


MEDAWEEK BARCELONA
Mediterranean Week of Economic Leaders

XV Mediterranean Women Entrepreneurs Forum 2023

Inspiring positive change

DRAFT

Co-organised in partnership with:





15th November 2023 afternoon
Barcelona, Casa Llotja de Mar

SAVE THE DATE



XV Mediterranean Women Entrepreneurs Forum
15th November – Casa Llotja de Mar (Barcelona- Spain)

Let's inspiring positive change! In the Mediterranean, the integration of women in the economy remains an unfinished business. Inequalities affecting women in the business sector have deep roots, ranging from cultural factors to insufficient support for women-led businesses, the lack of policy frameworks to address the gender gap and the challenge of promoting work-family reconciliation, among others.

Mediterranean women entrepreneurs demanding better opportunities and better access to financing help ensure a more equitable and sustainable business ecosystem.

ACTORS OF CHANGE:

- Gain the latest market intelligence.
- Make valuable connections across industries.
- Share your own industry experiences, expertise and know-hows during interactive panel, discussions and Q&A sessions.
- Identify resources and value additions to grow into the future.
- Discuss challenges for women entrepreneurs and ways to overcome them.
- Join the Mediterranean Entrepreneurs Women Forum

The XV Mediterranean Women Entrepreneur Forum, bring together leading businesswomen, global leaders, partners from the private and public sector and entrepreneurs from across the Mediterranean.



XV Mediterranean Women Entrepreneurs Forum 2023



16:00h – 16:30 h

WELCOME SESSION

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

María Helena de Felipe | President Federation of Mediterranean Businesswomen Organizations – AFAEMME (Spain)

Eva Borràs | General Manager Chamber of Commerce from Barcelona – CAMBRA (Spain)

Honourable Mrs. Natàlia Mas Guix | Minister of Economy of the Catalan Government (Spain)



16:30h – 17:00h

Session 1 – A BALANCE OF POWER: WOMEN IN LEADERSHIP POSITIONS

A talk bringing together business leaders to discuss strategies for empowering more women to reach senior management and leadership positions in the wider Mediterranean region. The session will introduce to the audience the power of female entrepreneurship, with a focus on the influence of women entrepreneurs from the Mediterranean region.

Moderator: Berta Perez | International Director Chamber of Commerce from Barcelona (Spain)

Keynote speaker: Anna Dorangricchia | Manager Programmer Gender Equality - UPM (Spain)

Val Díez | President of the Commission of Equality and Diversity - CEOE (Spain)

Betül Sezgin | President of Businesswomen Association from Izmir -IZIKAD- (Turkey)

Gemma Aubarell | Director of Culture, Gender, and Civil Society Department- IEMED (Spain)

Marta Turk | President of Slovenian Community of Women Entrepreneurs – ZAVOD META (Slovenia)



17:00h – 17:30h

Session 2 – WOMEN ENTREPRENEURS: NEW SOLUTIONS TO OVERCOME BARRIERS

The panel will showcase institutions and programs in the Mediterranean region that have developed innovative solutions to help women entrepreneurs overcome financing, market, and policy barriers to grow their business.

Moderator: Rim Siam | President Economic Businesswomen Council - ALEXANDRIA CHAMBER OF COMMERCE (Egypt)

Keynote speaker: Takwa Mrabet | Fundraising Director - BUSINESSMED (Tunisia)

Karima Bergheul | President Women in Green Economy - AFEV (Algeria)

Sila Gok | Vice-President - KAGIDER (Turkey)

Rachida Jebnoun | President - CIFE (Tunisia)



17:30h – 18:00h

Session 3 – THE FINANCIAL CHALLENGE

This panel will include multilateral development banks, regulators, financial institutions, and international bodies that promote women's financial inclusion. They will share their experiences in tracking gender-disaggregated data. They will also discuss potential mechanisms to bring together investors, regulators, and financial institutions to accelerate lending to women-led firms, as well as issues around definitions of women-owned and led enterprises and harmonization of reporting. The goal of the panel is to spur collective action and challenge the regional and international financial community to commit to tracking and growing financing to women. Participants will continue collaborating on improving data collection to drive more rapid and systematic scaling-up of financing to women-led SMEs.

It will also answer a key question: how to get funded? The panel will provide entrepreneurs with insights from seed and VC investors across the Mediterranean, and help start-ups understand what investors are looking for at various stage of company maturity.

Moderator: Elisabeth Trallero | International Relations Federation of Mediterranean Businesswomen Organizations – AFAEMME (Spain)

Keynote speaker: Rym Ayadi | Founder and President of the Euro Mediterranean Economist Association – EMEA (Belgium)

Doris Sammut | Vice-President Equality Group in the European and Economic and Social Committee – E.E.S.C (Malta)

Noha Shaker | Vice President of the Africa FinTech Network (Egypt)

Néjia Gharbi | CEO of Caisse de Dépôts et des Consignations -CDC (Tunisie)

Maria Lago | Managing Director - ARMANEXT (Spain)



18:00h – 18:30h

Session 4 – EMPOWERING YOUNG MEDITERRANEAN WOMEN

A talk about the power of the Mediterranean’s young generation, as a crucial force to create opportunities across the region and to attract future foreign investment. We need them to participate actively in the economic development of their countries and the creation of a more diverse and inclusive society.

Moderator: Marta Maiques | Communicator Manager of the Federation of Mediterranean Businesswomen Organizations – AFAEMME (Spain)

Keynote speaker: Amina Magouri | President SALMA DIALOGUES (Tunisia)

Laura Llinás | Executive Coordinador ODEE, Cambra de Comerç Barcelona (Spain)

Estefania González | Vice President AIJEC, Association Young Entrepreneurs - Foment del Treball (Spain)

Julia Wolny | Impact Initiatives Director and Professor, Sustainability Hub, EADA Business School (Spain)



18:30h – 19:00 h

B2B Cocktail- Afterwork

Reinforce the connections made during the day, close business deals and expand your network while enjoying the inspiring venue of La Llotja de Mar.

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