge of juggling their professional careers with their personal ones. Particularly in the business community, 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 *MedaWomen 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 Intermediary Organizations lead by strong and successful women entrepreneurs**
- **How are small businesses run by women improving in Mediterranean Countries?**
- **Mediterranean programs reinforcing the role of women entrepreneurs**

The Forum will conclude with an ample networking session, offering plenty of business connections and opportunities within the framework of the *MedaWeek17*. Finally, the session will be followed by an Awards Ceremony, prizing businesswomen for outstanding achievements in the Mediterranean.

08:30 – 09:00 Registration

09:15 – 10:30 Official opening of the Mediterranean Week of Economic Leaders

Miquel Valls | President, Official Chamber of Commerce, Industry and Shipping of Barcelona

Mohamed Choucair | President, Association of Mediterranean Chambers of Commerce and Industry (ASCAME)

Nuria Balada | President of the ICD – Catalanian Government

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

Saida Ounissi | Secretary of State for Vocational Training and Entrepreneurship, Tunisia Government

Saïda Neghza | President of CGEA- Alger and Vice-President BusinessMed

Marie-Alexandra Veilleux-Laborie | Head of Morocco, European Bank for Reconstruction and Development (EBRD)

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

10:30 – 11:30 Session 1

Mediterranean Women Leaders

Chair; Maria Helena de Felipe, President of AFAEMME

Najoua Attia | President, ASCAME Women Entrepreneurs Commission

Doa Wadi | Executive Director, Business Women Forum

Nayef Stetieh | PDG, Jordan Center of Development for Enterprises (BDC)

María Angeles Chacón | General Director ACCIÓ

11:30 – 12:00 Coffee Break

12:00 – 13:00

Session 2

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

Roundtable Chair; Elizabeth Trallero, Past President EWMD-Spain and CEO Congost Plastics

Flutura Xhabija | President of SHGPAZ-Albania

Raoudha BenSaber | President of CNFCE-Tunisia

Lina Tsaltampasi | President of SEGE-Greece

Amany Asfour | President of EBWA-Egypt

Asmâa Morine | President of AFEM-Morocco

Doris Sammut | Past-President of MAWB-Malta

Shahrazad Magrabi | President of LWF-Libya

Yasmina Taya | Past President of SEVE-Algeria

Aicha Kouadri | President of AFCARE-Algeria

Samira Hadjdjilani | President of RAFA-Algeria

Maha Abu Shoushe | President of BWF-Palestine

Sana Ghenima | President of Femmes & Leadership-Tunisia

Yomma El Sheridy | President of BWE21-Egypt

Nalan Karakaç | Vice - President of IZIKAD-Turkey

Mona Ghalayini | Arab Society for Environment Sustainable Development

Serena Bonfanti | Member of the Board APID-Italy

Cristina Visconti | Member of the Board SELENA-Italy

Carla Fiorio | Member of the Board Women at Work - Italy

Rita Assogna | President of IT-WIIN- Italy

13:00 –14:00 **Session 3**

Mediterranean Programs for businesswomen opportunities

*Chair: Dilyana Slavova, President for the Section External Relations (REX)
European Economic Social Committee (EESC)*

UNION FOR MEDITERRANEAN - *Labelled projects*- Fatiha Haussoni

AFAEMME | Federation of Mediterranean Women Entrepreneurs
Marta Maiques, Communication Manager

UNIDO | United Nations Industrial Development Organization
Monica Carco, Senior Industrial Development Officer

EMWF | Euro-Mediterranean Women's Foundation
Hala Bugaighis, Executive Director de Jusoor Center for Studies and
Development-Lybia

PROGRAMMES FOR SMALL BUSINESSES

FONTHEIM INTERNATIONAL | International trade and development
Elizabeth Gibbens, Communications and
Business Development

BUSINESS MAKEOVER | EU Project, Empowering SMES Business Model
Innovation Carolina López, Universidad de Murcia

IEMED | European Institute of the Mediterranean
Emilie Vidal-Gender Programme Coordinator

15:00-17:00

Afaemme General and Extraordinary Meetings (only members)

Parallel session B2B Meetings



Cambra de Comerç
de Barcelona



Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط

