



# Mediterranean **Women** Entrepreneurs Forum

*Unlocking the potential of Women Entrepreneurs*

November 22, 2019 – Casa Lotja 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      **OPENING – X MEDAWOMEN ENTREPRENEUR FORUM 2019**

➤ **Welcome addresses**

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

**Dr. Ahmed M. El Wakil** | 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)

**Angeles Chacón** | Minister of Enterprise and Knowledge Government of Catalonia

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

**Federica Mogherini** | High Representative of the Union for Foreign Affairs and Security Policy

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

**Nadia Al Saeed** | CEO Bank al Etihad in Jordan

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

10:30 – 11:00

### Coffee Break

11:00 – 11:30

### Women Digital & Innovation Entrepreneurs

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

#### *Roundtable*

**Diana Kobayter** | Founder, Zouyouti, Oils & Beyond/ Young Entrepreneurs Working Commission of ASCAME

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

**Sana Odeh** | Founder and Chair of Arab Women in Computing

**Yostina Boules** | Egypt Founder & Managing Director, Taqa Solutions Blockchain expert.

**Leila Serhan** | General Manager, Microsoft

**Nashwa Hussien Aly** | Head of Public Policy, MENA at Facebook

**Hala Fadel** | Co-founder and Managing Partner, LEAP Ventures

11:30 – 12:30

### Empowering a New Generation of Young Women Entrepreneurs

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

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.

Amany Asfour | President of EBWA-Egypt  
Beatriz Fernández-Tubau | General Secretary of AFAEMME- Spain  
Rachida Jebboun | President of CIFE – Tunisia  
Aicha Kouadri | President of AFCARE-Algeria  
Shahrazad Magrabi | President of LWF-Libya  
Asmâa Morine | President of AFEM-Morocco  
Taghrid Nafeisi | President of JFBPW – Jordan  
Sanem Oktar | President of KAGIDER - Turkey  
Brigitte Sardo | President of APID-Italy  
Huriye Serter | President of IZIKAD – Turkey  
Yasmina Taya | Past President of SEVE - Algeria  
Lina Tsaltampasi | President of SEGE - Greece  
Cristina Visconti | Member of the Board SELINA-Italy  
Flutura Xhabija | President of SHGPAZ – Albania  
Asmahan Zein | President of LLWB – Lebanon

**12:30 – 14:00**

### **Young Women Entrepreneurs “Role Models”**

*Chair – xxxxxxxxxxxx*

Hala Fadel | Co-founder and managing partner Leap Ventures  
Bouchra Bayed | Présidente de Maroc Entrepreneurs  
Esmat Elsayed | Founder Young Mediterranean Voice

**14:00 – 15:00**

### **Light Lunch**

**15:00-17:00**

### **AFAEMME General Assembly & Extraordinary Meetings (RESTRICTED TO MEMBERS)**