

THE BUTTERFLY EFFECT – FROM INTENT TO IMPACT AGENDA OVERVIEW

Endorsed by the UAE Ministry of Economy for the past four years, the 19th Global WIL Economic Forum is bringing together up to 500 global business leaders, policy-makers, entrepreneurs, NGOs, artists and youth to champion diversity as the cornerstone of sustainable economic development.

Initiated in Dubai as the Women in Leadership Forum in 2009, the forum has since then travelled and evolved from being a singular platform dedicated to gender parity, to a purpose-driven community. Throughout the year and over these two days, the WIL Forum celebrates the big and small steps taken by large corporations, governments and individuals to promote diversity & inclusion and shares the stories of every day heroes, storytellers and game changers.

Held under the theme “The Butterfly Effect – From Intent to Impact”, this year’s edition places a particular focus on enacting social change through social entrepreneurship, impact investment, philanthropy and community building.

The agenda touches on key aspects of our modern society and explores diversity as the driving force of our collective future. Philanthropy and corporate social responsibility, as well as education and arts and culture, will be central to the conversation.

Designed to drive action, the program leverages the experience of business and community leaders to give attendees a roadmap to further their personal development, and organisations with the tools to make a difference. It revolves around three pillars: game changers, future builders, and storytellers. The tracks have been color-coded in the agenda as follows:

GAME CHANGERS

Learn from individuals that are leading the wave of change and organisations embracing diversity as part of their culture.

FUTURE BUILDERS

Connect with young people, pave the way for the next generation of female leaders and prepare for the future of work.

STORY TELLERS

Hear inspiring speakers share their personal stories and discuss how to change the narrative around minorities and women.

Note: Speakers whose pictures appear in the agenda have confirmed their participation. Other speakers have been invited.

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MINISTRY OF ECONOMY

THE BUTTERFLY EFFECT – FROM INTENT TO IMPACT
DAY ONE – October 25th, 2017

07.00 – 08.50

REGISTRATION AND BREAKFAST

08.50 – 08.55

OPENING REMARKS BY THE FORUM'S CHAIRPERSON



Margery Kraus
Founder & Executive Chairman
APCO Worldwide

08.55 – 09.05

OPENING REMARKS BY NASEBA



Sophie Le Ray
CEO, **Naseba**
Founder, **Global WIL Economic Forum**

09.05 – 09.15

OFFICIAL OPENING ADDRESS BY THE FORUM'S PATRON



H.E. Sultan bin Saeed Al Mansouri
Ministry of Economy for the United Arab Emirates

09.15 – 09.40

WIL ACHIEVEMENT AWARDS CEREMONY

Honouring individuals and organisations for championing diversity

- Female Entrepreneur of the Year
- Leading Woman in the Public Sector
- Young Leader of the Year
- Woman Game Changer
- Male Champion of Change
- Best D&I Initiative
- Most Woman-Friendly Employer – SME
- Most Woman-Friendly Employer – MNC
- Best Short Film for Women's Economic Empowerment (in partnership with MBC Al Amal) [READ MORE](#)



H.E. Sultan bin Saeed Al Mansouri
Ministry of Economy for the United Arab Emirates

09.40 – 10.10

VIP GUEST OF HONOR TALK SHOW

Host:



Becky Anderson
Anchor, Connect The World
CNN (UAE)

Invited guest: The Right Honorable Justin Trudeau, Prime Minister of Canada

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10.10 – 10.30

KEYNOTE ADDRESS

Globalising the local; localising the global



H.E. Noura Al Kaabi
Minister of State for Federal National Council Affairs
United Arab Emirates

10.30 – 10.50

LOCAL OUTLOOK

Women in business in the UAE: How far we've got, and what remains to be done



H.E. Dr. Raja Al Gurg
Managing Director, **Easa Saleh Al Gurg Group**
President, **Dubai Business Women Council (UAE)**

10.50 – 11.30

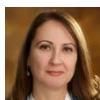
POLICY MAKERS' TALK SHOW HOSTED BY THE FORUM'S PATRON

Creating a level-playing field for women

Confirmed speakers:



H.E. Mohammed Al-Shehhi
Undersecretary for Economic Affairs
Ministry of Economy for the United Arab Emirates



Maha Ali
Former Minister of Industry, Trade and Supply
Hashemite Kingdom of Jordan



Hafez Ghanem
Vice President, Middle East & North Africa
World Bank (USA)

Other invited speakers include:

- Jeannette Kagame, First Lady of Rwanda
- H.E. Dr. Sahar Nasr, Minister of Investment & International Cooperation, Egypt
- Mehriban Aliyeva, First Lady and Vice President, Republic of Azerbaijan

11.30 – 12.00

NETWORKING COFFEE BREAK, FILM SCREENINGS AND ICEBREAKERS

12.00 – 12.20

KEYNOTE ADDRESS

12.20 – 13.00

PANEL DISCUSSION

Presented in collaboration with the Columbia Alumni Association UAE

The art of giving: Philanthropy, entrepreneurship and social impact

With an abundance of underutilised capital, the Gulf region has tremendous potential for igniting change – and foundations, philanthropists, private and public organisations have increasingly been investing into social development.

However, giving is not limited to monetary donations. Rather, it is defined by the differences we make: the differences in someone's life, in a society, or in a nation. In this spirit, the UAE's President His Highness Sheikh Khalifa bin Zayed Al Nahyan declared 2017 the 'Year of Giving' – urging organisations to leverage their influence to impact societies. The country has pledged to supporting initiatives that promote sustainability, development, education, inclusion or charity.

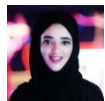
This panel brings together individuals who have decades of collective experience working both internationally and domestically in philanthropy and business, and discuss how private organisations can support entrepreneurship, structure their initiatives and positively impact communities.

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Confirmed speakers:



H.H. Sheikha Mariam Al Mualla
FUNN – Executive Office of Her Highness Sheikha Jawaher Al Qassimi (UAE)



Ameera Amir
Founder & Managing Director
Weyakum (UAE)



Tonye Cole
CEO
Sahara Group (Nigeria)



Muna AbuSulayman
Former Secretary General
Alwaleed Bin Talal Foundations (KSA)



Sara Alemzadeh
Co-Founder and CEO
Designer-24 (UAE)

Other invited speakers include:

- Prof. Joseph Stiglitz, Economist; Nobel Memorial Price Recipient and Professor, Columbia University (USA)

13.00 – 13.20

STORYTELLING

More than words

For Emirati spoken word artist Afra Atiq, poetry and performing arts have their place in creating more tolerant societies, exposing the youth to a diversity of ideas – and words have a much broader reach if they are rhymed, repeated and paced. Prepare to embark on a unique journey through this beautifully inspiring session.



Afra Atiq
First Emirati spoken word poet (UAE)

13.20 – 14.00

BEST PRACTICES' PANEL

Diversity & Inclusion as a business strategy

While gender equality is often perceived as a CSR initiative or an HR initiative, having a gender-balanced engaged workforce is a critical element of a long-term growth strategy that can drive innovation, enhance competitiveness, maximise shareholders' investments and ultimately improve a company's bottom line.

In this session, D&I champions will expose progressive insights, share best practices to facilitate internal buy-in, effectively drive diversity initiatives through the business and discuss future initiatives to create inclusive workplaces.

Moderator:



Mashal Waqar
CTO and Co-Founder
The Tempest (UAE)

Confirmed speakers:

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Catherine Ladousse
Executive Director – Communications EMEA
Lenovo



Alia Al Rifai
CFO
Siemens

14.00 – 14.20

KEYNOTE ADDRESS

Finally! The truth about work-life balance



Dr. Patty Ann Tublin
Corporate consultant, entrepreneur and best-selling author (USA)

14.20 – 15.45

NETWORKING LUNCH BREAK

The afternoon will feature three parallel streams, allowing the participants to choose their session a la carte.

