

Mediterranean **Women** Entrepreneurs Forum

Unlocking the potential of Women Entrepreneurs

November 22nd, 2019 – Casa Llotja de Mar, Barcelona

The Mediterranean Women Entrepreneur Forum, organized by ASCAME and AFAEMME with the collaboration of the Barcelona Chamber of Commerce, is the largest entrepreneurial gathering in the region of business for women. This event is designed to accelerate the growth of women-owned businesses through access to information, contacts and capital. This event is suitable for anyone in any stage of business, from those just getting started to those in business for decades as well as for those working individuals who want to explore their potential as entrepreneurs, there are resources and opportunities to grow and learn. We facilitate connections, provide innovative outlooks and offer resources for growth to clients and stakeholders.

The Mediterranean Women Entrepreneurs Forum is an invitation-only strategic platform carefully curated for established and aspiring women entrepreneurs across the MEDA region, powered by the profile-sharing concept. It offers an exciting new platform, intended to empower women, women-led organizations and SMEs through significant insights. The event brings together proficient women entrepreneurs in the SME sector providing them with a zone to interact, network and share their thoughts. It will contemplate various constraints existing in the path of female entrepreneurship including access to capital, finding the perfect mentor, understanding the regulatory and legal landscape, etc. Key topics that will be addressed include:

- ✓ **MEET** global corporate experts from diverse industries and cultural landscapes.
- ✓ **LISTEN** to leading international businesswomen about their experience within the corporate world and gain the latest market intelligence across industry.
- ✓ **NETWORK & COLLABORATE** face to face with your peers and make valuable connections across industries and the globe in both informal and business focused environments.
- ✓ **SHARE** your own industry experiences, expertise and know-how during interactive panel discussions and Q&A sessions.
- ✓ **ENGAGE** with women across business and industry
- ✓ **BE YOUR OWN BOSS**, starting a business requires vision, smarts, guts, tenacity and endurance. You can do it.

09:00 – 09:15

REGISTRATION

09:15 – 10:30

**OFFICIAL OPENING OF THE THIRD DAY OF MEDAWEEK
BARCELONA 2019**

Joan Canadell | President, Official Chamber of Commerce, Industry,
Services and Navigation of Barcelona (Spain)

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

Rachid Maaninou | Deputy Secretary General, Union for the
Mediterranean (UfM) (Morocco)

Marta Felip | Secretary General, Ministry of Enterprise and Knowledge,
Government of Catalonia

Juan Antonio Pedreño | President, Spanish Business Confederation of
the Social Economy –CEPES– (Spain)

Saloua Tajri | Director of the promotion of Social Economy at the
Ministry of Tourism, Air Transport, Handicraft and Social Economy –TBC–
(Morocco)

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

10:30 – 11:00

Coffee Break

11:00 – 12:00

XI MEDAWOMEN ENTREPRENEURS FORUM 2019

➤ THE MEDITERRANEAN WOMEN: THE CHANGE IS ALREADY HERE

Najoua Attia | President, Cap Bon Chamber of Commerce and ASCAME Women Entrepreneurs Commission (Tunisia)

Saïda Neghza | President, General Confederation of Algerian Companies (CGEA) and President Union of Mediterranean Confederations of Enterprises (BUSINESSMED) (Algeria)

Nathalie Pilhes | Founding member of the Euro-Mediterranean Women's Foundation (FFEM) (France)

Fatiha Hassouni | Head of Sector Gender & Women Empowerment, Union for the Mediterranean (UFM) (Morocco)

Marta Blanco | President, Spanish Confederation of Employers (CEOE) - International (Spain)

Francina Valls | President of the Equality Commission, Catalonia's Employers Confederation (Spain)

Rym Ayadi | Founder of the Euro-Mediterranean Economists Association EMEA – (Tunisia)

Dragica Martinović | Member of the European Economic and Social Committee – ESSC (Croatia)

Madi Sharma | CEO Madi Group, 1 of a political's 100 Most Influential People in Gender Policy in 2018 (United Kingdom)

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

12:00 – 13:00

Empowering a New Generation of Young Women Entrepreneurs

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

The objective of this session is to support and nurture young women entrepreneurs, community leaders and change agents in the Mediterranean world, and to engage in dialogue and debate on challenges and opportunities for young women in leadership roles, in social enterprise and tech innovation, and in the energy, finance, law and STEM sectors.

Karima Bergheul | President Association des Femmes en Economie Verte, AFEV (Algeria)

Yomma El Sheridy | President Businesswomen of Egypt21, BWE21 (Egypt)

Charlotte Gregory | President of Malta Association of Women in Business, MAWB (Malta)

Asmâa Morine | President of the Association of Francophone Networks of Women entrepreneurs, AREFFE (France)

Taghrid Nafeisi | President of Jordan Forum for Business & Professional Women, JFBPW (Jordan)

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

Tijen Mergen | Vice President of Woman Entrepreneurs Association of Turkey KAGIDER, (Turkey)

Aicha Amrani | President of Association des Femmes Chefs d'Entreprises du Maroc, AFEM (Morocco)

Monia Bouselmi | General Secretary Women Entrepreneur Council, CIFE (Tunisia)

Elvira Marasco | President International Relations AIDDA (Italy)

Cristina Visconti | Member of the board Selena Italy, SELENA (Italy)

13:00 – 14:00

Women Digital & Innovation Entrepreneurs “Role Models”

The phenomenal rise of digital economy is giving women vast opportunities to launch new businesses and expand existing ones on a global scale. This session will discuss opportunities in digital economies and how women entrepreneurs can further benefit from these opportunities

Diana Kobayter | Founder, Zouyouti, Oils & Beyond / Young Entrepreneures Working Commission of ASCAME (Lebanon)

Roula Moussa | CEO of Netways, AI Venture Labs & DiasporaID

Nourah Mehyar | CEO and Co-founder Nafith Logistics (Jordan)

14:00 – 15:00

Light Lunch

15:00-17:00

AFAEMME General Assembly & Extraordinary Meetings (RESTRICTED TO MEMBERS)