



## XII Mediterranean Women Entrepreneurs Forum

November 20<sup>th</sup> Friday 2020 – Barcelona - VIRTUAL MEETING

In the framework of EBSOMED Road Show "Women entrepreneurs in the digital economy"

### FORUM SESSION - WOMEN ENTREPRENEURS IMPACT OF THE PANDEMIC ON MEDITERRANEAN BUSINESSES



#### 09:15 – 10:00 h – OPENING SESSION

*Women have been in the front line during COVID-19 in different positions, affected and greatly burdened by the lack of decision-making structures. Inclusion should take the form of meaningful participation and leadership by women in all decision-making processes to address the COVID-19 outbreak, as well as in planning actions to be taken in the short term.*

*As the COVID-19 crisis unfolds, we must continue supporting meaningful work of women, as agent of change at the local level is key. Community networks established during consolidation efforts can be powerful in shaping the design and implementation of community engagement around COVID-19.*

#### Keynote Speakers

**Christa Schweng** | President of the European Economic and Social Committee (EESC)

**Fathallah Sijilmassi** | Former Secretary General of the Union for the Mediterranean (UfM)



#### 10:00 – 10:15 h - XII MEDAWOMEN ENTREPRENEURS FORUM 2020

*COVID-19 has changed everything. They are forced changes in the world that feel sudden and cataclysmic. We are faced with high unemployment rates, an economic slowdown, an impending recession and everything else that is likely to take place even before a vaccine hits the market.*

**Maria Helena de Felipe** | President of the Federation of Organizations of Mediterranean Businesswomen (AFAEMME) and past President of the Euromed Follow-up Committee from the E.E.S.C

#### Video AFAEMME PARTICIPANTS testimonials



#### 10:15 – 11:15 h – SPEAKERS

*As new business models emerge and cash positions remain cautious, companies will look to technology capabilities and functionalities that directly impact business objectives. The XII Meda Women Entrepreneurs Forum, will focus on some of these social and technological changes to all companies and organizations led by women*

#### CURRENT SITUATION OF BUSINESSWOMEN IN THE MEDITERRANEAN DIGITALIZATION AS A NEW WAY OF WORKING TOOL

**Maria Teresa de la Vega** | Chair of the Women for Africa Foundation and President of the Council of State of Spain

**Blanca Sorigué** | Managing Director of El Consorci de la Zona Franca de Barcelona

**Najoua Attia** | President of the ASCAME Women Entrepreneurs Commission and President of the Cap Bon Chamber of Commerce and Industry

**Amany Asfour** | President of the International Federation for Business and Professional Women (BPW)

**Rym Ayadi** | President of the Euro-Mediterranean Economists Association (EMEA)

**Chair - Maria Helena de Felipe** | President of AFAEMME



**11:15 – 11:30 h - OPEN DEBATE via chat**



**11:30 – 12:00 h - AFAEMME General Assembly - VIRTUAL MEETING**

New link to the ZOOM video platform (RESTRICTED ONLY TO MEMBERS)