

# 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 Business Med

**Maria Teresa de la Vega** | President of Women for Africa

**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

**Nabila Freidji** | President, Commission of Relations with the International Institutions of the General Confederation of Moroccan Companies (CGEM)

**María Angeles Chacón** | General Director ACCIÓ

**Nuria Chinchilla** | Director of the Research Centre I-WIL IESE Business School

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

**Eugènia Gay** | Dean of Barcelona Bar Association

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*

**Doa Wadi** | CEO - Business Women Forum – Palestine

**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

**Sana Ghenima** | President of Femmes & Leadership-Tunisia

**Yomma El Sheridy** | President of BWE21-Egypt

**Rita Assogna** | President of IT-WIIN- Italy

**Anilda Bozo** | Vice-President of SHGPAZ-Albania

**Mona Ghalayini** | Founder of Arab Society for Environment Sust, Development

**Serena Bonfanti** | Member of the Board APID-Italy

**Cristina Visconti** | Member of the Board SELINA-Italy

**Carla Fiorio** | Member of the Board W@WITALIA - 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-Libya

**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

**AFEV** | Algerian Association of Women in Green Economy  
**Karima Bergheul**, President of AFEV

**15:00-17:00**

**AFAEMME General and Extraordinary Meetings (only members)**

**Parallel session B2B Meetings**



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