	TRACK A – LEADERSHIP (full program page 6)	TRACK B – YOUTH & EDUCATION (full program page 8)	TRACK C – ENTREPRENEURSHIP (full program page 10)
15.45 – 16.30	Shifting from 'what' to 'how': How to become a great place for women to thrive (<i>panel discussion</i>)	Youth, education and impact (<i>panel discussion</i>)	Social entrepreneurship: Doing good on the ground (<i>panel discussion</i>)
16.30 – 16.50	Selfless leadership for selfish gains (<i>TED talk</i>)	Raising my boys to be egalitarian (<i>TED talk</i>)	Share the shame (and laugh about it!) (<i>open mic session</i>)
16.50 – 17.45	Shape your future: Growth mindsets, what's all the hype? (<i>workshop</i>)	Advertising to women, having it all, work-life balance: Have your say (<i>multigenerational Oxford debate</i>)	Creating a culture of innovation: Transformational leadership (<i>workshop</i>)

TRACK A – LEADERSHIP DETAILED PROGRAM

15.45 – 16.30

PANEL DISCUSSION

Shifting from 'what' to 'how': How to become a great place for women to thrive

As the case for diversity has been made, the conversation shifting from the 'why' to the 'what'. Businesses around the world have struggled to define what efforts needed to be done, and many have put together robust plans with the leadership's buy-in. However, once businesses decide to make an effort and increase their diversity numbers, a new question arise. How can they combat unconscious bias and ensure their processes do not hinder their concerted efforts? How to hire for the right skills, while creating more diverse and inclusive workplaces?

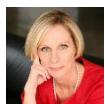
This panel discussion will explore innovative ways to overcome unconscious bias and help companies increase the number of women in their workforce without necessarily splashing out tremendous budgets – proposing actionable strategies that are impactful, and scalable.

Moderator:



Louise Karim
Managing Director
Mums@Work (UAE)

Confirmed speakers:



Dr. Patty Ann Tublin
Corporate consultant, entrepreneur and best-selling author (USA)



Rachel Ellyard
MENA Talent Leader
EY (UAE)



Nathalie Amiel-Ferrault
VP Customer Experience & Marketing
FedEx Express (UAE)



Florence Fontani
EVP Strategy, Communications & ESR – Middle East, South & Central Asia & Turkey
ENGIE (UAE)

16.30 – 16.50

TED TALK

Selfless leadership for selfish gains

Human beings, by default, are selfish. We may not realise it nor be willing to admit it, but it's the way we're wired. What if we can use this to have a positive impact around us? What if becoming a selfless leader can have a profound impact on those around us, and still benefit that leader dramatically? What if there was a way to be selfish, the right way? During this exciting session, Edward will share the 5 key attributes of selfless leaders that benefit the masses around them, yet are driven by their desire for self-gain.



Edward Matti
Managing Partner
CCM Consultancy (UAE)

16.50 – 17.45

WORKSHOP

Shape your future: Growth mindsets, what's all the hype?

This workshop explores the importance of effort, how mistakes help you learn, how to use setbacks as motivation, and the importance of curiosity and courage. This workshop gives practical tips and suggestions to help your employees and co-workers develop a growth mind-set and to improve their resilience.



Radhika Punshi
Managing Director
The Talent Enterprise (UAE)

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TRACK B – YOUTH & EDUCATION DETAILED PROGRAM

15.45 – 16.30

PANEL DISCUSSION

Youth, education and impact

New research reveals that 80% of fresh graduates are leaving university unprepared for the workplace. They hold a degree, attended prestigious universities and enrolled in internship programs – yet the region records 23% of youth unemployment, against a global average of 13%. Meanwhile, employers are waging a fight for talent in the region, competing to find young recruits with the potential to innovate, disrupt and embrace existing processes.

