



Mediterranean **Women** Entrepreneurs Forum

Unlocking the potential of Women Entrepreneurs

November 22, 2019 – Casa Llotja de Mar, Barcelona

The Mediterranean Women Entrepreneur Forum, organized by ASCAME and AFAEMME with the collaboration of Barcelona Chamber of Commerce, is the largest entrepreneurial business for women gathering in the region. This event is designed to accelerate the growth of women-owned business 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 entrepreneurship, there are resources and opportunities to grow and learn. We facilitate connections, provide innovative outlooks and offer resources for growth to clients and stakeholders.

Mediterranean Women Entrepreneurs Forum is an invitation-only strategic platform carefully curated for established and aspiring women entrepreneurs across 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 on 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 topic that will be addressed include:

- ✓ **MEET** global corporate experts from diverse industries and cultural landscapes.
- ✓ **LISTEN** from 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 industry 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** women across business and industry
- ✓ **BE YOUR OWN BOSS**, starting a business requires vision, smarts, guts, tenacity and endurance. You can do it.

08:30 – 09:00 **REGISTRATION**

09:15 – 10:30 **XI MEDAWOMEN ENTREPRENEUR FORUM 2019**

➤ **WELCOME ADDRESSES**

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

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

Violeta K. Safadi | Minister of State for Economic Empowerment of Women & Youth in Lebanon (Lebanon)

Fatiha Hassouni | Program Manager and Civil Affairs Union for the Mediterranean (UFM) (Morocco)

Angeles Chacón | Counsellor of Enterprise and Knowledge Government of Catalonia (Spain)

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

10:30 – 11:00 **Coffee Break**

11:00 – 12:00

XI MEDAWOMEN ENTREPRENEUR FORUM 2019

➤ OPENING SESSION

Najoua Attia | President, ASCAME Women Entrepreneurs Commission,
(Tunisia)

Saïda Neghza | President, General Confederation of Algerian Companies
(CGEA) & Vice-president, Union of Mediterranean Confederations of
Enterprises (BUSINESSMED) (Algeria)

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

Amany Asfour | President of Business and Professional Women
International (BPW International) (Egypt)

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

Christa Schweng | President of Employment, Social Affairs and
Citizenship Section (SOC) of European Economic and Social Committee
(EESC) (Austria)

Francina Valls | President Gender Commission (FOMENT DEL TREBALL)
(Spain)

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 the “Young Mediterranean Women Entrepreneurs” 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, on corporate boards, 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)

Samira Hadjdilani | President of the Algerian Network of Businesswomen RAFA (Algeria)

Samira Hulaileh | President of the Business Women Forum Palestine BWF (Palestine)

Rachida Jebboun | President International Women Entrepreneur Council, CIFE (Tunisia)

Shahrazad Magrabi | President of Libyan Women Forum, LWF (Libya)

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

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)

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

Flutura Xhabija | President of Albanian national, professional,
Businesswomen and crafts' association, SHGPAZ (Albania)

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

Hadji Radja | Member of the Board of the Association des Femmes
Cadres Algeriennes AFCARE (Algeria)

Elvira Marasco | President International Relations AIDDA (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 one on a global scale. This session will discuss opportunities in digital economies and how women entrepreneurs can further benefit from these opportunities

*Chair – Diana Kobayter | Founder, Zouyouti, Oils & Beyond/ Young
Entrepreneurs Working Commission of ASCAME (Lebanon)*

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

Bouchra Bayed | Présidente de Maroc Young Entrepreneurs (France)

Najway Altahir | CEO & Designer Zimni Jdeed (Libya)

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

Sana Odeh | Founder and Chair of Arab Women in Computing
(New York - Palestine)

Yostina Boules | Egypt Founder & Managing Director, Taqa
Solutions Blockchain expert (Egypt)

14:00 – 15:00

Light Lunch

15:00-17:00

AFAEMME General Assembly & Extraordinary Meetings (RESTRICTED TO MEMBERS)