

“When Women Do Better, Economies Do Better”

DAY 1	TUESDAY	3 OCTOBER 2017
8:30	REGISTRATION AND COFFEE	
09:00	Welcome Address by the Chairman	
09:15	KEYNOTE: “Empowering Women SMEs: Lessons Learned from Europe, Africa and The Middle East”	<ul style="list-style-type: none"> • Charlotte Kalin, CEO, Chamber Trade Sweden • Khalid Mahdi, Chairman of private sector Development Center, Iraq
09:45	<ul style="list-style-type: none"> o What is digital disruption and digital transformation? o Remaining relevant in today’s economy, Are you ready? o Where do women stand in such an economy? More or less opportunity? 	Nadine Samra , VP Digital Business Middle East and Africa, Zee Entertainment
9:55	PANEL: Digital marketing and its role for SME <ul style="list-style-type: none"> • Being online is essential as that is where your customers are, even if your business is not an online business you can rely on platforms that will help you have an online presence and reach consumers • Starting a digital content platform: pitfalls and challenges • Digital marketing trends and tips – video always works better, keep things short, give them content that they are interested in vs just promoting your brand etc. 	<ul style="list-style-type: none"> • Alia Adi, Founder & CEO, Basmaty • Dunia Othman, Cofounder and CEO, mrUsta • Nadine Samra, VP Digital Business Middle East and Africa, Zee Entertainment • DHL
10:30	MORNING COFFEE BREAK	
11:00	Emotional intelligence in Business (EQ)	Maya Al Hawary , Chairwoman of Board of Governors & Director of Planning Dubai Carmel School
11:15	PANEL: Best businesses of future and flexibility for women in the workplace <ul style="list-style-type: none"> • The challenges and opportunities of e-commerce in the Middle East • The challenges of managing 	<ul style="list-style-type: none"> • Mona Ataya, CEO and Founder of Mumzworld.com, Co-founder of Bayt.com • Joy Ajlouny, Co-founder of Fetchr • Louise Karim, MUMS@WORK • Padmini Gupta, CEO and Founder Of Rise

	<p>customer expectations in e-commerce</p> <ul style="list-style-type: none"> • (Secure your business, Secure your future) <p>How can flexible working benefit SME</p>	
11:45	<p>Surviving the initial years of being a woman entrepreneur</p> <p>- So what does it take to be a woman entrepreneur - pre-start-up - Phase I - briefly on the transition from home maker to women entrepreneur</p> <p>- The start-up phase - Phase II - The pangs, learnings and preparation for women entrepreneurs in the start-up phase</p> <p>- From start-up to scale-up - Phase III - how to break the glass ceiling and really grow your business</p>	<p>Renuka Gunjahalli, Principal Consultant, Centurion Consulting LLC</p>
12:00	NETWORKING LUNCH	
13:00	<p>PANEL: How to get your business financed? How to find investors? Do you really need investors and how to be sure about it?</p>	<ul style="list-style-type: none"> • Christina Andreassen, Investor, WOMENA • Maria Pearson, CEO of grow.me • Sara Mohamed, Former Chief Executive Officer of Al Bashayer Investment company • Sponsor
13:45	Building your brand: secrets and strategies	Matt Wilson , Creative Director and CEO, Animus Creative
14:00	Secrets of networking, action tips for effective first encounter	Kim A.Page , Owner at Kimapage
14:15	AFTERNOON COFFEE BREAK	
14:45	Role of Corporate Social Responsibility in the MENA REGION	Mariam Farag , Head of CSR MBC Group
15:10	Balanced leadership, men vs women or men and women together	Maria Tullberg , General Manager of Radisson Blue Hotel

15:25	<p>“Progression over Perfection”</p> <p>Strategies on how to overcome overwhelm and frustration and practical tools on how we can be great at all things without feeling guilty for it too.</p> <p>Social media impact on our life, opportunities and challengers</p>	Michelle Raymond , Director of the Peoples Partner Ltd
15:40	Time management and sustainability in business	Salma Sakhnini , CEO, ICON
15:55	Process Management	Kristina Klassen , CEO of GMBH

DAY 2	WEDNESDAY	4-Oct-17
8:30	MORNING COFFEE	
9:00	Welcome Address by the Chairman	
09:15	<p>Women in government, women in business.</p> <p>Diplomatic Etiquette for women in Power.</p> <p>The skills of diplomacy to use for successful women.</p>	<ul style="list-style-type: none"> ● Astra Kurme, the Ambassador of Latvia to UAE
09:45	<p>PANEL: Challengers and new chances for women in business</p> <p>To work or not with your spouse, how to create positive relationship with partner</p> <p>Retail business and main challengers</p> <p>Organizing and “decluttering your business”</p> <p>Set up your business in Europe</p>	<ul style="list-style-type: none"> ● Priya Televane, CEO of 361 degrees Design Solution LLC ● Shelina Jokhiya, Managing Director DeCluttr Me ● Maya Alghaith, Co-founder of Health Gate ● Luann IP, Managing Director of Dutch Business Incorporation
10:30	MORNING COFFEE BREAK	
11:00	How to be the first in your field	Doctor Sharifa Al-Yahyai , former Minister of Social Affairs of Oman
11:20	Higher Education can fuel your Entrepreneurial Success	Founder and Ceo of Nadereen Consultancy Mrs. Dareen Zoughbi
11:35	<p>Company Set-ups and Business Opportunities in Ras Al Khaimah</p> <ul style="list-style-type: none"> ● Selection of the ideal Free Zone ● Free Zone Company Set-up (documents, costs) ● Business Opportunities in Ras Al Khaimah 	Jana Krok , MEO FZ-LLC

11:45	Yasmeen Project How to invest your money, saving and trading	Zahra Baqir, CEO, Zari iINTERNATIONAL Consultancy center
12:05	SPONSOR SLOT AVAILABLE	
12:30	NETWORKING LUNCH	
13.30	ROUNDTABLE 1: How to market your business successfully	<ul style="list-style-type: none"> • Helen McGuire, Cofounder and Director of Hopscotch.ae • Assia Riccio, Founder Evolvin' Women
	ROUNDTABLE 2: Customer discovery for your business	Maria Pearson , CEO of Grow.me
	ROUNDTABLE 3: Dubai Women Council Exclusive opportunities, networking in UAE	Nadine Halabi , Business Development Manager, Dubai Women Council
	ROUNDTABLE 4: Importance of Financial Literacy for Women	Hanane Arif , Societe Generale, Business development Officer
	ROUNDTABLE 5: How to grow your business in 6 steps	Canan Piskin , Business Coach, Action Coach
	ROUNDTABLE 6: Start your business online	Shereen Salah , MBC mashro3 Amal award winner