However, in a rapidly evolving economy, how much does education really matter? Much has been said about the future of work, but what does the future of education look like, and whose responsibility is it to drive this change? What is the role of corporates in bridging the skills gap? This session will discuss non-conventional education, analyse education models and propose solutions to support the transition towards a knowledge-based economy and build minds that will drive tomorrow's world.

Confirmed speakers:



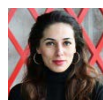
Dr. Linzi Kemp
Department of Management, School of Business Administration
American University of Sharjah (AUS) (UAE)



Lama Younis
Criminologist; forensic psychologist; children's rights activist; Founder
Hissah Enrichment Center (UAE)



Sallyann Della Casa
Lead Tree Shaker
Growing Leaders Foundation (UAE)



Dr. Ozge Akbulut
Co-Founder, **Surgitate**
Assistant Professor, **Sabanci University (Turkey)**



Mara Kronenfeld
Regional Director, Middle East and North Africa
International Youth Foundation (USA)

16.30 – 16.50

TED TALK

Raising my boys to be egalitarian

We are raising our girls to be perfect, and our boys, to be brave. This inspiring, funny and vibrant keynote looks at how we instil gender bias into our children from a young age, and explores the role of parents, educators and society in leading that change and raising young women to become assertive leaders that pursue their dreams, as much as young men.



Kristina Kuzmic
Mum-centric YouTuber, Winner of Oprah's Your OWN Show (USA)

16.50 – 17.45

MULTIGENERATIONAL OXFORD-STYLE DEBATE

Advertising to women, having it all, work-life balance: Have your say

This session will separate the audience into two teams, the first of which will be 'for' the proposal debated, and the second of which will be 'against'. Led by two facilitators, the audience will be invited to reflect upon and debate over various dividing questions, such as:

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- Advertising to women : empowering or demeaning ?
- The eternal question : do corporate jobs make it possible for women to 'have it all' ?
- Quotas to increase women's participation : for or against ?

The audience will be invited to choose their own debate questions and engage in group brainstorming before affronting the other team with their arguments.



Samia Hasan
Founder
Direction Dose (UAE)



TRACK C – ENTREPRENEURSHIP DETAILED PROGRAM

15.45 – 16.30

PANEL DISCUSSION

Social entrepreneurship: Doing good on the ground

Confirmed speakers:



Alice Laughher
Philanthropist and CEO
CTG Global (UAE)



Molly Hayward
Forbes 30 Under 30, Retail & E-commerce
Founder, **Cora** (USA)



Manal ElAttir
Entrepreneur and advocate for women and youth
Founder & Head, **ASILA GROUP** (Morocco)



Patricia Letayf
Co-founder
Five One Labs (Iraq)

16.30 – 16.50

ICEBREAKER

Share the Shame (and Laugh About It!)

Inspired by the iconic 'Mortified' event in the USA, this session is an opportunity for the audience to come to the stage, and share their most mortifying stories – whether childhood diaries, letters, lyrics, poems, work stories and recount anecdotes around gender stereotypes or unique experiences, in front of total strangers.

16.50 – 17.45

WORKSHOP

Creating a culture of innovation: Transformational leadership

This workshop explores the different elements that can help create a culture of innovation – from understanding the drivers of motivation to leading with purpose. Based on concrete examples, practical exercises and case studies, this session will engage the participants and conclude with a pitching session, helping the participants understand how their leadership can help transform teams.



Balvinder Powar
Associate Professor
IE Business School (Spain)

THE BUTTERFLY EFFECT – FROM INTENT TO IMPACT

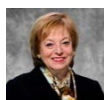
DAY TWO – October 26th, 2017

08.00 – 09.00

REGISTRATION AND BREAKFAST

09.00 – 09.05

OPENING REMARKS BY THE FORUM'S CHAIRPERSON



Margery Kraus
Founder & Executive Chairman
APCO Worldwide (USA)

09.05 – 09.25

KEYNOTE ADDRESS

From a documentary to a global movement: Breaking the silence on gender violence

Storytelling can bring about change – and film has the power to make people see the invisible, and connect to one another. This is what award-winning film maker Vibha Bakshi has lived firsthand. In the aftermath of the horrific incidents in Delhi, she decided to break the silence on gender violence and shot 'Daughters of India', a film that earned her the National Film Award from the President of India – the highest honor in Indian films.

