



meda **Women** entrepreneurs forum

## V MEDITERRANEAN WOMEN ENTREPRENEURS FORUM Participation => Empowerment & Development

Casa Llotja de Mar, Barcelona - 22. November 2013

REGISTER AT [WWW.MEDAECONOMICWEEK.ORG](http://WWW.MEDAECONOMICWEEK.ORG)

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08:30

### REGISTRATION

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09:00

### Official Opening

**Miquel Valls**

President, *Barcelona Chamber of Commerce, Industry and Navigation*, Spain

**Najoua Attia**

President of the Women Entrepreneurs Commission, *ASCAME*, Tunisia

**Francina Vila**

Councilor for Women and Civil Rights, *Barcelona City Council*, Spain

**Name to be confirmed**

Head of Unit, *Union for the Mediterranean*, Spain

**Helena de Felipe**

President, *AFAEMME*, Spain

**Joanna Ortega**

Vice-President, *Catalan Government*, Spain

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09:45

### Women Growing their Businesses

**Sally Arkley**

Director, *Women's Business Development Agency*, United Kingdom

*Women start only a small percentage of all businesses. These often grow more slowly than men's and are more likely to fail. Furthermore, women facing particular challenges e.g. age or social exclusion, are far less likely to consider self-employment.*

*The current economic situation has led to high unemployment rates amongst women and there is a lack of business start-up programmes specific to female entrepreneurs and poor levels of engagement between business support organisations and women. Many women either did not think that they could run a business or would not think that their business can really grow.*

*Growing the number and sustainability of women's businesses is an important contribution to the economic recovery and growth of the region. We need more growth-oriented women-owned businesses.*

*Which are the main factors to take into account if you want to grow your business? Which will be the major challenges that you will be facing? How to overcome these obstacles?*

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10:15

### COFFEE BREAK

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10:45

### PANEL 1: Women's Access to Finance

**Chair**, Luisa Nenci, CEO of *SustainValues*, Spain

**Angela di Maria**

Expert International Economic Analysis and Relations Department, *Banca di Italia*, Italy

**Najia Lotfi**

Director, *Centre for Studies & Research on Islamic Economy and Finance (CEIEFI)*, Spain

**Nuria Danés**

Area Director at *Microbank*, Spain

**Mary Ann Rukavina**

Director, *Regional Center for Gender Equality (GTF)*, Croatia

*Investment readiness and access to finance support is a big priority since under-capitalization and inability to access finance are the main reasons for the failure of women-owned businesses.*

*We need a women-friendly access to finance networks, programmes to support women entrepreneurs to access finance and become "investment ready". In the Mediterranean a major issue is the lack of access to finance for women owned businesses and a need for women to be better networked in this field. How can this kind of investment and finance networks be established and consolidated? What should be considered as a women entrepreneur or businesswomen when looking for financing opportunities?*



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12:00

### PANEL 2: Women-led SMEs in Euro-Mediterranean countries

**Chair**, Elizabeth Trallero, International Relations Director at AFAEMME, Spain

**Flutura Xhabija**

President, *Professional & Businesswomen Ass.* Albania (SHGPA), Albania

**Giovanna Boschis**

President, *Imprenditorialità Donna* (APID), Italy

**Dolores Sammut**

President, *Malta Association of Women in Business* (MAWB), Malta

**Franca Audisio**

President, *Ass. Imprenditrici e Donne Dirigenti di Azienda* (AIDDA), Italy

**Beatriz Fernández-Tubau**

Vice President, *Spanish Organization of Businesswomen and Active Management* (OMEGA), Spain

**Lina Tsaltampasi**

Secretary General, *Greek Association of Women Entrepreneurs* (SEGE), Greece

**Yesim Sevig**

Secretary General, *Women Entrepreneurs Ass. Turkey* (KAGIDER), Turkey

*Presidents and members of significant businesswomen associations from Euro-Mediterranean countries will be sharing their thoughts about the existing economic perspectives of women-led SMEs in the Mediterranean.*

13:00

### PANEL 3: Women-led SMEs in south Mediterranean countries (SMCs)

**Chair**, Leila Karami, Public Relations at AFAEMME & President of the *Lebanese Business Women Association*, Lebanon

**Samira Hadjdjilani**

President, *Ass. Femmes Algériennes Chefs d'Entreprises* (SEVE), Algeria

**Amany Asfour**

President, *Egyptian Business Women Association* (EBWA), Egypt

**Laila Miyara**

President, *Ass. Femmes Chefs d'Entreprises du Maroc* (AFEM), Morocco

**Hilda Awwad**

President, *Business & Professional Women - Ramallah* (BPW), Palestine

**Shahrazad Moghabi**

President, *Libyan Business Forum* (LBF), Libya

**Cyrine Ben Mlouka**

Treasurer *Chambre Nationale des Femmes Chefs d'Entreprises* (CNFCE), Tunisia

*Presidents and members of significant businesswomen associations from SMCs will be sharing their thoughts about the existing economic perspectives of women-led SMEs in the Mediterranean.*

14:00

### END OF FORUM

LUNCH FOR SPEAKERS AND AFAEMME MEMBERS

15:00

AFAEMME'S ANNUAL MEETING (only members)



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE  
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY  
جمعية غرف التجارة والصناعة للبحر المتوسط



Cambra de Comerç  
de Barcelona

