



Under the Patronage of
Her Royal Highness Princess Sumaya bint El Hassan

JFBPW Annual Conference
Women in Tech: The Way Ahead
X Mediterranean Women Entrepreneurs Forum MW10
2nd - 3rd October 2018
Theatre Amman Chamber of Commerce-Amman

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 **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 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.

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)

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.

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

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

Doha Abdelkhalq | Entrepreneur: ESKADENIA Software; Co-founder & Executive Partner.

Rana Sunnaa | Deputy General Manager for Credit and Treasury Services, Cairo Amman Bank.

Engineer Elham M. Zeadat | CEO / Co- owner & founder of BLOOM Dead Sea gift Enterp.

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).

Moderator: Lama Mahdi Hammami | Programs Manager in Better World Community Development Organization.

Key Speaker: Dr. Lana Mbaideen | Managing Director, ReThinkers.

Dr. Ma'en Murdi Al Qatamin | Founder, President and chairman, Knowledge Horizon LTD.

Fadi N. Daoud | Executive Director, Talal Abu Ghazaleh Knowledge Forum.

Malak Al Akiely | Managing Director, Golden Wheat for Grain Trading, LTD.

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

In a global world, where connections and doing business become easy with the ICT tools in hand; the session will shed light on various aspects of heading towards global trade by businesswomen, success stories and current efforts being made in this aspect by the international community.

Moderator: Dr. Rana Akhal | 2nd Vice President JFBPW and a Business Owner.

Ministry of Industry Trade & Supply | Speaker TBC.

Khushnidjon Rasulov | Trade for Employment Advisor, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

Sherine Abdelbaki | ILO Consultant to Egypt's Federation of Industries, Senior Economic and Trade Advisor

Oryana Awaisheh | Executive Manager, Jerash Garments and Fashion Manufacturing Co.

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 ASCAME activities, 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: Bisma 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 polices, from national practices to a global effort, national and organizational).

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

19:30

Gala Dinner (Tickets

required)

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

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

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-PalestineBWF (Palestine)

AsmahanZein | 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

13:00 – 14:00

Light Lunch

14:00 – 16:00

AFAEMME General Meetings (only for AFAEMME Members)

14:30 – 15:30

B2B MEETINGS (Please register at the desk)



16:00

**CITY TOUR WITH SUNSET LIGHT DINNER AT AMMAN CITADEL
(For AFAEMME members only)**

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

<https://goo.gl/forms/NQ7Cta3ub55pFUo22>