Since then, the film was screened for over 1,500,000 police officers across the country to sensitize the force and is now part of the curriculum in over 200 schools. But, to Vibha, it is not her or the film that made a difference – it is the people that took it and used it as a catalyst for change. In this poignant address, she will share her story, discuss the importance of raising your own voice and continue to share her message of hope.



Vibha Bakshi
Award-winning director and producer
Filmmaker of the ground-breaking 'Daughters of Mother India' (India)

09.25 – 09.55

INSPIRATIONAL TALK SHOW

Help yourself before you help others

Haben Girma is the first blind-deaf Harvard Graduate, a White House Champion of Change and Global Inclusion Advocate. Original from Eritrea, she grew up in the United States with the idea that nothing was impossible – and set herself to achieve her dreams, without any role model to look up to.

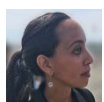
She is now working to promote accessibility and inclusiveness, and works with companies around the world to help them design accessible products and bridge the gap between the need and their offering – making profits as well as contributing to bettering societies.

Host:



Claire Sharrock
Former Managing Editor and Deputy Managing Director
7DAYS (UAE)

Guest:



Haben Girma
**First blind-deaf Harvard Graduate; Global Inclusion Advocate;
White House Champion of Change (USA)**

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09.55 – 10.15

KEYNOTE ADDRESS

Passion and profession: How a sense of higher purpose broke down career barriers

As a leading female technologist and data scientist in a field that is traditionally male dominated, Melissa McSherry's career has been defined by a series of personal and payments industry "firsts."

In this keynote, she will share of how a sense of higher purpose gave her permission to explore avenues that might otherwise have seemed high risk. With a clear picture of the broader benefits, she was able to ignore unhelpful social norms about how "good girls" should behave. Using personal anecdotes and stories, Melissa will explain how she broke traditional paradigms and created opportunities to drive her business goals, in service of a higher mission that had personal meaning for her. And on her path to finding purpose, she'll pay homage to the valuable role models who had an impact beyond their career, and helped her see what was possible by challenging conventional norms.



Melissa McSherry
SVP Global Head of Analytics and Data Products
VISA (USA)

10.15 – 11.00

TALK SHOW

Women game changers, disruptors and innovators

The WIL Forum's signature panel brings together women who are disruptors, innovators and pioneers in their fields. They are visionaries who are challenging the status-quo, transforming the regional and global business and their work contributes to improving communities around them.

Confirmed speakers:

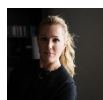
Lina Khalifeh
Founder
SheFighter, the first self-defence club for women (Jordan)



H.E. Dr. Shaikha Al Maskari
Chairperson
Al Maskari Holding (AMH), Emirates & Al Maskari Holdings, and Tricon Energy Operations (UAE)



Dr. Auma Obama
Germanist, sociologist, journalist & author, initiator & CEO
Saudi Kuu Foundation (Kenya)



Assia Grazioli-Vernier
Venture Partner & Founder, **Muse Capital**
Member of the Board of Directors, **Juventus Football Club** (Italy/USA)

11.00 – 11.20

KEYNOTE ADDRESS

11.20 – 12.00

NETWORKING COFFEE BREAK, FILM SCREENINGS AND POP-UP ACTIVITIES

12.00 – 12.45

TALK SHOW

Male champions of change

In a world where women represent under 5% of the CEOs in F500 companies and less than 20% in leading positions in politics, including men in the conversation around social change and women's empowerment and education is critical.

The WIL Forum's signature panel brings together men who tirelessly work towards social change. Philanthropists, peacemakers and game changers will discuss the challenges of bringing about change, share their experiences giving back and make the case for philanthropy and gender equality.

