

# 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      **OPENING 3<sup>rd</sup> DAY - MEDITERRANEAN WEEK OF ECONOMIC LEADERS**

➤ **Opening Remarks**

**Anwar Zibaoui** | General Coordinator, MedaWeek Barcelona

➤ **Welcome addresses**

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

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

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

**Maria Teresa Fernández de la Vega** | Former President of the Women for Africa Foundation

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

**Diana Battaggia** | Head of ITPO Italy, United Nation Industrial Development Organization (UNIDO)

**Nayef Z. Stetieh** | President and CEO, Business Development Center, Jordan

**Saida Neghza** | President, General Confederation of Algerian Enterprises (CGEA) & President, Union of Mediterranean Confederations of Enterprises (BusinessMed)

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

➤ **Keynote speech:**

**Enrico Letta** | Former Italian Prime Minister (Video Conference)

**10:30 – 11:00**      **Coffee Break**

**11:00 – 12:00**      **Mediterranean Business Women Leaders**

*Chair – Maria Helena de Felipe, President, AFAEMME*

**Najoua Attia** | President, ASCAME Women Entrepreneurs' Commission

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

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

**Eugènia Gay** | President, Barcelona Bar Association

*Q&A Session*

**12:00 – 13:15**      **How are small businesses run by women improving in  
Mediterranean Countries?**

*Roundtable Chair – Elizabeth Trallero | Past President, European Women's  
Management Development (EWMD) & CEO, Congost Plastics*

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

**Lina Tsaltampasi** | President, Greek Association of Women Entrepreneurs  
(SEGE)

**Amany Asfour** | President, Egyptian Association of Businesswomen (EBWA)

**Asmâa Morine** | President, Moroccan Women Business Association (AFEM)

**Doris Sammut** | Past-President, Malta Association of Women in Business  
(MAWB)

**Shahrazad Magrabi** | President, Libyan Women Forum (LWF)

**Aicha Kouadri** | President, Association of Algerian Female Executives (AFCARE)

**Samira Hadjdjilani** | President, Algerian Network of Businesswomen (RAFA)

**Cristina Visconti** | Member of the Board, Social Promotion Association for  
Female Entrepreneurship (SELENA – Italy)

**Sana Ghenima** | President, Femmes & Leadership (Tunisia)

**Yomna El Sheridy** | President, Business Women of Egypt21

**Rita Assogna** | President, Italian Association of Women Inventors and  
Innovators (ITWIIN)

**Anilda Bozo** | Vice-President, Association of Women Business Professionals and  
Skilled Crafts (SHGPAZ)

**Mona Ghalayini** | Founder, Arab Society for Environment Sustainable  
Development

**Yasmina Taya** | Past-President, Association of Algerian Women Heads of  
Business (SEVE)

**Serena Bonfanti** | Member of the Board, APID Female Entrepreneurship (Italy)

**Carla Fiore** | Member of the Board, Women at Work (Italy)

**Doa Wadi** | Executive Director, Business Women Forum

*Q&A Session*

**13:15 –14:30**

### **Mediterranean Programs & Opportunities for Businesswomen**

*Chair – Dilyana Slavova | President, Section External Relations (REX)  
European Economic Social Committee (EESC)*

### **UNION FOR THE MEDITERRANEAN (UfM) - Labelled Projects**

**Fatiha Hassouni** | Program Manager, Gender & Social Affairs

**AFAEMME** | Federation of Mediterranean Women Entrepreneurs

**Marta Maiques** | Communications Manager

**UNIDO** | United Nations Industrial Development Organization

**Monica Carco** | Senior Industrial Development Officer

**AFEV** | Algerian Association of Women in Green Economy

**Karima Bergheul** | President

## PROGRAMS FOR SMALL BUSINESSES

**BUSINESS MAKEOVER** | EU Project, Empowering SMES Business Model Innovation

**Carolina López** | Teacher, University of Murcia

**EMWF** | Euro-Mediterranean Women's Foundation

**Hala Bugaighis** | Executive Director de Jusoor Center for Studies and Development - Libya

*Q&A Session*

**14:30-15:30**

**Lunch Break**

**15:30-17:00**

**AFAEMME General Assembly & Extraordinary Meetings (restricted to members)**

*Parallel session B2B Meetings*