Confirmed speakers include:

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Anurag Kashyap
Film-maker and producer; recipient of the **Ordre des Arts et des Lettres** (India)



Satish Modi
Chairman
Modi Global Enterprises (India)

12.45 – 13.40

TALK SHOW

Where are the women? A look at male-dominated fields

A gender gap, often translated into a pay gap, persists in many industries. This panel takes a particular look at traditionally male-dominated fields: finance, politics, architecture and the STEM (science, tech, engineering and math) fields where women are poorly represented. Supporting women who choose to pursue these careers and providing them with a framework that enables them to blossom in their professional journey is not only essential to out-innovate, out-educate and outperform the rest of the world; it is also important to women themselves.

Featuring women who are exceptionally successful in these fields, this panel will review the main challenges for women in male-dominated industries, discuss what needs to be done to inspire a new generation of girls to follow their lead and focus on the role of men in advancing their careers.

Moderator:



Eithne Treanor
Managing Director
ETreanor Media (UAE)

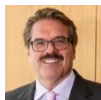
Confirmed speakers:



Iris Epple-Righi
CEO
Escada (Germany)



Eng. Ghosson AlKhaled
Deputy CEO
ACICO Industries (Kuwait)



Harald Wolf
Managing Director
Roche Diagnostics Middle East (UAE)



Rana Nawas
Senior Vice President, Structured Finance & Capital Markets
GE Capital Aviation Services (UAE)

13.40 – 14.50

NETWORKING LUNCH BREAK

The afternoon will feature three parallel streams, allowing the participants to choose their session a la carte.

	TRACK A – INCLUSION (full program page 15)	TRACK B – LEADERSHIP (full program page 16)	TRACK C – ENTRENEURSHIP AND MONEY (full program page 17)
14.50 – 15.35	From theory to action: The Emirati youth, innovation and inclusion (panel discussion)	Moving the needle for women in the banking and financial sectors (panel discussion)	Growth management: how these founders learnt to step back as they grew (panel discussion)

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15.35 – 16.35	Voices of tomorrow: speed dating for a mentor (<i>interactive session</i>)	Getting to yes: The art of negotiation (<i>workshop</i>)	The power of storytelling: Selling your start-up (<i>talk show</i>)
16.35 – 17.35	The danger of a single story, and how to tell your own (<i>workshop</i>)	From principles to practice: Developing female talent (<i>workshop</i>)	Financial literacy: Taking control of your own wealth (<i>workshop</i>)
19.00 – 20.30	Film screening of the award-winning 'Daughters of Mother India' and reception with the Film's Director (location to be announced)		

TRACK A – INCLUSION DETAILED PROGRAM

14.50 – 15.35

PANEL DISCUSSION, presented in partnership with Weyakum From theory to action: The Emirati youth, innovation and inclusion

This panel discussion proposes a fresh look at social entrepreneurship, impact and inclusion. Bringing together Weyakum Emirati Stars social entrepreneurs, inventors and innovators, this session will discuss how the youth can contribute to solving social challenges, with a focus on the inclusion of people with special needs.

Moderator:

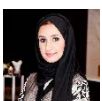


Dawn Metcalfe
Managing Director
PDSi (UAE)

Confirmed speakers:



Noor Shamma
Artpreneur, Originator of 'The Postcard Initiative' (UAE)



Bedour Al Raqbani
Founder /Director
Kalimati Speech & Communication Center (UAE)



Reem Al Fahim
CEO
SEDRA Foundation (UAE)

15.35 – 16.35

INTERACTIVE SESSION

Voices of tomorrow: Speed dating for a mentor

This session brings together girls aged 8 to 16 with “grown-ups” for a debate around gender equality, stereotypes, their dreams and aspirations, inviting them to create a canvas together, representing the outcomes of their exchange.

16.35 – 17.35

INTERACTIVE WORKSHOP

The danger of a single story, and how to tell your own



Christine Grove
Editor
Inc. Arabia (UAE)

TRACK B – LEADERSHIP DETAILED PROGRAM

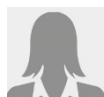
14.50 – 15.35

PANEL DISCUSSION

Moving the needle for women in the banking and financial sectors

This panel will review the main challenges encountered by customers in the banking sector, and explore how empowering women can increase customer happiness. It will present best practices to increase women's representation at a board level in financial institutions, and offer a holistic approach to gender parity in this male-dominated industry throughout the MENA region.

Confirmed speakers:



Nariman Kamber Al Awadhi
Director of Consumer Production
Central Bank of the UAE



Dr. Maryam Alsuwaidi
Deputy CEO
Securities & Commodities Authority (UAE)

15.35 – 16.35

WORKSHOP

Getting to yes: The art of negotiation

Research carried out in the Middle East and elsewhere suggests people don't speak up at work, which has serious implications for morale, execution and the bottom line.

The author of HardTalk™ will explain why, when we most need to communicate, we often go "speechless" or "squash" and share some tools to address these "BrainDrains".

Taking relevant information from fields including behavioural psychology and neuroscience, you will gain a deeper understanding of how your mind works against you, and what you can do to counter this with tools and an easy-to-use framework to have difficult conversations effectively.



Dawn Metcalfe
Managing Director
PDSi

16.35 – 17.35

WORKSHOP

From principles to practice: Developing female talent

Presented by Al Naboodah Group of Companies

This workshop aims to bring together the learnings from the conference by looking at some of the challenges facing women in the workplace, practical ways to truly embed a culture of diversity, and suggestions on how to deliver a focused and relevant Women's Development Programme. We will look at the measurable results from the highly successful women's development initiatives at Al Naboodah through an "On the couch" interview with the HR Director Emma Seymour.

Even the most successful women suffer from what is described as "Imposter Syndrome" and often still don't feel that they deserve their place in the boardroom. This workshop will show strategies to increase self-confidence and encourage the attendees to participate and share best practices.



Gillian Jones
Author & founder
Emerge Development Consultancy (UK)

TRACK C – ENTREPRENEURSHIP AND MONEY

DETAILED PROGRAM

14.50 – 15.35

PANEL DISCUSSION

Growth management: How these founders learned to step back as they grew

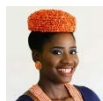
As an increasing number of women turn to entrepreneurship, every day, great ideas are being shut down by fear, uncertainty or doubt. Making the decision to venture into a new business and turn a mere idea into a reality can be a daunting task. So what are the steps that lead to this leap of faith?

Bringing together entrepreneurs who have gone through the ups and downs of setting one's business and subject matter experts, this session will offer some practical advice on the steps to set up a new venture, and discuss critical issues – from how to deal with self-doubt to turning failure into success, and when to re-evaluate your business for growth.

Confirmed speakers:



Donna Benton
Founder & Chairman
The Entertainer (UAE)



Olatorera Oniru
Founder & CEO
Dressmeoutlet.com (Nigeria)



Nadine Benchaffai
Founder
Taqado (UAE)

15.35 – 16.35

PANEL DISCUSSION

Selling your start-up: The power of storytelling

Despite their success as entrepreneurs, women find it exceedingly difficult to obtain venture capital funding, new research finds. Even though the amount of early-stage investment in companies with a woman on the executive team has tripled in the last 15 years, 85 percent of all venture capital-funded businesses have no women in top leadership roles.

This session will review the main challenges women entrepreneurs face when seeking capital, open a dialogue between investors and business cases, and offer recommendations on how to improve your success rate.

Invited speakers include:

- Emily Motayed, Founder, Havenly (USA)
- Liu Qing (Jean Liu), President of Didi Chuxing, China's largest transportation network (China)

16.35 – 17.35

WORKSHOP

Financial literacy – Taking control of your own wealth



Ida Beerhalter
Co-Head
IOME Private Investment Office (Switzerland)



Dimple Sahni
Senior Director Impact Investing
Anthos Fund & Asset Management (Netherlands)

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